

Fabrizio Zerbini

Professor of Practice



Knowledge Group: Marketing

Research Domains: Economics

Teaching Domains: Cost Management, Budgeting & Forecasting, Digital Marketing, Procurement Processes, Real Estate Finance

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Biography

Fabrizio Zerbini is a Professor of Practice in Marketing Management at SDA Bocconi, where he serves as the Director of the Marketing Area and the Scientific Director of the lab Mobius for the Future Mobility. His areas of expertise include Customer Experience Management, AI & Digital Marketing Strategy, and Business Ethics.

He has published in international academic journals such as European Management Journal, Journal of Business Ethics, Industrial Marketing Management, Journal of Business Research, as well as Italian academic journals including Economia e Management, Mercati e Competitività, and Finanza Marketing e Produzione. He is a member of the editorial board of Industrial Marketing Management.

As a visiting scholar, Fabrizio has been affiliated with the Carlson School of Management, University of Minnesota, Minneapolis, and the Hebrew University, Jerusalem. He has taught at institutions such as SciencePo, ESCP, Libera Università di Lingue e Comunicazione (IULM) in Milan, and Wien University. Previously, he served as Associate Dean for Undergraduate Studies, Head of the European Department of Marketing, Scientific Director for the Go-to-Market Track, and Scientific Director of the Digital Marketing Certificate at ESCP. He also held the position of Director of the Master in Event and Exhibition Management at Bocconi University.

With experience in consulting and managerial training, Fabrizio has worked with both SMEs and large organizations, including companies like 3M, ABB, Amazon, Brembo, Bongrain, CGT, CNH, Ebay, Ferrero, Fiera Milano International, General Electric, Epta, Intesa SanPaolo, Italcementi, Lidl, Mantrac, Mc Donald's, Mercedes, Q8, Reale Mutua Assicurazioni, Reply, PwC, Shell, Sixt, Sony, Spar, Toyota, Unicredit, Windtre, WPP, and Zanichelli.

He holds a Ph.D. in Management from Bocconi University.

Articles in Scholarly Journals

La mobilità della Generazione Z negli ambienti urbani: insights dal programma di ricerca 2023-24 di Mobius Lab

ZERBINI, F., F. SORBINO, B. MEDICI, "La mobilità della Generazione Z negli ambienti urbani: insights dal programma di ricerca 2023-24 di Mobius Lab", *Management delle Utilities e delle Infrastrutture*, 2024, vol. 22, no. 2, pp. 60-66

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CSR Initiatives as Market Signals: A Review and Research Agenda

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Assessing And Managing The Costs Of Satisfaction In B2B Services

CARÙ, A., A. CUGINI, F. ZERBINI, "Assessing And Managing The Costs Of Satisfaction In B2B Services", *Journal of Strategic Innovation and Sustainability*, 2010, vol. 6, no. 4, pp. 50-79

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

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Strumenti per valutare la strategia di una destinazione turistico-congressuale: il caso Torino Convention Bureau

CUGINI, A., F. ZERBINI, M. DE CARLO, "Strumenti per valutare la strategia di una destinazione turistico-congressuale: il caso Torino Convention Bureau", *Finanza, Marketing e Produzione*, 2010, vol. 1, pp. 116-140

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

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When legacy carriers converge with low-cost carriers: Exploring the fusion of European airline business models through a case-based analysis

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Mediated category management: understanding how third parties enable the implementation of buyer-seller collaboration

MOLLERING, G., F. ZERBINI, M. GROSSO, "Mediated category management: understanding how third parties enable the implementation of buyer-seller collaboration", *Finanza, Marketing e Produzione*, 2009, vol. 2, pp. 11-28

I sistemi di CRM nel retail: centralizzazione o decentramento?

