

# Stefania Borghini

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**Knowledge Group:** Marketing

**Research Domains:** Marketing Management

**Teaching Domains:**

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## 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. KOZINETS, "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

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## 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

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## **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. KOZINETS, 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<sup>®</sup>a(n)d: Fashion Rosaries and the Contemporary Linkage of Religion and Commerciality**

RINALLO, D., S. BORGHINI, G. GAMOSSY, R. V. KOZINETS, "When Sacred Objects Go B<sup>®</sup>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 favoriti. Fenomenologia dell'attaccamento agli spazi commerciali**

BORGHINI, S., K. ZAGHI, "I consumatori e i negozi favoriti. 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

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## **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

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## **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

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## **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