

Stefania Borghini

Associate Professor



Knowledge Group: Marketing

Research Domains: Marketing Management

Teaching Domains:

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Biography

Stefania Borghini is Associate Professor in the Department of Marketing at Bocconi University.

She has served as Director of the Master of Science in Marketing Management and is currently Director of the Bachelor in Economics and Management for Arts, Culture and Communication. She is a member of the Presidency Board of the Italian Marketing Society (SIM) and serves on the editorial boards of several prestigious marketing journals.

She teaches marketing, consumer culture theory, and qualitative research methods at the graduate and PhD level.

Her research interests focus on symbolic consumption, consumer practices, and the construction of the self. She studies consumer behavior in the marketplace and its connections with brands and retail spaces. Her current projects examine children, opera lovers, and people with physical disabilities. Her work adopts a consumer culture perspective and primarily relies on ethnographic methods.

She received her PhD in Business Administration and Management from Bocconi University.

Proceedings/Presentations

Born Twice: The Role of Social Media in Identity Redefinition after Sudden Disability

CAVUSOGLU, L., R. BELK, F. BONETTI, S. BORGHINI, N. SABATINI, "Born Twice: The Role of Social Media in Identity Redefinition after Sudden Disability" in The 58th Hawaii International Conference on System Sciences (HICSS) - January 6-12, 2025, Waikoloa Village, Hawaii, United States of America

A superhero in your pocket: the phenomenon of super apps from a technocultural perspective

BORGHINI, S., L., I. M. COLM, L. R. Y. PAN, B. MEDICI, "A superhero in your pocket: the phenomenon of super apps from a technocultural perspective" in XXI SIM Conference: Brands and Purpose in a changing era,

October 17-19, 2024, Milano, Italy

Strategie di marketing communication per e-bike premium made in Italy: Italmoto e le sfide della mobilità alternativa

BORGHINI, S., L., I. M. COLM, B. MEDICI, "Strategie di marketing communication per e-bike premium made in Italy: Italmoto e le sfide della mobilità alternativa" in XXI SIM Conference: Brands and Purpose in a changing era, October 17-19, 2024, Milano, Italy

Imagining the future: challenges and pitfalls of doing research with Gen Z

BORGHINI, S., L., I. M. COLM, F. ZERBINI, "Imagining the future: challenges and pitfalls of doing research with Gen Z" in 12th EIASM Workshop on Interpretive Consumer Research, April 18-19, 2024, Malaga, Spain

Mothers or beauty-queens: girls in the Magiki world and gender stereotypes

BORGHINI, S., S. PRESTINI, M. C. ZANETTE, "Mothers or beauty-queens: girls in the Magiki world and gender stereotypes" in Consumer Culture Theory Conference, July 6-9, 2016, Lille, France

Mothers or beauty-queens: girls in the Magiki world and gender stereotypes

BORGHINI, S., S. PRESTINI, M. C. ZANETTE, "Mothers or beauty-queens: girls in the Magiki world and gender stereotypes" in SIM Conference, October 22-23, 2015, Torino, Italy

Fashion Market Encounters: Towards a Theory of Institutionalized Seduction

ASKEGAARD, S., D. ATIK, S. BORGHINI, "Fashion Market Encounters: Towards a Theory of Institutionalized Seduction" in Consumer Culture Theory Conference, June 26-29, 2014, Helsinki, Finland

Fashion Market Encounters: Towards a Theory of Institutionalized Seduction

ASKEGAARD, S., D. ATIK, S. BORGHINI, "Fashion Market Encounters: Towards a Theory of Institutionalized Seduction" in European Conference of the Association of Consumer Research, July 4 -7, 2013, Barcelona, Spain

Supplier Know-How Transfer Capacity in The Vendor Selection Process

ZERBINI, F., S. BORGHINI, "Supplier Know-How Transfer Capacity in The Vendor Selection Process" in 42th Emac Conference, June 4-7, 2013, Istanbul, Turkey

Understanding the effects of supplier know-how transfer capacity during supplier selection",

ZERBINI, F., S. BORGHINI, "Understanding the effects of supplier know-how transfer capacity during supplier selection", " in 28th Industrial Marketing & Purchasing Conference, September, 2012, Roma, Italy

Doing research with children: ethical and methodological issues

BORGHINI, S., C. MAURI, "Doing research with children: ethical and methodological issues" in 6th Workshop on Interpretive Consumer Research - May 6-7, 2011, Odense, Denmark

Why are themed brandstores so powerful? Retail brand ideology at american girl place

