

Sandro Castaldo

Full Professor



Knowledge Group: Marketing

Research Domains: Channel & Retail

Teaching Domains: Channel Management, Trade marketing, Omnichannel strategy, Category Management, Marketing Management

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Biography

Sandro Castaldo is Full Professor of the Department of Marketing at Università Bocconi. Since January 2024 he has been appointed as chair of Economics & Management, SDA Bocconi' magazine.

At SDA Bocconi, he was Director of Marketing Department until 2009 and Executive Director Education Open Programs Division. He is Scientific Director of the Channel & Retail Lab. He is faculty member of many master courses and Master of Science degrees (such as MBA, EMMS, Master's Degree in Marketing Management, Mimec, Spar EMRM, etc.).

His research activities focus on trust, retailing, channel relationships and shopping behaviour. Currently, he is investigating some issues related to his previous studies, including the analysis of the multi-channel and omni-channel strategies, the shopper loyalty measurement and the AI applications to marketing processes.

He is the author of numerous essays, books and articles, his works have been published in *Economia & Management*, *Journal of Business Ethics*, *Business Ethics Quarterly*, *Industrial Marketing Management*, *International Journal of Electronic Commerce*, *The International Review of Retail, Distribution and Consumer Research*, *Journal of Retailing*, and *Journal of Retailing & Consumer Services*, among others. He was Visiting professor at University of Florida, Ise and at Universidad Autònoma de Barcelona. He taught at the Rotterdam School of Management of the Erasmus University. He takes part in the editorial board of *Sinergie*, *Italian Journal of Marketing*, and *Journal of Trust Research*. He is Advisor of some leader national and multinational companies.

Sandro earned a Degree in Business Economics, specialization in Administration and Control and a Ph.D. in Business Economics both from Università Bocconi..

Editorials in Journal

Come conquistare la massima fiducia

CASTALDO, S., "Come conquistare la massima fiducia", *Economia & Management*, 2025, no. 1, pp. 2-6

Una rivista di impatto

CASTALDO, S., "Una rivista di impatto", *Economia & Management*, 2024, no. 1, pp. 3-6

Sostenibilità che crea fiducia

CASTALDO, S., "Sostenibilità che crea fiducia", *Economia & Management*, 2024, no. 2, pp. 2-5

Alla ricerca dell'impatto

CASTALDO, S., "Alla ricerca dell'impatto", *Economia & Management*, 2024, no. 4, pp. 3-6

Knowledge and trust in data-rich business environments

BERTOLI, G., S. CASTALDO, P. CILLO, G. TROILO, G. VERONA, "Knowledge and trust in data-rich business environments", *Sinergie*, 2022, vol. 40, no. 1, pp. 11-14

Corporate social responsibility and trust

PERRINI, F., S. CASTALDO, "Corporate social responsibility and trust", *Business Ethics: A European Review*, 2008, vol. 17, no. 1, pp. 1-2

Other

La buona tavola

OSTILLIO, M. C., S. CASTALDO, "La buona tavola", *Forbes.it*, July 2025, pp. 41-43

Marketing for diversity and inclusion: unlocking consumer, company, and societal benefits

GROSSO, M., G. BRANCA, S. CASTALDO, "Marketing for diversity and inclusion: unlocking consumer, company, and societal benefits", *Knowledge@emlyon*, 16 October 2024

Proceedings/Presentations

Fostering trust through diversity and inclusion to address contemporary challenges for brands

BRANCA, G., M. GROSSO, E. ACCONCIAMESSA, M. BARTIROMO, S. CASTALDO, "Fostering trust through diversity and inclusion to address contemporary challenges for brands" in 13th FINT Conference 2025 - Trust Within and Between Organizations, June18-21, 2025, Genova, Italy

Building Cognitive and Emotional Trust in Generative AI: Insights from Multiple Case Studies

CASTALDO, S., A. CIACCI, L. PENCO, "Building Cognitive and Emotional Trust in Generative AI: Insights from Multiple Case Studies" in 13th FINT Conference 2025 - Trust Within and Between Organizations, June18-21, 2025, Genova, Italy

