

# Chiara Piancatelli

## DIGITAL MARKETING

---

### ARTICOLI SU RIVISTA SCIENTIFICA

TURRINI A., MASSI M., PIANCATELLI C.

**From Corporate Artification to Artification in the Third Sector**

Journal of Philanthropy and Marketing, 2024, vol.29, no. 4, pp.e1881

PIANCATELLI C., DE ANGELIS S.

**Un approccio innovativo per comunicare il brand**

Harvard Business Review Italia, Novembre, 2024, pp.98-102

PIANCATELLI C., PRANDELLI E.

**Il potere dell'IA generativa nel settore del Fashion & Luxury**

Harvard Business Review Italia, Giugno, 2024

MASSI M., PIANCATELLI C., VOCINO A., ROJAS-MÉNDEZ J. I.

**Making it real on social media: exploring authenticity strategies for sport and fitness influencers**

Journal of Strategic Marketing, 2024, vol.32, no. 8, pp.1376-1397

PIANCATELLI C., MASSI M., ARBORE A.

**Verso un nuovo paradigma di omnichannel in chiave phygital**

Harvard Business Review Italia, Settembre, 2023

MASSI M., PIANCATELLI C., VOCINO A.

**Authentic omnichannel: Providing consumers with a seamless brand experience through authenticity**

Psychology & Marketing, 2023, vol.40, no. 7, pp.1280-1298

MANDELLI A., ARBORE A., PIANCATELLI C.

**Mercati e marketing al tempo dei social media**

Micro & Macro Marketing, 2023, no. 1, pp.207-232

PIANCATELLI C., MASSI M., RACCAGNI D.

**Battere la concorrenza con Metaverso e NFT. Come utilizzare strumenti innovativi per coinvolgere i clienti nel mondo digitale**

Harvard Business Review Italia, Ottobre, 2022

MANDELLI A., PIANCATELLI C., ARBORE A.

**Vibram: il marketing digitale come motore della digital transformation**

Micro & Macro Marketing, 2022, vol.31, no. 1, pp.117-134

PIANCATELLI C., MASSI M., MANDELLI A.

**Nuove logiche e traiettorie di crescita dell'advertising**

Economia & Management, 2022, no. 1, pp.85-93

PIANCATELLI C., MASSI M., VOCINO A.

**#artoninstagram: Engaging with art in the era of the selfie**

International Journal of Market Research, 2021, vol.63, no. 2, pp.134-160

PIANCATELLI C., RACCAGNI D., MASSERINI S.

**Il ruolo strategico dei social media nel mutato contesto degli eventi**

Harvard Business Review Italia, Marzo, 2021

PIANCATELLI C., MASSI M., VOCINO A.

**The role of atmosphere in Italian museums: effects on brand perceptions and visitor behavioral intentions**

Journal of Strategic Marketing, 2021, vol.29, no. 6, pp.546-566

PIANCATELLI C., MASSI M., HARRISON P.

**Has Art Lost Its Aura? How Reintermediation and Decoupling Have Changed the Rules of the Art Game: The Case of Artvisor**

International Journal of Arts Management, 2020, vol.22, no. 3, pp.34-54

---

## MONOGRAFIE AD ALTA DIVULGAZIONE

MANDELLI A., ARBORE A., PIANCATELLI C.

**Storie, Relazioni e Business: Social Media Marketing nell'era delle piattaforme**

Egea, Milano, Italia, 2022

---

## CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

BUONGIORNO SOTTORIVA C., MEDA F., PIANCATELLI C.

**L'accesso ai servizi e la selezione dell'utenza: il customer experience management a garanzia dell'equità** in

*Management della Cronicità: Logiche aziendali per gestire i nuovi setting sanitari finanziati dal PNRR*

F. Longo, V. Tozzi (a cura di), Egea, chap. 3, pp.63-80, 2023

PIANCATELLI C., SOSCIA I.

**Le ricerche per la definizione e il controllo della comunicazione di massa** in *Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative di marketing - II Ed.*

L. Molteni, G. Troilo (a cura di), Egea, chap. 14, pp.549-586, 2022

PIANCATELLI C., RICCI A.

**New business models for craft: the case of Artemest** in *The Artisan Brand: Entrepreneurship and Marketing in Contemporary Craft Economies*

Jon Mulholland, Alessandra Ricci, Marta Massi (a cura di), Edward Elgar Publishing, chap. 9, pp.136-155, 2022

CARÙ A., MION DALLE CARBONARE P., OSTILLO 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 (a cura di), Routledge, chap. 2, pp.13-31, 2021

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 (a cura di), Palgrave Macmillan, chap. 6, pp.141-162, 2020

MASSI M., OLIVIERI M., PIANCATELLI C.

**Cultura alta o cultura bassa bassa? Un'indagine sui consumi culturali degli immigrati in Italia** in *Immigrati e*

*consumi in Italia. I consumi come fattore di integrazione e acculturation*  
R.Fiocca, C.Cantù (a cura di), Franco Angeli, pp.154-168, 2020

PIANCATELLI C., MASSI M., RACCAGNI D.