BORGHINI, S., N. DIAMOND, R. V. KOZINETS, M. A. MCGRATH, A. M. MUÑIZ JR, J. F. SHERRY JR, "Why are themed brandstores so powerful? Retail brand ideology at american girl place" in AMA Winter Educators' Conference - February 18-20, 2011, Austin, TX, United States of America

Gaining customers making gifts to rivals: understanding how signals of value potential affect supplier's performance

ZERBINI, F., S. BORGHINI, "Gaining customers making gifts to rivals: understanding how signals of value potential affect supplier's performance" in 32nd INFORMS Marketing Science Conference - 16-19 June, 2010, Kohn, Germany

Seing is believing? Signalling supplier's value potential

ZERBINI, F., S. BORGHINI, F. GOLFETTO, "Seing is believing? Signalling supplier's value potential" in 26th Industrial Marketing & Purchasing Conference, September 1-5, 2010, Budapest, Hungary

Speaking of public space: cultures and countercultures in the confrontation about street art

VISCONTI, L. M., J. F. SHERRY, S. BORGHINI, L. ANDERSON, "Speaking of public space: cultures and countercultures in the confrontation about street art" in European Conference of the Association of Consumer Research, Royal Holloway, University of London, 30 June – 3 July, 2010, London, Great Britain

Ordinary spaces and sense of place

BORGHINI, S., J. F. SHERRY, A. JOY, "Ordinary spaces and sense of place" in European Conference of the Association of Consumer Research, Royal Holloway, University of London, 30 June – 3 July, 2010, London, Great Britain

“Putting “Public” Back into Public Place

VISCONTI, L. M., J. F. SHERRY, S. BORGHINI, L. ANDERSON, "“Putting “Public” Back into Public Place" in Consumer Culture Theory Conference, Wisconsin School of Business, June 10 - 13, 2010, Madison, WI, United States of America

Negotiation and power in the construction of consumer's image. Exploration of the Italian Fashion System”,

ASKEGAARD, S., D. ATIK, S. BORGHINI, "Negotiation and power in the construction of consumer's image. Exploration of the Italian Fashion System”, " in Convegno Società Italiana di Marketing, November 5–6, 2009, Firenze, Italy

We want a better world where all kids can have branded stuff'. Children ideologies on brands and advertising

MAURI, C., S. BORGHINI, "We want a better world where all kids can have branded stuff'. Children ideologies on brands and advertising" in 5th workshop on Interpretive Consumer Research, April 2-3, 2009, Milano, Italy

Building market knowledge together: An ethnographic study of online occupational communities”,

RINALLO, D., F. GOLFETTO, S. BORGHINI, "Building market knowledge together: An ethnographic study of online occupational communities”, " in 24th Industrial Marketing & Purchasing Conference, September, 2008, Uppsala, Sweden

Reclamation of Public Place: The Prosumption of Street Art

ANDERSON, L., S. BORGHINI, L. M. VISCONTI, J. F. SHERRY, "Reclamation of Public Place: The Prosumption of Street Art" in Consumer Culture Theory Conference, June, 2008, Boston, MA, United States of America

Brands and the appropriation of symbolic meanings: Insights from Dolce & Gabbana's branded rosaries

RINALLO, D., G. BAMOSSY, S. BORGHINI, "Brands and the appropriation of symbolic meanings: Insights from Dolce & Gabbana's branded rosaries" in ESF Exploratory Workshop on Exploring Symbolic Value Creation in Organizations, September, 2007, Milano, Italy

The influence of occupational communities on buying behaviour

RINALLO, D., S. BORGHINI, F. GOLFETTO, "The influence of occupational communities on buying behaviour" in 23rd Industrial Marketing & Purchasing Conference, August, 2007, Manchester, Great Britain

Creative Activism: the Dialectic Consumers

ANDERSON, L., S. BORGHINI, J. F. SHERRY, L. M. VISCONTI, "Creative Activism: the Dialectic Consumers" in Consumer Culture Theory Conference, May, 2007, Toronto, Canada

Allomother as Image and Essence: Animating the American Girl Brand

SHERRY, J. F., S. BORGHINI, M. A. MCGRATH, A. M. MUÑIZ JR, N. DIAMOND, R. V. KOZINETTS, "Allomother as Image and Essence: Animating the American Girl Brand" in Consumer Culture Theory Conference, May, 2007, Toronto, Canada

From Prayer Instrument to fashion Accessory: Exploring the Meanings of Rosary in Today's Consumer Culture

BORGHINI, S., G. BAMOSSY, D. RINALLO, "From Prayer Instrument to fashion Accessory: Exploring the Meanings of Rosary in Today's Consumer Culture" in 4th Workshop on Interpretive Consumer Research, April, 2007, Marseille, France

