

Antonella Carù

Full Professor



Knowledge Group: Marketing

Research Domains: Marketing Management

Teaching Domains: Service Marketing, Customer Service Design, Marketing Management

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Biography

Antonella Carù is a Professor of Marketing Management at SDA Bocconi and Università Bocconi, where since 2022 she has served as Dean for Development and Alumni Relations. Previously she served as Dean of the Graduate School (2014-2022), as Dean of the Undergraduate School (2012-2014), and as Director of the Master of Science in Marketing Management (2004-2012).

Her research interests are in the field of the marketing of services, consumer experience and in the marketing and management of arts and culture. She is also the author of various national and international publications.

She was a Visiting Professor at Copenhagen Business School (2010), the European School of Management ESCP in Paris (2003) and at Université Jean Moulin Lyon (1988); a Visiting scholar at Ecole des Hautes Etudes Commerciales – HEC, Montréal (2002). She regularly teaches in undergraduate, graduate, executive and MBA programs.

Chartered accountant, registered on the Register of Auditors, she has gained significant experience as board member of listed and unlisted companies.

She has developed advisory and research activities for industrial businesses, service companies and financial institutions.

Articles in Scholarly Journals

Value Co-Creation in a Social Purpose Institution: The Case of the Dynamo Camp Art Factory—Between Art Therapy and Artification

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The Cost of Customer Satisfaction: A Framework for Strategic Cost Management in Service Industries

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The customer journey in the museum experience. The case of the Opera del Duomo Museum in Florence

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Looking at consumption through 18th century lens: Seeing the Claque and Cabal at play in contemporary consumption

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Young Consumer's Immersion in an Artistic Experience: the Case of the Annisettanta (The 1970s)

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The strategic role of suppliers in the new service concomitance

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Le consommateur interpassif: nouvel avatar postmoderne?

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Consumer immersion in aesthetic experiences at arts exhibitions: implications for marketing the arts

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L'interpassivité postmoderne

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Understanding Consumption Experience: Combining Introspection and Observation

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L'accès au plaisir/jouissance dans l'expérience de consommation: une investigation du cas spécifique des expériences virtuelles

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Anteo Spazio Cinema: a Mediterranean way of «going to the cinema»

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L'immersione del consumatore in un contesto esperienziale: la narrazione introspettiva come modalità di ricerca

CARÙ, A., B. COVA, "L'immersione del consumatore in un contesto esperienziale: la narrazione introspettiva come modalità di ricerca" in 5th International Congress on Marketing Trend, January 20-21, 2006, Venice, Italy

Product-Country Images in the Arts: Preliminary Findings from an Ongoing Research Program

D'ASTOUS, A., F. COLBERT, A. CARÙ, F. COURVOISIER, "Product-Country Images in the Arts: Preliminary Findings from an Ongoing Research Program" in 5th International Congress on Marketing Trend, January 20-21, 2006, Venice, Italy

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From ownership to renting: a multi-cultural approach

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A Framework to Manage the Price-Cost Relationship in the Service Activities

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Management Accounting in service companies: the challenge of the value-for-customer approach

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Operations Management and Value for Customer: an integrated approach applied to a holiday village

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A Critical Approach to Experiential Consumption: Fighting Against the Disappearance of the Contemplative Time

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