

# Giulia Miniero

BRAND & COMMUNICATION

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## ARTICOLI SU RIVISTA SCIENTIFICA

MINIERO G., BONERA M., CODINI A.

**Generation Z: Values and Motivations Fostering Ethical Consumption**

Micro & Macro Marketing, 2023, vol.94, no. 1, pp.121-146

ADDIS M., MINIERO G., RICOTTA F.

**Value co-production made easy: the role of fantastical thinking**

European Journal of Marketing, 2021, vol.55, no. 1, pp.163-192

BONERA M., CODINI A. P., MINIERO G.

**The great Millennials' trouble: leading or confused green generation? An Italian insight**

Italian Journal of Marketing, 2020, vol.2020, no. 4, pp.289-308

ADDIS M., MINIERO G., FRANCESCO R.

**Building brands through experiential events: When entertainment meets education**

African Journal of Business Management, 2018, vol.12, no. 20, pp.596-608

ADDIS M., MINIERO G., SOSCIA I.

**Facing contradictory emotions in event marketing: leveraging on surprise**

Journal of Consumer Marketing, 2018, vol.35, no. 2, pp.183-193

CODINI A. P., MINIERO G., BONERA M.

**Why not promote promotion for green consumption?**

The European Business Review, 2018, vol.30, no. 5, pp.554-570

ZAGHI K., MINIERO G.

**Il cliente percepito**

Economia & Management, 2017, no. 3, pp.17-22

CAIOZZO P., CITO M. C., MINIERO G.

**Venditori si nasce? Il mestiere visto dagli studenti**

Economia & Management, 2017, no. 1, pp.13-17

MINIERO G., CODINI A., BONERA M.

**Time horizon and green consumption**

Mercati e Competitività, 2016, no. 2, pp.49-62

ADDIS M., MINIERO G., RICOTTA F.

**Personalizzare l'offerta con successo: Il ruolo della fantasia**

Economia & Management, 2015, no. 1, pp.46-66

CORVI E., MINIERO G., CODINI A., BONERA M.

**Stimolare le scelte di consumo "green"**

Micro & Macro Marketing, 2015, vol.70, no. 1, pp.41-64

MINIERO G., CODINI A., BONERA M., CORVI E., BERTOLI G.

**Being green: from attitude to actual consumption**

International Journal of Consumer Studies, 2014, vol.38/2014, no. 38, pp.521-528

CHIZZOLI C., MINIERO G., PATE A.

**The impact of product placement on brand equity**

Finanza, Marketing e Produzione, 2013, vol.31, no. 1, pp.63-84

MINIERO G.

**Fantastical thinking, transportation and persuasion in advertising**

Economia & Management, 2012, no. 4, pp.18-22

MINIERO G., HORNIK J.

**Ad message appeal effectiveness: a Meta-Analysis Ad message appeal effectiveness: a Meta-Analysis**

Finanza, Marketing e Produzione, 2010, vol.28, no. 4, pp.80-98

JARACH D., ZERBINI F., MINIERO G.

**When legacy carriers converge with low-cost carriers: Exploring the fusion of European airline business models through a case-based analysis**

Journal of Air Transport Management, 2009, vol.15, no. 6, pp.287-293

HORNIK J., MINIERO G.

**Synchrony effects on customers' responses and behaviors**

International Journal of Research in Marketing, 2009, vol.26, no. 1, pp.34-40

ADDIS M., MINIERO G.

**Essere 'in' quando si sceglie di essere 'out': la gestione delle relazioni nel caso del Teatro Out Off**

Finanza, Marketing e Produzione, 2007, vol.25, no. 2, pp.87-112

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## MONOGRAFIE O TRATTATI SCIENTIFICI

MINIERO G.

**Nuove frontiere dell'esperienza di consumo: il ruolo della fantasia**

Egea, Milano, Italia, 2017

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## CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

MINIERO G., PIZZETTI M., BACCELLONI A., RICOTTA F.