Marketplace and attachment. A journey through ordinary and extraordinary consumer experiences

BORGHINI, S., K. ZAGHI, "Marketplace and attachment. A journey through ordinary and extraordinary consumer experiences" in 35th EMAC Conference - May 23-26, 2006, Athens, Greece

Living with brands in an industrial context

BORGHINI, S., B. COVA, "Living with brands in an industrial context" in 22nd Industrial Marketing & Purchasing Conference, September, 2006, Milano, Italy

Marketplace and attachment. Consumers between refuge and escape

BORGHINI, S., A. JOY, "Marketplace and attachment. Consumers between refuge and escape" in Consumer Culture Theory Conference, August, 2006, Notre Dame, IN, United States of America

"Same Place Next Year..." A Deep Replay and Understanding of Ongoing Search of Industrial Buyers

BORGHINI, S., F. GOLFETTO, D. RINALLO, "'Same Place Next Year...' A Deep Replay and Understanding of Ongoing Search of Industrial Buyers" in ISBM Conference, August, 2006, Chicago, IL, United States of America

"Same Place Next Year..." A Deep Replay and Understanding of Ongoing Search of Industrial Buyers

BORGHINI, S., F. GOLFETTO, D. RINALLO, "'Same Place Next Year...' A Deep Replay and Understanding of Ongoing Search of Industrial Buyers" in 21st Industrial Marketing & Purchasing Conference, September, 2005, Rotterdam, Netherlands (The)

Using anthropological methods to study industrial marketing and purchasing: An exploration of professional trade shows

BORGHINI, S., F. GOLFETTO, D. RINALLO, "Using anthropological methods to study industrial marketing and purchasing: An exploration of professional trade shows" in 20th Industrial Marketing & Purchasing Conference, September, 2004, Copenhagen, Denmark

"Making it Mine": Consumers' Attachments to their Favorite Brands

BORGHINI, S., A. AZOULAY, J. F. SHERRY, R. V. KOZINETS, "'Making it Mine": Consumers' Attachments to their Favorite Brands" in EMAC Conference, May, 2004, Murcia, Spain

Fashion industrial producers and the trade show dilemma: Showing or hiding creativity?

RINALLO, D., S. BORGHINI, "Fashion industrial producers and the trade show dilemma: Showing or hiding creativity?" in The 6th ABC European Convention, "Business Communication around the World: Strategies and Perspectives on Research, Pedagogy, and Practice", Università Cattolica, May, 2004, Milano, Italy

Articles in Scholarly Journals

La mobilità urbana nella prospettiva della Generazione Z

BORGHINI, S., A. CIRRINCIONE, L. , I. M. COLM, A. GAUR, B. MEDICI, F. SORBINO, "La mobilità urbana nella prospettiva della Generazione Z", *Economia & Management*, 2024, no. 2, pp. 87-96

Attachment to and Detachment from Favorite Stores: An Affordance Theory Perspective

BORGHINI, S., J. F. SHERRY, A. JOY, "Attachment to and Detachment from Favorite Stores: An Affordance Theory Perspective", *Journal of Consumer Research*, 2021, vol. 47, no. 6, pp. 890-913

Il ruolo del consumo nel processo di trasformazione del sé: quando il marketing deve offrire un contributo

BORGHINI, S., "Il ruolo del consumo nel processo di trasformazione del sé: quando il marketing deve offrire un contributo", *Economia Aziendale Online*, 2019, vol. 10, no. 3, pp. 525-535

Buying, renting, and sharing: Investigating new forms of acquisition

CORCIOLANI, M., S. BORGHINI, D. SCARPI, "Buying, renting, and sharing: Investigating new forms of acquisition", *Mercati e Competitività*, 2018, no. 1, pp. 13-18

Using anthropological methods to study industrial marketing and purchasing: an exploration of professional trade shows

BORGHINI, S., F. GOLFETTO, D. RINALLO, "Using anthropological methods to study industrial marketing and purchasing: an exploration of professional trade shows", *SPACES online - Spatial Aspects Concerning Economic Structures*, 2014, vol. 12, no. 2

I bambini e le marche. "Per vincere, emozionarsi, lievitare nell'aria perché hanno un'anima"

MAURI, C., S. BORGHINI, E. FIORDALISI, E. CAVAZZANA, "I bambini e le marche. "Per vincere, emozionarsi, lievitare nell'aria perché hanno un'anima"", *Mercati e Competitività*, 2011, vol. 2, pp. 99-124

Representing BtoB reality in case study research: Challenges and new opportunities

