

Piergiacomo Mion Dalle Carbonare

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Biography

Piergiacomo Mion Dalle Carbonare is a Junior Lecturer in the Government, Health & Not for Profit Knowledge Group at SDA Bocconi School of Management. He is the Coordinator of the Master in Arts Management and Administration (MAMA) and of the International Program in Arts Management (IPAM). He has conducted numerous research, education and consulting projects with cultural and public institutions.

His research activities focus on arts management and territorial marketing. Piergiacomo earned a Master of Public Management from SDA Bocconi School of Management and a BSc in Political Science and International Relations from Fitchburg State University (MA), USA. He is currently a PhD candidate at the l'Universitat de Valencia.

Teaching domains

Strategy and Public Policy

Latest publications

PIANCATELLI C., CUADRADO M., MION DALLE CARBONARE P.

Balenciaga, the Master of Haute Couture in The Artification of Luxury Fashion Brands : Synergies, Contaminations, and Hybridizations

Marta Massi , Alex Turrini (Eds),Palgrave Macmillan, chap. 6, 2020

MION DALLE CARBONARE P., PROKUPEK M.

Cultural business models: The Mistake of Obsolescence in Managing the Cultural Business: Avoiding Mistakes, Finding Success

M.Addis, A.Rurale (Eds),Routledge, chap. 2, 2020

CARÙ A., MION DALLE CARBONARE P., OSTILLIO M. C., PIANCATELLI C.

The Impact of Technology on Visitor Immersion in Art Exhibitions: Evidence from the Modigliani Art Experience exhibition in Digital Transformation in the Cultural and Creative Industries. Production, Consumption and Entrepreneurship in the Digital and Sharing Economy

Marta Massi, Marilena Vecco, Yi Lin (Eds),Routledge, chap. 2, 2020

MASSI M., PIANCATELLI C., MION DALLE CARBONARE P.

Boosting Football Club Brands Through Museums: The Experience of Mondo Milan in Integrated Marketing Communications, Strategies, and Tactical Operations in Sports Organizations

Manuel Alonso Dos Santos (Eds), IGI Global, chap. 6, pp.110-128, 2019

MION DALLE CARBONARE P., PRESTINI S., RURALE A.

In the Eyes of the Art Beholder: The Case of Villa Necchi Campiglio

2019, The Case Centre, Great Britain

CARÙ A., MION DALLE CARBONARE P., OSTILLIO M. C.

The impact of technology on visitor immersion in art exhibitions: Evidence from the Modigliani Art Experience exhibition

15th International Conference on Arts and Cultural Management - AIMAC - June 23-26, 2019, Venice, Italy
