

# Chiara Saibene

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## Marketing Management

CHIARA.SAIBENE@SDABOCCONI.IT

Via Bocconi 8, room 508

Tel. +39 02 5836.6834 Fax. 02-5836.6893

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# Curriculum Vitae

SDA Fellow

Degree in languages and foreign literatures, Catholic University, Milan, 2004

Master's degree – 2nd level in “Qualitative Methods for Research Applied to Social Surveys and Marketing”, Catholic University, Milan, 2008

Ph.D. Candidate in Business Integrated Administration, "Carlo Cattaneo" University – LIUC, Castellanza, Varese

## Academic position and/or Professional activities

Clinical Professor of Value and Marketing Performance Management at Bocconi University – Marketing Department

## Research Interests

- Consumer Behaviour
- Customer Value Management

- Marketing Research
- Pricing