BORGHINI, S., A. CARÙ, B. COVA, "Representing BtoB reality in case study research: Challenges and new opportunities", *Industrial Marketing Management*, 2010, vol. 39, no. 1, pp. 16-24

Symbiotic Postures of Commercial Advertising and Street Art

BORGHINI, S., L. M. VISCONTI, L. ANDERSON, J. F. SHERRY, JR., "Symbiotic Postures of Commercial Advertising and Street Art", *Journal of Advertising*, 2010, vol. 39, no. 3, pp. 113-126

Street Art, Sweet Art? Reclaiming the "Public" in Public Place

VISCONTI, L. M., J. F. SHERRY, S. BORGHINI, L. ANDERSON, "Street Art, Sweet Art? Reclaiming the "Public" in Public Place", *Journal of Consumer Research*, 2010, vol. 37, no. 3, pp. 511-529

Exploring visitor experiences at trade shows

RINALLO, D., S. BORGHINI, F. GOLFETTO, "Exploring visitor experiences at trade shows", *Journal of Business & Industrial Marketing*, 2010, vol. 25, no. 4, pp. 249-258

American Girl and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research

DIAMOND, N., J. F. SHERRY, A. M. MUÑIZ, M. A. MCGRATH, R. V. KOZINETS, S. BORGHINI, "American Girl and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research", *Journal of Marketing*, 2009, vol. 73, no. 3, pp. 118-134

Why Are Themed Brandstores So Powerful? Retail Brand Ideology at American Girl Place

BORGHINI, S., N. DIAMOND, R. V. KOZINETS, M. A. MCGRATH, A. M. MUÑIZ, J. F. SHERRY, "Why Are Themed Brandstores So Powerful? Retail Brand Ideology at American Girl Place", *Journal of Retailing*, 2009, vol. 85, no. 3, pp. 363-375

L'attaccamento ai luoghi commerciali. Viaggio nelle esperienze quotidiane e straordinarie dei consumatori

BORGHINI, S., K. ZAGHI, "L'attaccamento ai luoghi commerciali. Viaggio nelle esperienze quotidiane e straordinarie dei consumatori", *Micro & Macro Marketing*, 2007, vol. 16, no. 1, pp. 59-69

Opening the network: Bridging the IMP tradition and other research perspectives

GOLFETTO, F., R. SALLE, S. BORGHINI, D. RINALLO, "Opening the network: Bridging the IMP tradition and other research perspectives", *Industrial Marketing Management*, 2007, vol. 36, no. 7, pp. 844-848

Ongoing search among industrial buyers

BORGHINI, S., F. GOLFETTO, D. RINALLO, "Ongoing search among industrial buyers", *Journal of Business Research*, 2006, vol. 59, no. 10-11, pp. 1151-1159

Organizational creativity: breaking equilibrium and order to innovate

BORGHINI, S., "Organizational creativity: breaking equilibrium and order to innovate", *Journal of Knowledge Management*, 2005, vol. 9, no. 4, pp. 19-33

Contribution to Chapters, Books or Research Monographs

Embracing Diversity and Body Positivity: The Role of Marketing in Fashion Markets and Culture

PRENESTINI, S., S. BORGHINI, A. CARÙ, "Embracing Diversity and Body Positivity: The Role of Marketing in Fashion Markets and Culture" in Marketing Fashion. Critical Perspectives on the Power of Fashion in Contemporary Culture., Karin M. Ekström (Ed.), Routledge, chap. 4, pp. 59-76, 2023

Data Analysis and the Arts: The Mistake of Ignoring the Numbers

MORROW, G., S. BORGHINI, "Data Analysis and the Arts: The Mistake of Ignoring the Numbers" in Managing the Cultural Business., Michela Addis, Andrea Rurale (Eds.), Routledge, chap. 6, pp. 184-212, 2021

L'analisi dei dati nel campo delle arti. L'errore di ignorare i numeri

MORROW, G., S. BORGHINI, "L'analisi dei dati nel campo delle arti. L'errore di ignorare i numeri" in Il valore della cultura: 22 esperti per nuove strategie., Michela Addis, Andrea Rurale (Eds.), Skira Editore, pp. 215-242, 2021

The ecology of the marketplace experience

BORGHINI, S., P. MACLARAN, G. BONNIN, V. COVA, "The ecology of the marketplace experience" in Marketing Management., Luca M. Visconti, Lisa Peñaloza, Nil Toulouse (Eds.), Routledge, pp. 408-426, 2020

I bambini si raccontano. Opportunità e implicazioni etiche

BORGHINI, S., "I bambini si raccontano. Opportunità e implicazioni etiche" in Marketing. Una disciplina fantastica. Omaggio a Enrico Valdani., B. Busacca, M. Costabile (Eds.), Egea, pp. 85-97, 2018