Diversity and inclusion in retail: consumers' perceptions and brand outcomes

BRANCA, G., S. CASTALDO, M. GROSSO, "Diversity and inclusion in retail: consumers' perceptions and brand outcomes" in 31st Recent Advances in Retailing and Consumer Sciences (RARCS) Conference, July 7-10, 2025, Zagreb, Croatia

Embracing the multifaceted dimensions of diversity: how marketing and businesses can shape a more inclusive future

BRANCA, G., M. GROSSO, S. CASTALDO, "Embracing the multifaceted dimensions of diversity: how marketing and businesses can shape a more inclusive future" in XXI SIM Conference: Brands and Purpose in a changing era, October 17-19, 2024, Milano, Italy

Improving the customer experience: a multi-method field work in grocery retailers

MINIERO, G., M. GROSSO, S. CASTALDO, "Improving the customer experience: a multi-method field work in grocery retailers" in XXI SIM Conference: Brands and Purpose in a changing era, October 17-19, 2024, Milano, Italy

Unveiling the power of your avatar: how user's avatar identification impacts virtual consumption in the metaverse

RAKHMATULLINA, G., S. CASTALDO, "Unveiling the power of your avatar: how user's avatar identification impacts virtual consumption in the metaverse" in XXI SIM Conference: Brands and Purpose in a changing era, October 17-19, 2024, Milano, Italy

Which trust is more effective in influencing the intention to travel, during a health crisis? Lessons from the cruise industry

CASTALDO, S., A. CIACCI, L. PENCO, G. PROFUMO, "Which trust is more effective in influencing the intention to travel, during a health crisis? Lessons from the cruise industry" in Sinergie-SIMA Management Conference 2023, 29-30 June, 2023, Bari, Italy

Leveraging on the Customer Journey for Rethinking Customer Experience: A Multi-Method Field Work in Grocery Retailers

GROSSO, M., G. MINIERO, S. CASTALDO, "Leveraging on the Customer Journey for Rethinking Customer Experience: A Multi-Method Field Work in Grocery Retailers" in 2023 Global Marketing Conference, 20-22 July, 2023, Seoul, South Korea

Cruising intention during the COVID-19 pandemic: the role of vaccines

CASTALDO, S., G. PROFUMO, L. PENCO, "Cruising intention during the COVID-19 pandemic: the role of vaccines" in Sinergie-SIMA Management Conference 2022, 30 June-1 July, 2022, Milano, Italy

Employees' perceived Corporate Social Responsibility in the retail sector

CASTALDO, S., A. CIACCI, L. PENCO, "Employees' perceived Corporate Social Responsibility in the retail sector" in Sinergie-SIMA Management Conference 2022, 30 June-1 July, 2022, Milano, Italy

Articles in national/international newspapers

Nuovi canali per una nuova esperienza del cliente

CASTALDO, S., "Nuovi canali per una nuova esperienza del cliente", Italia Oggi, 25 October 2025

Per creare valore non basta la produzione

CASTALDO, S., "Per creare valore non basta la produzione", Il Giorno, 28 May 2022

Edited Books

Digital loyalty: Integrare touchpoint digitali, big data e AI per accrescere la fiducia dei clienti

CASTALDO, S. (Ed.), "Digital loyalty: Integrare touchpoint digitali, big data e AI per accrescere la fiducia dei clienti" - 2025, Egea, Milano, Italy

La Fedeltà del Cliente. Teoria, Misurazione e Gestione

CASTALDO, S. (Ed.), "La Fedeltà del Cliente. Teoria, Misurazione e Gestione" - 2024, Egea, Milano, Italy

Customer Loyalty. Theory, Measurement, and Management

CASTALDO, S. (Ed.), "Customer Loyalty. Theory, Measurement, and Management" - 2024, Bocconi University Press - BUP, Milano, Italy