**Design Thinking for Food Well-Being: An Adolescent Language Perspective** in *Design Thinking for Food Well-Being*

Wided Batat (a cura di), Springer International Publishing, pp.137-152, 2021

MINIERO G., HOLST C.

**Corporate communication and the arts** in *Managing the Cultural Business: Avoiding Mistakes, Finding Success*

M. Addis, A. Rurale (a cura di), Routledge, chap. 10, 2020

RINALLO D., MINIERO G.

**Etica della comunicazione di marketing** in *Marketing Management. Progettare e generare valore per il cliente*

Egea, pp.661-680, 2011

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## PROCEEDINGS/PRESENTATIONS

GROSSO M., MINIERO G., CASTALDO S.

**Leveraging on the Customer Journey for Rethinking Customer Experience: A Multi-Method Field Work in Grocery Retailers**

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

CAIOZZO P., CITO M. C., GUENZI P., MINIERO G., GHADDAR S.

**How students perceive salespeople and the sales job**

*GSSI - Global Sales Science Institute Conference - June 8-9, 2017, Le Morne, Mauritius*

CAIOZZO P., GUENZI P., MINIERO G., CITO M.

**How students perceive salespeople and the sales job**

*Global Sales Science Institute (GSSI) Conference, 2016, Birmingham, Gran Bretagna*

BUSACCA B., MINIERO G., BERTOLI G.

**Brand Extensions threat: Counter extensions**

*43rd European Marketing Academy Conference - June 3-6, 2014, Valencia, Spagna*

BONERA M., CODINI A., MINIERO G.

**A study on psychological conditions and green consumption**

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MINIERO G., GIBBERT M.

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*42nd Advances in Consumer Research Conference, 2014*

MINIERO G., GIBBERT M.

**Complaining vs Expressive Writing in frustrating product Experiences**

*43rd European Marketing Academy Conference, 2014*

BERTOLI G., CODINI A., MINIERO G.

**Short time and long time in Green Consumption: the role of time horizon**

*13th International Marketing Trends Conference, 2014*

CORVI E., BONERA M., MINIERO G.

**A possible stimulus of the consumers-citizens' sustainable consumption**

*12th International Marketing Trends Conference - Proceeding of the 12th International Marketing Trends Conference 2013*

BERTOLI G., BONERA M., CODINI A., CORVI E., MINIERO G.

**Striving to promote green consumption: the impact of regulatory focus and time horizon**

*2013 Winter Marketing Educators' Conference - Challenging the Bounds of Marketing Thought 2013, Stati Uniti d'America*

BERTOLI G., MINIERO G.

**Regulatory focus e consumo sostenibile**

*IX CONVEGNO ANNUALE SOCIETA' ITALIANA DI MARKETING - Marketing Internazionale ed Effetto Country of Origin, 2012, Italia*

HORNIK J., MINIERO G.

**Are advertising appeal effective? Insights from a Meta- Analysis**

*Looking Back, Looking Forward: Shaping the Future of Research in Marketing 2011, Stati Uniti d'America*

ARBORE A., SOSCIA I., MINIERO G.

**Computer based lie detection technique for scale validation**

*AMA Summer Conference - August 13-16, 2010, Boston, USA*

ARBORE A., SOSCIA I., MINIERO G.

**Unmasking Pinocchio, once for all: applying lie detection techniques to overcome the social desirability bias**

*39th EMAC Conference - The Six Senses: The Essentials of Marketing - June 1-4, 2010, Copenhagen, DK*

RURALE A., MINIERO G., CARÙ A.

**Measuring customer satisfaction in a multitarget cultural institution: evidences for "Milano per La Scala" foundation**

*10th International Conference on Arts and Cultural Management AIMAC - June 28-July 1, 2009, Dallas, Stati Uniti d'America*

JARACH D., ZERBINI F., MINIERO G.

**Future outcomes for the european airline industry: an ampirical analysis through interviews with european airlines' senior executives**

*12th ATRS World Conference - July 6-10, 2008, Athens, Grecia*

JARACH D., MINIERO G., ZERBINI F.

**When legacy carriers converge with low cost: the hybrid approach of Brussels Airlines**

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