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DE CARLO, M., A. CUGINI, F. ZERBINI, "Assessment of destination performance: a strategy map approach", *Tourism Review*, 2008, vol. 63, no. 2, pp. 25-37

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

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Stay in or get out the Janus? The maintenance of multiplex relationships between buyers and sellers

ZERBINI, F., S. CASTALDO, "Stay in or get out the Janus? The maintenance of multiplex relationships between buyers and sellers", *Industrial Marketing Management*, 2007, vol. 36, no. 7, pp. 941-954

La conformazione dei network fedeltà: un'analisi della relazione tra la sovrapposizione delle reti dei partner e l'efficacia dei programmi di fidelizzazione

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Technology-Supported Education: Old Questions for New Strategies

ARBORE, A., M. ADDIS, F. ZERBINI, "Technology-Supported Education: Old Questions for New Strategies", *Innovative Marketing*, 2006, vol. 2, no. 4, pp. 131-147

Privatizzazioni e corporate governance. Il caso delle imprese pubbliche locali quotate

CRISTOFOLI, D., F. ZERBINI, "Privatizzazioni e corporate governance. Il caso delle imprese pubbliche locali quotate", *Economia & Management*, 2002, no. 6, pp. 61-72

Other in Journals

Il futuro elettrico della mobilità

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Proceedings/Presentations

Fight the Self and save the Planet: When feeling guilty and paying the bill isn't that easy

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Culture as a cross-border supplier assessment

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Supplier Know-How Transfer Capacity in The Vendor Selection Process

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Seing is believing? Signalling supplier's value potential

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Hybrid integration: when third parties set the agenda to suppliers and retailers

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Third parties in coopetition management: enabling collaborative strategies in adversarial dyads

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Mediated category management: understanding how third parties enable value creation by fostering integration between sellers and buyers

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Future outcomes for the european airline industry: an ampirical analysis through interviews with european airlines' senior executives

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When legacy carriers converge with low cost: the hybrid approach of Brussels Airlines

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Contribution to Chapters, Books or Research Monographs

Le ricerche di marketing a supporto delle decisioni distributive

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Store Relationship Management: modelli di analisi e strumenti applicativi

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CIRRINCIONE, A., F. ZERBINI, "Customer Relationship Marketing" in M@rketing Management: Progettare E Generare Valore Per Il Cliente., E.Valdani (Ed.), Egea, pp. 787-820, 2011

Il valore dell'orientamento al cliente

VALDANI, E., F. ZERBINI, "Il valore dell'orientamento al cliente" in M@rketing Management - Progettare e generare valore per il cliente., E. Valdani (Ed.), Egea, pp. 41-63, 2011

Exploring How Third-Party Organizations Facilitate Coopetition Management in Buyer-Seller Relationships

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Segmentazione, Targeting e Posizionamento

ZERBINI, F., S. VIANELLO, "Segmentazione, Targeting e Posizionamento" in Marketing e Fiducia., S. Castaldo (Ed.), Il Mulino, pp. 107-138, 2009

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Competence-Based Value Framing for Business-To-Business Customers

GOLFETTO, F., F. ZERBINI, M. GIBBERT, "Competence-Based Value Framing for Business-To-Business Customers" in Creating and Managing Superior Customer Value., A. Woodside, F. Golfetto, M. Gibbert (Eds.), Emerald Group Publishing Limited, pp. 345-379, 2008

Il category management per la categoria vini. La collaborazione tra Lombardini e Coltiva

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Strategie e strumenti per lo sviluppo della relazione con i clienti

CILLO, P., S. CASTALDO, F. ZERBINI, "Strategie e strumenti per lo sviluppo della relazione con i clienti" in Distribuzione: Retailing e Acquirente., S. Castaldo (Ed.), Il Sole 24 Ore - Università Bocconi Editore - La Repubblica, pp. 338-368, 2006

Cases in International Case Collections

Spending Analysis @ Barilla

MORELLI, M., G. STABILINI, F. ZERBINI - "Spending Analysis @ Barilla" - 2018, The Case Centre, Great Britain

Editorials in national/international newspapers

Tirer parti des données textuelles du Big Data et Web Marketing

ZERBINI, F., "Tirer parti des données textuelles du Big Data et Web Marketing", Survey Magazine, 2017

Edited Books

Prodotto, consumatore e politiche di mercato quarant'anni dopo. Scritti in onore di Stefano Podestà

BORGHINI, S., A. CARÙ, F. GOLFETTO, S. PACE, D. RINALLO, L. VISCONTI, F. ZERBINI (Eds.), "Prodotto, consumatore e politiche di mercato quarant'anni dopo. Scritti in onore di Stefano Podestà" - 2012, Egea, Milano, Italy