Innovazione e Management. Omaggio a Salvio Vicari

BERTOLI, G., S. CASTALDO, P. CILLO, G. TROILO, G. VERONA (Eds.), "Innovazione e Management. Omaggio a Salvio Vicari" - 2022, Egea, Milano, Italy

Store management: Il punto vendita come piattaforma relazionale

CASTALDO, S., C. MAURI (Eds.), "Store management: Il punto vendita come piattaforma relazionale" - 2010, Franco Angeli, Milano, Italy

Coopetition. Winning strategies for the 21st century

YAMI, S., S. CASTALDO, G. DAGNINO, F. LE ROY (Eds.), "Coopetition. Winning strategies for the 21st century" - 2010, Edward Elgar Publishing

Articles in Scholarly Journals

Value through diversity: A systematic literature review to understand diversity and inclusion in consumer research

BRANCA, G., M. GROSSO, S. CASTALDO, "Value through diversity: A systematic literature review to understand diversity and inclusion in consumer research", Psychology & Marketing, 2024, vol. 41, no. 11, pp. 2854-2873

Which trust layer better counterbalances the risk impact on travel intentions in a crisis scenario?

CASTALDO, S., A. CIACCI, L. PENCO, G. PROFUMO, "Which trust layer better counterbalances the risk impact on travel intentions in a crisis scenario?", Journal of Retailing and Consumer Services, 2024, vol. 79,

Lessons from an Uncontrollable Health Crisis: Intention to Travel in the Pre- and Post-vaccine Era

CASTALDO, S., G. PROFUMO, L. PENCO, A. CIACCI, "Lessons from an Uncontrollable Health Crisis: Intention to Travel in the Pre- and Post-vaccine Era", *Micro & Macro Marketing*, 2024, no. 2, pp. 359-388

Perceived corporate social responsibility and job satisfaction in grocery retail: A comparison between low- and high-productivity stores

CASTALDO, S., A. CIACCI, L. PENCO, "Perceived corporate social responsibility and job satisfaction in grocery retail: A comparison between low- and high-productivity stores", *Journal of Retailing and Consumer Services*, 2023, vol. 74, pp. 103444

I punti chiave della trasformazione digitale del go-to-market

CASTALDO, S., F. ZERBINI, "I punti chiave della trasformazione digitale del go-to-market", *Economia & Management*, 2022, no. 4, pp. 76-82

Cruising in the COVID-19 pandemic era: Does perceived crowding really matter?

CASTALDO, S., L. PENCO, G. PROFUMO, "Cruising in the COVID-19 pandemic era: Does perceived crowding really matter?", *International Journal of Contemporary Hospitality Management*, 2021, vol. 33, no. 8, pp. 2586-2612

The Relationship between Crowding and Perceived Health Risk in the COVID-19 Era

PROFUMO, G., L. PENCO, S. CASTALDO, "The Relationship between Crowding and Perceived Health Risk in the COVID-19 Era", *Symphonya. Emerging Issues in Management*, 2021, no. 2, pp. 38-54

A Qualified Account of Supererogation: Toward a Better Conceptualization of Corporate Social Responsibility

TENCATI, A., S. CASTALDO, N. MISANI, "A Qualified Account of Supererogation: Toward a Better Conceptualization of Corporate Social Responsibility", *Business Ethics Quarterly*, 2020, vol. 30, no. 2, pp. 250-272

What Information Do Shoppers Share? The Effect of Personnel-, Retailer-, and Country-Trust on Willingness to Share Information

GROSSO, M., S. CASTALDO, H. LI, B. LARIVIÈRE, "What Information Do Shoppers Share? The Effect of Personnel-, Retailer-, and Country-Trust on Willingness to Share Information", *Journal of Retailing*, 2020, vol. 96, no. 4, pp. 524-547

How store attributes impact shoppers' loyalty in emerging countries: An investigation in the Indian retail sector

GROSSO, M., S. CASTALDO, A. GREWAL, "How store attributes impact shoppers' loyalty in emerging countries: An investigation in the Indian retail sector", *Journal of Retailing and Consumer Services*, 2018, vol. 40, pp. 117-124

