

Luca Buccoliero

Marketing Management

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Curriculum Vitae

Lecturer of the Department of Marketing at Bocconi University
Researcher at CERMES Bocconi
Exchange Researcher and Visiting Professor, Waseda University, Tokyo

Degree in Business Administration, Bocconi University, Milan, Italy, 1993

Ph.D. in Public Management, University of Parma, Italy, 2001

Research Interests

- Customer Service Science in public services
- Social Marketing

- Innovation in public services and Citizen Relationship Management
- Healthcare, Government e Non Profit Marketing
- E-Government
- E-Health
- Information and communication technologies in health care organizations and in local governments. Accounting systems, MIS and DSS in hospitals and in local and central governments
- Public Management, healthcare management