Store Design e Servicescape

BORGHINI, S., "Store Design e Servicescape" in Store management: il punto vendita come luogo di customer experience., S.Castaldo, C.Mauri (Eds.), Franco Angeli, chap. 3, pp. 100-132, 2017

Il cliente B2B: il comportamento d'acquisto di beni industriali

BORGHINI, S., "Il cliente B2B: il comportamento d'acquisto di beni industriali" in Marketing@Bocconi. Progettare e trasferire valore al cliente., E.Valdani (Ed.), Egea, pp. 73-99, 2016

Brand Fortitude in Moments of Consumption: Lessons from American Girl

MCGRATH, M. A., N. DIAMOND, J. F. SHERRY, R. V. KOZINETZ, S. BORGHINI, A. MUNIZ, "Brand Fortitude in Moments of Consumption: Lessons from American Girl" in Handbook of Anthropology in Business., Rita M. Denny, Patricia L. Sunderland (Eds.), LeftCoast Press, chap. 33, pp. 619-637, 2014

When Sacred Objects Go B[®]a(n)d: Fashion Rosaries and the Contemporary Linkage of Religion and Commerciality

RINALLO, D., S. BORGHINI, G. GAMOSSY, R. V. KOZINETZ, "When Sacred Objects Go B[®]a(n)d: Fashion Rosaries and the Contemporary Linkage of Religion and Commerciality" in Consumption and Spirituality., D. Rinallo, L. Scott, P. Maclaran (Eds.), Routledge, Taylor and Francis Group, pp. 29-40, 2012

The ecology of the marketplace experience. From consumers' imaginary to design implications

BORGHINI, S., P. MACLARAN, G. BONNIN, V. COVA, "The ecology of the marketplace experience. From consumers' imaginary to design implications" in Marketing management: a cultural perspective., Luca M. Visconti, Lisa Peñaloza, Nil Toulouse (Eds.), Routledge, pp. 408-426, 2012

Allomother as Image and Essence: Animating the American Girl Brand

SHERRY, J. F., S. BORGHINI, M. A. MCGRATH, A. M. MUÑIZ JR, N. DIAMOND, R. V. KOZINETS, "Allomother as Image and Essence: Animating the American Girl Brand" in Explorations in Consumer Culture Theory., John F. Sherry, Eileen Fischer (Eds.), Routledge, Taylor and Francis Group, pp. 137-149, 2009

Co-creating Consumption Experiences: An Endless Innovation

BORGHINI, S., A. CARÙ, "Co-creating Consumption Experiences: An Endless Innovation" in Strategic Market Creation. A New Perspective on Marketing and Innovation Management., K. Tollin, A. Carù (Eds.), John Wiley & Sons, Ltd, pp. 257-284, 2008

I consumatori e i negozi preferiti. Fenomenologia dell'attaccamento agli spazi commerciali

BORGHINI, S., K. ZAGHI, "I consumatori e i negozi preferiti. Fenomenologia dell'attaccamento agli spazi commerciali" in Atmosfera e visual merchandising: ambienti, relazioni, ed esperienze., K. Zaghi (Ed.), Franco Angeli, pp. 231-244, 2008

Spazio progettato e spazio consumato. Il caso degli epicentri di Prada

BORGHINI, S., K. ZAGHI, "Spazio progettato e spazio consumato. Il caso degli epicentri di Prada" in Innovazione, Experience, Partnership., S. Castaldo, C. Mauri (Eds.), Franco Angeli, 2007

Il caso Epicenter

ZAGHI, K., S. BORGHINI, "Il caso Epicenter" in Innovazione, experience, partnership. Casi di innovazione nel retail., S. Castaldo, C. Mauri (Eds.), Franco Angeli, 2007

Editorials in Journal

Big, thick, small... are data what really matters?

BORGHINI, S., "Big, thick, small... are data what really matters?", Mercati e Competitività, 2019, no. 1, pp. 7-10

Research Notes or short Articles in Journals

Over 45: Mai state così bene! L'età della consapevolezza

OSTILLIO, M. C., S. BORGHINI, A. CARÙ, R. TRINCA COLONEL, S. CUOMO, C. GUERINI, "Over 45: Mai state così bene! L'età della consapevolezza", Economia & Management, 2013, no. 5, pp. 9-13

Edited Books

European advances in consumer research. Vol. 8

BORGHINI, S., M. A. MCGRATH, C. C. OTNES (Eds.), "European advances in consumer research. Vol. 8" - 2008, The Association for Consumer Research, United States of America