The missing path to gain customers loyalty in pharmacy retail: The role of the store in developing satisfaction and trust

CASTALDO, S., M. GROSSO, E. MALLARINI, M. RINDONE, "The missing path to gain customers loyalty in pharmacy retail: The role of the store in developing satisfaction and trust", *Research in Social & Administrative Pharmacy*, 2016, vol. 12, no. 5, pp. 699-716

Fiducia o incentivi? Come vincere la sfida del privacy concern nell'e-commerce

GROSSO, M., S. CASTALDO, "Fiducia o incentivi? Come vincere la sfida del privacy concern nell'e-commerce", *Economia & Management*, 2015, no. 4, pp. 96-111

How store attributes impact shoppers' loyalty: do different national cultures follow the same loyalty building process?

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Customer Information Sharing with E-Vendors: The Roles of Incentives and Trust

PREMAZZI, K., S. CASTALDO, M. GROSSO, P. RAMAN, S. BRUDVIG, C. F. HOFACKER, "Customer Information Sharing with E-Vendors: The Roles of Incentives and Trust", *International Journal of Electronic Commerce*, 2014, vol. 14, no. 3, pp. 63-91

Il ruolo della fiducia nella distribuzione del farmaco

CASTALDO, S., E. MALLARINI, K. PREMAZZI, M. GROSSO, M. RINDONE, "Il ruolo della fiducia nella distribuzione del farmaco", *Micro & Macro Marketing*, 2012, vol. 61, no. 1, pp. 57-78

Supporting retailers to exploit online settings for internationalization: The different role of trust and compensation

GROSSO, M., S. CASTALDO, K. PREMAZZI, C. HOFACKER, "Supporting retailers to exploit online settings for internationalization: The different role of trust and compensation", *Journal of Retailing and Consumer Services*, 2010, vol. 17, no. 3, pp. 229-240

The impact of corporate social responsibility associations on trust in organic products marketed by mainstream retailers: a study of Italian consumers

PERRINI, F., S. CASTALDO, N. MISANI, A. TENCATI, "The impact of corporate social responsibility associations on trust in organic products marketed by mainstream retailers: a study of Italian consumers", *Business Strategy and the Environment*, 2010, vol. 19, no. 8, pp. 512-526

The Meaning(s) of Trust. A Content Analysis on the Diverse Conceptualizations of Trust in Scholarly Research on Business Relationships

CASTALDO, S., K. PREMAZZI, F. ZERBINI, "The Meaning(s) of Trust. A Content Analysis on the Diverse Conceptualizations of Trust in Scholarly Research on Business Relationships", *Journal of Business Ethics*, 2010, vol. 96, no. 4, pp. 657-668

Retail innovation: il caso Sunka

CASTALDO, S., L. MARTINEZ, K. PREMAZZI, "Retail innovation: il caso Sunka", *Micro & Macro Marketing*, 2010, vol. 19, no. 1, pp. 121-139

Corporate social responsibility in the retailing industry: a trust-based model of its effects on consumer behaviour with regard to organic food

CASTALDO, S., F. PERRINI, N. MISANI, A. TENCATI, "Corporate social responsibility in the retailing industry: a trust-based model of its effects on consumer behaviour with regard to organic food", *Finanza, Marketing e Produzione*, 2009, vol. XXVII, no. 2, pp. 50-64

Integration of third parties within existing dyads: An exploratory study of category management programs (CMPs)

CASTALDO, S., F. ZERBINI, M. GROSSO, "Integration of third parties within existing dyads: An exploratory study of category management programs (CMPs)", *Industrial Marketing Management*, 2009, vol. 38, no. 8, pp. 946-959

The Missing Link Between Corporate Social Responsibility and Consumer Trust: The Case of Fair Trade Products

CASTALDO, S., F. PERRINI, N. MISANI, A. TENCATI, "The Missing Link Between Corporate Social Responsibility and Consumer Trust: The Case of Fair Trade Products", *Journal of Business Ethics*, 2009, vol. 84, no. 1, pp. 1-15

