

# Maria Cristina Cito

Associate Professor of Practice



**Knowledge Group:** Marketing

**Research Domains:** Brand & Communication

**Teaching Domains:** Corporate Communication, Omnichannel

Communication, Market Strategy & Competition, Marketing Management

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## Articles in Scholarly Journals

### **Artification-Based Philanthropy at Ornellaia: “Vendemmia d’artista” Supports the “Mind's Eye” Program of the Guggenheim Museum**

CITO, M. C., V. VERONESI, "Artification-Based Philanthropy at Ornellaia: “Vendemmia d’artista” Supports the “Mind's Eye” Program of the Guggenheim Museum", Journal of Philanthropy and Marketing, 2024, vol. 29, no. 4, pp. e1880

### **Preference for Material Products in Identity-Based Consumption**

LEUNG, E., M. C. CITO, G. PAOLACCI, S. PUNTONI, "Preference for Material Products in Identity-Based Consumption", Journal of Consumer Psychology, 2022, vol. 32, no. 4, pp. 672-679

### **Extraordinary salespeople: competenze per competere**

CAIOZZO, P., M. CITO, G. TAGGIASCO, "Extraordinary salespeople: competenze per competere", Economia & Management, 2017, no. 1, pp. 23-29

### **Venditori si nasce? Il mestiere visto dagli studenti**

CAIOZZO, P., M. C. CITO, G. MINIERO, "Venditori si nasce? Il mestiere visto dagli studenti", Economia & Management, 2017, no. 1, pp. 13-17

### **Repurchase behavior in the performing arts: Do emotions matter without involvement?**

TROILO, G., M. CITO, I. SOSCIA, "Repurchase behavior in the performing arts: Do emotions matter without involvement?", Psychology & Marketing, 2014, vol. 31, no. 8, pp. 635-646

### **Marketing in emerging markets. Come conquistare le aree rurali**

ANCARANI, F., M. CITO, C. SAIBENE, A. SCARPA, "Marketing in emerging markets. Come conquistare le aree rurali", Economia & Management, 2012, no. 1, pp. 15-21

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## Proceedings/Presentations

### **The Dematerialization of Consumption**

CITO, M. C., S. PUNTONI, G. PAOLACCI, E. LEUNG, "The Dematerialization of Consumption" in ACR - The Association of Consumer Research Conference - 17-20 October, 2019, Atlanta, United States of America

### **Dematerialization and consumption**

CITO, M. C., S. PUNTONI, G. PAOLACCI, E. LEUNG, "Dematerialization and consumption" in European Marketing Academy Annual Conference - 23-26 May, 2017, Groningen, Netherlands (The)

### **How students perceive salespeople and the sales job**

CAIOZZO, P., M. C. CITO, P. GUENZI, G. MINIERO, S. GHADDAR, "How students perceive salespeople and the sales job" in GSSI - Global Sales Science Institute Conference - June 8-9, 2017, Le Morne, Mauritius

### **How students perceive salespeople and the sales job**

CAIOZZO, P., P. GUENZI, G. MINIERO, M. CITO, "How students perceive salespeople and the sales job" in Global Sales Science Institute (GSSI) Conference, 2016, Birmingham, Great Britain

### **IdentityChangesand Consumer Behavior**

CITO, M. C., E. MONTAGUTI, A. ZAMMIT, "IdentityChangesand Consumer Behavior" in European Marketing Academy Annual Conference- 26-29 May, 2015, Leuven, Belgium

### **Identity Transition and Consumer Behaviour**

CITO, M., E. MONTAGUTI, A. ZAMMIT, "Identity Transition and Consumer Behaviour" in 43rd Annual Conference of the European Marketing Academy - 3-6 June, 2014, Valencia, Spain

### **Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?**

CITO, M., G. TROILO, I. SOSCIA, "Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?" in XII International Conference on Arts & Cultural Management - June 26-29, 2013, Bogotá, Colombia

### **Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?**

CITO, M., G. TROILO, I. SOSCIA, "Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?" in European Marketing Academy Annual Regional Conference - June 4-7, 2013, Istanbul, Turkey

### **The relevance of marketing competencies in financial and non financial industries**

SAIBENE, C., F. ANCARANI, M. CITO, P. MUSILE TANZI, "The relevance of marketing competencies in financial and non financial industries" in INFORMS Marketing Science Conference - 7-9 June, 2012, Boston, United States of America

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## Contribution to Chapters, Books or Research Monographs

### **Le competenze di marketing nel settore bancario e assicurativo**

ANCARANI, F., M. CITO, P. MUSILE TANZI, C. SAIBENE, "Le competenze di marketing nel settore bancario e assicurativo" in Il marketing per le banche e le assicurazioni. Competenze specifiche e pratiche di successo., F. Ancarani, P. Musile Tanzi (Eds.), Egea, pp. 17-42, 2012

### **L'organizzazione delle funzioni Marketing nel settore bancario e assicurativo**

CITO, M., U. FILOTTO, A. OMARINI, "L'organizzazione delle funzioni Marketing nel settore bancario e assicurativo" in Il marketing per le banche e le assicurazioni. Competenze specifiche e pratiche di successo., F. Ancarani, P. Musile Tanzi (Eds.), Egea, pp. 71-87, 2012

### **Competenze di marketing & sales, metriche e performance**

GUENZI, P., G. TROILO, C. SAIBENE, M. CITO, A. SCARPA, "Competenze di marketing & sales, metriche e performance" in Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo., F. Ancarani (Ed.), Egea, pp. 2-41, 2011

### **I casi di eccellenza nel marketing Enel Energia**

LO NOSTRO, S., F. ANCARANI, M. CITO, "I casi di eccellenza nel marketing Enel Energia" in Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo., F. Ancarani (Ed.), Egea, pp. 81-88, 2011

### **I casi di eccellenza nel marketing Vodafone Italia**

GUINDANI, P., A. DUILIO, A. ROSSINI, F. ANCARANI, M. CITO, A. SCARPA, "I casi di eccellenza nel marketing Vodafone Italia" in Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo., F. Ancarani (Ed.), Egea, pp. 89-104, 2011

### **I casi di eccellenza nel sales Enel Energia**

LANZETTA, N., F. ANCARANI, M. CITO, "I casi di eccellenza nel sales Enel Energia" in Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo., F. Ancarani (Ed.), Egea, pp. 117-125, 2011