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FELLOW

**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

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## ARTICOLI SU RIVISTA SCIENTIFICA

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

ADDIS M., MINIERO G., RICOTTA F.

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

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

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

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

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## CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

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

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**

*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*

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**

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**

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

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