**Marketing Experiential Events Through New Media: The Ferragnez Wedding Case** in *Handbook of Research on New Media Applications in Public Relations and Advertising*  
Elif Esiyok (a cura di), IGI Global, chap. 8, pp.133-148, 2020

MASSI M., PIANCATELLI C., PANCHERI S.

**Art and Brand Contamination: How Brands Have Blurred the Distinction Between Low Culture and High Culture** in *Handbook of Research on Consumption, Media, and Popular Culture in the Global Age*  
Ozlen Ozgen (a cura di), IGI Global, chap. 20, pp.339-354, 2019

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 (a cura di), IGI Global, chap. 6, pp.110-128, 2019

MASSI M., PIANCATELLI C., PANCHERI S.

**Culture and the City: Rebranding "Tough Cities" through Arts and Culture - The Case of Matera 2019** in *Positioning and Branding Tourism Destinations for Global Competitiveness*  
Rahmat Hashim, Mohd Hafiz Mohd Hanafiah, Mohd Raziff Jamaluddin (a cura di), IGI Global, chap. 5, pp.100-123, 2019

MASSI M., PIANCATELLI C., RURALE A.

**Il marketing come strumento di valorizzazione culturale nei Conservatori musicali. Il caso dell'istituto musicale "Claudio Monteverdi" di Cremona** in *I conservatori di musica. Profili normativi, gestionali e contabili*  
Carmela De Gennaro, Roberto De Leonardis, Giuseppe Mongelli (a cura di), Aracne Editrice, pp.267-286, 2019

MASSI M., PIANCATELLI C., GHILARDI R.

**Preserving Memory through Branding: Museums Brands as Vectors for Advocacy, Promotion and Public Programming** in *Handbook of Research on Advocacy, Promotion, and Public Programming for Memory Institutions*  
Patrick Ngulube (a cura di), IGI Global, chap. 20, pp.366-389, 2019

MASSI M., PIANCATELLI C.

**Tracing the Evolution of Marketing in Arts Organizations: From 'Third Wheel' to Protagonist of the Arts Scene** in *The Routledge Companion to Arts Management*  
William J. Byrnes, Aleksandar Brkic (a cura di), Routledge, chap. 21, 2019

---

## ALTRO

PIANCATELLI C.

**Kering Eyewear: how to utilize technology in the world of events - Kering Eyewear: Come utilizzare la tecnologia nel mondo degli eventi**  
2024, SDA Bocconi Insight, Milano, Italia

PIANCATELLI C., DEVANI H., MEHROTRA R.

**Leveraging Instagram Reels for impactful marketing**  
2022, MediaBrief

ARBORE A., PIANCATELLI C.

**If Content is the King, Engagement is the Queen**  
2022, MediaBrief

---

## CASI PUBBLICATI IN COLLANE INTERNAZIONALI

PIANCATELLI C., MASSI M.

**Embracing the Phygital Challenges in the Event World: The Case of Kering Eyewear**

2024, The Case Centre, Gran Bretagna

MANDELLI A., PIANCATELLI C., ARBORE A.

**Communication, Business and Digital Transformation: The Case of Burberry**

2021, The Case Centre, Gran Bretagna

MANDELLI A., SALVIOTTI G., PIANCATELLI C., ABBATEMARCO N.

**Vibram: Customer Centricity at the Core of Digital Transformation and New Business Model**

2020, The Case Centre, Gran Bretagna

---

## PROCEEDINGS/PRESENTATIONS

MASSI M., PIANCATELLI C., PELLICELLI A. C.

**From Direct-To-Consumer (D2C) to Direct-To-Metahuman (D2M): an Experimental Study on the Metaverse**

2023 Global Marketing Conference, 20-22 July, 2023, Seoul, Corea del Sud

PIANCATELLI C., MASSI M., CILLO P.

**Empowering Consumers Through Blockchain: NFTs as a Means to Institutionalize Consumer Roles in The Metaverse**

2023 AMA Winter Academic Conference, 6-12 February, 2023, Nashville TN, Stati Uniti d'America

MASSI M., VOCINO A., PIANCATELLI C.

**Authentic Omnichannel: Providing Consumers with a Seamless Brand Experience through Authenticity**

Academy of Marketing Science Annual Conference - May 25-27, 2022, Monterey, LA, Stati Uniti d'America

MASSI M., PIANCATELLI C., MIZZAU L., DI RADDÒ E.

**Culture and the City: Rebranding 'Tough' Cities through Arts and Culture. The Case of Matera 2019**

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

PIANCATELLI C., MASSI M., HARRISON P.

**Engaging with arts in the era of the selfie: an ethnographic study**

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

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

**From Maecenas to Crowd: Democratizing Fundraising in the Arts and Culture. The case of BeArt**

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

PIANCATELLI C., MASSI M., TURRINI A.

**Branding Museums: How Brand Trustworthiness, Perceived Quality and Satisfaction Impact Museum Visitors' Behavior**

EURAM 2018, June 19-22, 2018, Reykjavík, Islanda

PIANCATELLI C., MASSI M., HARRISON P.

**Has art lost its aura? How digital technology and decoupling have changed the rules of the art game: the 'Artvisor' case**

14th International Conference on Arts and Cultural Management AIMAC - June 24-28 2017, Beijing, Cina

---