

# Sara Valentini

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ASSOCIATE PROFESSOR

**Marketing Management**

**S.VALENTINI@UNIBOCCONI.IT**

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## ARTICOLI SU RIVISTA SCIENTIFICA

MONTAGUTI E., VALENTINI S., VECCHIONI F.

**Content That Engages Your Customers: The Role of Brand Congruity and Promotions in Social Media**

Journal of Interactive Marketing, 2023, vol.58, no. 1, pp.16-33

VALENTINI S., ORSINGHER C., POLYAKOVA A.

**Customers' emotions in service failure and recovery: a meta-analysis**

Marketing Letters, 2020, vol.31, no. 2-3, pp.199-216

VALENTINI S., NESLIN S. A., MONTAGUTI E.

**Identifying omnichannel deal prone segments, their antecedents, and their consequences**

Journal of Retailing, 2020, vol.96, no. 3, pp.310-327

MONTAGUTI E., VALENTINI S.

**Brand e social media: alla ricerca degli strumenti più efficaci nella caccia all'engagement**

Harvard Business Review Italia, 2017, no. 9, pp.102-109

MONTAGUTI E., NESLIN S. A., VALENTINI S.

**Can Marketing Campaigns Induce Multichannel Buying and More Profitable Customers? A Field Experiment**

Marketing Science, 2016, vol.35, no. 2, pp.201-217

VALENTINI S., MONTAGUTI E., NESLIN S. A.

**Decision Process Evolution in Customer Channel Choice**

Journal of Marketing, 2011, vol.75, no. 6, pp.72-86

ORSINGHER C., MARZOCCHI G. L., VALENTINI S.

**Consumer (goal) satisfaction: A means-ends chain approach**

Psychology & Marketing, 2011, vol.28, no. 7, pp.730-748

ORSINGHER C., VALENTINI S., DE ANGELIS M.

**A meta-analysis of satisfaction with complaint handling in services**

Journal of the Academy of Marketing Science, 2010, vol.38, no. 2, pp.169-186

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## MONOGRAFIE O TRATTATI SCIENTIFICI

VALENTINI S.

**Il marketing omnicanale: l'integrazione dei canali come strategia di marketing**

Bononia University Press, Italia, 2017

VALENTINI S.

**Segmentazione e motivazioni della customer base: un'applicazione al settore alberghiero**

Società Editrice Esculapio, Bologna, Italia, 2008

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## CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

VALENTINI S., MONTAGUTI E., NESLIN S. A.

**Decision process evolution in customer channel choice** in *From Little's Law to Marketing Science. Essays in Honor of John D.C. Little*

John R. Hauser, Glen L. Urban (a cura di), The MIT Press, pp.285-316, 2016

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## PROCEEDINGS/PRESENTATIONS

FREITAS C., MONTAGUTI E., VALENTINI S.

**The Role of Marketing Activities and Searching Behavior Driving New Users Toward Acquisition**

*EMAC Annual Conference, May 24-27, 2022, Budapest, Ungheria*

D'ASSERGIO C., MANCHANDA P., MONTAGUTI E., VALENTINI S.

**How Do Firms Ask for Consumers' Data Permission? The Value of Companies Data Practices**

*EMAC Annual Conference, May 25-28, 2021, Madrid, Spagna*

FREITAS C., KONUS U., VALENTINI S.

**What Drives Channel Choice in Multichannel Customer Journeys: A Meta-Analysis**

*EMAC Annual Conference, May 25-28, 2021, Madrid, Spagna*

D'ASSERGIO C., MANCHANDA P., MONTAGUTI E., VALENTINI S.

**The Race for Data: Who Gained from Re-permission E-mails in the Enforcement of GDPR**

*NYU-Temple-CMU 2020 AIML Conference on Artificial Intelligence, Machine Learning, and Business Analytics, December 10-11, 2020, (online)*

D'ASSERGIO C., MONTAGUTI E., VALENTINI S.

**How do firms ask for consumers' data permission? And how do customers react**

*EMAC Annual Conference, May 28-31, 2019, Hamburg, Germania*

D'ASSERGIO C., MONTAGUTI E., VALENTINI S.

**How do firms ask for consumers' data permission? And how do customers react**

*Marketing Science Conference, 20-22 June, 2019, Roma, Italia*

MONTAGUTI E., VALENTINI S., VECCHIONI F.

**Exploring the Acquisition Funnel: The Role of Marketing Activities and Searching Behavior in Driving New Users Toward Acquisition**

*EMAC Annual Conference, 29 May-1 June, 2018, Glasgow, Gran Bretagna*

MONTAGUTI E., VALENTINI S., ZAMMIT A.

**Gamification: A Way to Increase Customer Base Value?**

*EMAC Annual Conference, 29 May-1 June, 2018, Glasgow, Gran Bretagna*

MONTAGUTI E., NESLIN S. A., VALENTINI S.

**The Omnichannel Deal Prone Consumer**

*Marketing Science Conference, , June 13–16, 2018, Philadelphia, PA, Stati Uniti d'America*

MONTAGUTI E., VALENTINI S., VECCHIONI F.

**How Can Companies Get Their Social Media Campaigns Rebroadcast: The Role Of Fit Between Online Contents And Corporate Fan Pages**

*Marketing Science Conference, 7-10 June, 2017, Los Angeles, CA, Stati Uniti d'America*

MONTAGUTI E., NESLIN S. A., VALENTINI S.

**The Deal Prone Consumer in a Omnichannel Marketplace**

*EMAC Annual Conference, May 23-26, 2017, Groningen, Paesi Bassi*

MONTAGUTI E., VALENTINI S.

**The 'Right' Variation of Fit between Online Contents and Brand Fan Pages**

*EMAC Annual Conference, May 23-26, 2017, Groningen, Paesi Bassi*

MONTAGUTI E., VALENTINI S., VECCHIONI F.

**Can companies generate engagement through their social media activity? A Field Experiment**

*SIM Conference, October 20-21, 2016, Cassino FR, Italia*

ORSINGHER C., POLYAKOVA A., VALENTINI S.

**Getting Emotional Twice: An Analysis of Patterns of Emotional States after failure and recovery**

*La Londe Service Management Conference, May 31-June 3 2016, La Londe les Maures, Francia*

MONTAGUTI E., NESLIN S. A., VALENTINI S.

**Is There a Multichannel Deal Prone Consumer?**

*SIM Conference, October 20-21, 2016, Cassino, FR, Italia*

MONTAGUTI E., ROSSI F., VALENTINI S.

**Consumer impatience and market structure: The case of online pizza delivery**

*Marketing Science Conference, June 17-20, 2015, Baltimore, MA, Stati Uniti d'America*

MONTAGUTI E., VALENTINI S., VECCHIONI F.

**The Role of the Fit between the Brand Fan Page and the Post in Determining Re - broadcasting Activity**

*EMAC Annual Conference, May 26-29, 2015, Leuven, Belgio*

VALENTINI S., ORSINGHER C.

**Redoubling emotions: An analysis of customers' emotional patterns following service failure and recovery**

*EMAC Annual Conference, June 4-7, 2013, Istanbul, Turchia*

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## Grants & Premi

Davidson Award (Second Runner Up) for the Best Paper published in 2020, Journal of Retailing , 2021

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