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Brand & Communication

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Biografia

SDA Fellow

Laurea Economia per le Arti, la Cultura e Comunicazione, specializzazione in marketing, Università Bocconi, Milano, 2004

Ph.D Business Administration and Management, Università Bocconi, Milano, 2011

Post Doctoral Researcher , Università della Svizzera Italiana, Lugano, Svizzera

Aree di interesse e di ricerca: Comportamento del consumatore, Advertising e Branding, Industrie culturali

ARTICOLI SU RIVISTA SCIENTIFICA

ZAGHI K., MINIERO G.

Il cliente percepito

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

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Personalizzare l'offerta con successo: Il ruolo della fantasia

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RINALLO D., MINIERO G.

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Egea, pp.661-680, 2011

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.

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How students perceive salespeople and the sales job

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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

2nd International Symposium "Systems Thinking for a sustainable Economy. Advancements in Economic and Managerial Theory and Practice", 2014

MINIERO G., GIBBERT M.

Brand Traumas: Why writing about negative brand experiences boosts evaluations more than writing about positive experiences

42nd Advances in Consumer Research Conference, 2014

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Complaining vs Expressive Writing in frustrating product Experiences

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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

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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.

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

ARBORE A., SOSCIA I., MINIERO G.

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

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

RURALE A., MINIERO G., CARÙ A.

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

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