

# Maria Cristina Cito

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Brand & Communication

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## Curriculum Vitae

She teaches marketing strategy in SDA Bocconi's Executive MBA programme, marketing courses in SDA Bocconi School of Management's Executive programme, and she is visiting professor at Rotterdam School of Management. Her teaching experience is in the areas of marketing communication, market research, and marketing strategy.

Her research interest lies in the emotional and social influences on consumer behaviour. More specifically, I explore the impact of customers' identity on their behaviour and the role of emotions in consumer experiences for creative products.

Doctor of Philosophy - PhD focused in Business Administration and Management, General from Alma Mater Studiorum Bologna.

Director

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LANGUAGE

ITALIAN

ON DEMAND