A comprehensive model of customer trust in two retail stores

GUENZI, P., S. CASTALDO, M. D. JOHNSON, "A comprehensive model of customer trust in two retail stores", *Journal of Service Management*, 2009, vol. 20, no. 3, pp. 290-316

Contribution to Chapters, Books or Research Monographs

Costumer Loyalty: Introduzione

BUSACCA, B., S. CASTALDO, "Costumer Loyalty: Introduzione" in *La Fedeltà del Cliente. Teoria, Misurazione e Gestione.*, S. Castaldo (Ed.), Egea, chap. 1, 2024

Le sfide e i trend per i retailer: il ruolo della loyalty tra incertezza e responsabilità

ACCONCIAMESSA, E., S. CASTALDO, "Le sfide e i trend per i retailer: il ruolo della loyalty tra incertezza e responsabilità" in *La Fedeltà del Cliente. Teoria, Misurazione e Gestione.*, S. Castaldo (Ed.), Egea, chap. 2, 2024

Considerazioni conclusive e implicazioni manageriali

ACCONCIAMESSA, E., B. BUSACCA, G. BRANCA, S. CASTALDO, A. CIACCI, A. MANTOVANI, L. PENCO, G. TESTA, "Considerazioni conclusive e implicazioni manageriali" in *La Fedeltà del Cliente. Teoria, Misurazione e Gestione.*, S. Castaldo (Ed.), Egea, chap. 7, 2024

Customer Loyalty: An Introduction

BUSACCA, B., S. CASTALDO, "Customer Loyalty: An Introduction" in *Customer Loyalty. Theory, Measurement, and Management.*, S. Castaldo (Ed.), Bocconi University Press - BUP, chap. 1, pp. 3-20, 2024

Challenges and Trends for Retailers: Loyalty, Uncertainty, and Reponsibility

ACCONCIAMESSA, E., S. CASTALDO, "Challenges and Trends for Retailers: Loyalty, Uncertainty, and Responsibility" in Customer Loyalty. Theory, Measurement, and Management., S. Castaldo (Ed.), Bocconi University Press - BUP, chap. 2, pp. 21-38, 2024

Concluding Considerations and Managerial Implications

ACCONCIAMESSA, E., B. BUSACCA, G. BRANCA, S. CASTALDO, A. CIACCI, A. MANTOVANI, L. PENCO, G. TESTA, "Concluding Considerations and Managerial Implications" in Customer Loyalty. Theory, Measurement, and Management., S. Castaldo (Ed.), Bocconi University Press - BUP, chap. 7, pp. 151-162, 2024

L'evoluzione dei canali verso l'omnicanalità: evidenze dalle prassi aziendali

CASTALDO, S., M. GROSSO, "L'evoluzione dei canali verso l'omnicanalità: evidenze dalle prassi aziendali" in Strategie e Governo dell'Impresa. Scritti in onore di Pietro Genco., Penco Lara, Profumo Giorgia (Eds.), Giappichelli Editore, pp. 463-471, 2023

The World of Changes: COVID-19's Impact on the Retail Path Towards Sustainability

MAZAJ, J., M. GROSSO, S. CASTALDO, "The World of Changes: COVID-19's Impact on the Retail Path Towards Sustainability" in Managing Sustainability., Beatrice Luceri, Elisa Martinelli (Eds.), Springer International Publishing, pp. 77-91, 2022

Perceived Corporate Social Responsibility and Job Satisfaction in the Retail Industry: A Systematic Literature Review and Research Agenda

CASTALDO, S., A. CIACCI, L. PENCO, "Perceived Corporate Social Responsibility and Job Satisfaction in the Retail Industry: A Systematic Literature Review and Research Agenda" in Managing Sustainability., Beatrice Luceri, Elisa Martinelli (Eds.), Springer International Publishing, pp. 33-55, 2022

L'evoluzione del pensiero scientifico di Salvio Vicari

BERTOLI, G., S. CASTALDO, P. CILLO, G. TROILO, G. VERONA, "L'evoluzione del pensiero scientifico di Salvio Vicari" in Innovazione e Management: Omaggio a Salvio Vicari., G. Bertoli, S. Castaldo, P. Cillo, G. Troilo, G. Verona (Eds.), Egea, pp. 11-24, 2022

Le ricerche per l'analisi delle performance di mercato del prodotto e della marca

CASTALDO, S., "Le ricerche per l'analisi delle performance di mercato del prodotto e della marca" in Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative - II ed., L. Molteni, G. Troilo (Eds.), Egea, chap. 11, pp. 463-520, 2022

An empirical investigation to improve information sharing in online settings: a multi-target comparison

CASTALDO, S., M. GROSSO, "An empirical investigation to improve information sharing in online settings: a multi-target comparison" in Handbook of research on retailing techniques for optimal consumer engagement and experiences., Musso Fabio, Druica Elena (Eds.), IGI Global, pp. 355-379, 2020

L'evoluzione delle relazioni distributive: dalle origini alla digital coopetition

CASTALDO, S., M. GROSSO, "L'evoluzione delle relazioni distributive: dalle origini alla digital coopetition" in Contributi in onore di Gaetano Maria Golinelli., S. Barile, S. Esposito De Falco, C. Gatti, A. Pastore, E. Massaroni, B. Quattrococchi, F. Ricotta, G. Vagnani, G. Sancetta (Eds.), Rogiosi Editore, pp. 1285-1298, 2020

Da channel marketing a omni-channel marketing: il cliente al centro dei canali

CASTALDO, S., M. GROSSO, "Da channel marketing a omni-channel marketing: il cliente al centro dei canali" in Scritti in onore di Giuseppe Tardivo : creazione di valore attraverso il circolo virtuoso imprese-università-istituzioni-territorio., S. Bresciani, M. Viassone (Eds.), Giappichelli Editore, pp. 235-243, 2020

Towards Omnichannel Retail Management: Evidences from Practice

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Experience retail: le nuove funzioni del punto di vendita nell'omni-channel economy

CASTALDO, S., M. GROSSO, K. PREMAZZI, "Experience retail: le nuove funzioni del punto di vendita nell'omni-channel economy" in Marketing, una disciplina fantastica: omaggio a Enrico Valdani., Busacca Bruno, Costabile Michele (Eds.), Egea, pp. 157-170, 2018

Privacy Concerns and Customers' Information-Sharing Intentions: The Role of Culture

GROSSO, M., S. CASTALDO, "Privacy Concerns and Customers' Information-Sharing Intentions: The Role of Culture" in Global Observations of the Influence of Culture on Consumer Buying Behavior., Sarmistha Sarma (Ed.), IGI Global, chap. 7, pp. 108-123, 2018

La forza di un paese: il ruolo della distribuzione

CASTALDO, S., M. GROSSO, "La forza di un paese: il ruolo della distribuzione" in Non c'è più il marketing di una volta . Scritti in ricordo di Gennaro Cuomo (1940-2005)., Mattiacci Alberto, Ceccotti Federica (Eds.), CEDAM, pp. 69-78, 2017

Segmentazione della domanda e posizionamento del punto di vendita

CASTALDO, S., C. MAURI, "Segmentazione della domanda e posizionamento del punto di vendita" in Store Management. Il punto vendita come luogo di esperienze e di relazioni - IV Ed., S. Castaldo, C. Mauri (Eds.), Franco Angeli, chap. 1, pp. 31-58, 2017

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Private Labels and National Brands : A Comparison Within Brand Extension

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The management of trust in competitive strategy research: Why it is important and what is new

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Give to get. An experimental study to explore information giving in new technology-based retail.

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The relationship between corporate responsibility and brand loyalty in retailing: The mediation role of trust

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Trust and coopetition: The strategic role of trust in interfirm coopetitive dynamics

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Le politiche di marketing dell'E-commerce in Italia

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