

# Fabrizio Zerbini

Professor of Practice



**Knowledge Group:** Marketing

**Research Domains:** Marketing Management

**Teaching Domains:** Channel Management, Omnichannel strategy, B2B Marketing, Customer-Centric Digital Strategies, Market Strategy & Competition

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## 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

### **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

### **CSR Initiatives as Market Signals: A Review and Research Agenda**

ZERBINI, F., "CSR Initiatives as Market Signals: A Review and Research Agenda", Journal of Business Ethics, 2017, vol. 146, pp. 1-23

### **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**

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

### **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)**

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

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

JARACH, D., F. ZERBINI, G. MINIERO, "When legacy carriers converge with low-cost carriers: Exploring the fusion of European airline business models through a case-based analysis", Journal of Air Transport Management, 2009, vol. 15, no. 6, pp. 287-293

### **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?**

SALVIOTTI, G., F. ZERBINI, "I sistemi di CRM nel retail: centralizzazione o decentramento?", Economia & Management, 2008, no. 1, pp. 91-117

### **Assessment of destination performance: a strategy map approach**

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**

CUGINI, A., A. CARÙ, F. ZERBINI, "The Cost of Customer Satisfaction: A Framework for Strategic Cost Management in Service Industries", European Accounting Review, 2007, vol. 16, no. 3, pp. 499-530

### **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**

MAURI, C., H. TIMMERMANS, F. ZERBINI, "La conformazione dei network fedeltà: un'analisi della relazione tra la sovrapposizione delle reti dei partner e l'efficacia dei programmi di fidelizzazione", Mercati e Competitività, 2007, no. 4, pp. 107-130

### **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

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## **Proceedings/Presentations**

#### **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

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

ZERBINI, F., L. , I. M. COLM, C. MORBIDELLI, "Fight the Self and save the Planet: When feeling guilty and paying the bill isn't that easy" in Sinergie-SIMA Management Conference 2022, 30 June-1 July, 2022, Milano, Italy

#### **Culture as a cross-border supplier assessment**

JACOB, F., F. ZERBINI, S. SCHAETZLE, "Culture as a cross-border supplier assessment" in 14th International Marketing Trends Conference - 22-24 January, 2015, Paris, France

#### **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

#### **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

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

CASTALDO, S., M. GROSSO, F. ZERBINI, "Hybrid integration: when third parties set the agenda to suppliers and retailers" in AMA Winter marketing educators' conference - February 20-23, 2009, Tampa, FL, United

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

CASTALDO, S., G. MOLLERING, M. GROSSO, F. ZERBINI, "Third parties in coopetition management: enabling collaborative strategies in adversarial dyads" in Academy of Management Annual Meeting - August 7-11, 2009, Chicago, United States of America

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

GROSSO, M., F. ZERBINI, S. CASTALDO, "Mediated category management: understanding how third parties enable value creation by fostering integration between sellers and buyers" in 24th IMP - Conference - September 4-6, 2008, Uppsala, Sweden

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

JARACH, D., F. ZERBINI, G. MINIERO, "Future outcomes for the european airline industry: an ampirical analysis through interviews with european airlines' senior executives" in 12th ATRS World Conference - July 6-10, 2008, Athens, Greece

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

JARACH, D., G. MINIERO, F. ZERBINI, "When legacy carriers converge with low cost: the hybrid approach of Brussels Airlines" in 12th ATRS World Conference - July 6-10, 2008, Athens, Greece

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## Other in Journals

**Il futuro elettrico della mobilità**

ZERBINI, F., "Il futuro elettrico della mobilità", Economia & Management, 2022, no. 4, pp. 92-93

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## Contribution to Chapters, Books or Research Monographs

**Le ricerche di marketing a supporto delle decisioni distributive**

CRISTINI, G., G. TROILO, F. ZERBINI, "Le ricerche di marketing a supporto delle decisioni distributive" in Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative - II Ed., Luca Molteni, Gabriele Troilo (Eds.), Egea, chap. 13, 2022

**Store Relationship Management: modelli di analisi e strumenti applicativi**

ZERBINI, F., "Store Relationship Management: modelli di analisi e strumenti applicativi" in Store Management: Il Punto Vendita come Luogo di Customer Experience., Castaldo S., Mauri C. (Eds.), Franco Angeli, chap. 4, pp. 133-164, 2017

**Customer Relationship Marketing**

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**

CASTALDO, S., M. GROSSO, F. ZERBINI, G. MOLLERING, "Exploring How Third-Party Organizations Facilitate Coopetition Management in Buyer-Seller Relationships" in Coopetition Winning Strategies for the 21st Century., Saïd Yami, Sandro Castaldo, Giambattista Dagnino, Frédéric Le Roy (Eds.), Edward Elgar Publishing, pp. 141-165, 2010

### **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

### **Supplying value to customers through innovation**

ZERBINI, F., "Supplying value to customers through innovation" in Strategic Market Creation: A New Perspective on Marketing and Innovation Management., K. Tollin, A. Carù (Eds.), John Wiley & Sons, pp. 229-253, 2008

### **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**

CASTALDO, S., M. GROSSO, F. ZERBINI, "Il category management per la categoria vini. La collaborazione tra Lombardini e Coltiva" in Innovazione, Experience, Partnership. Casi di innovazione nel retail., S. Castaldo, C. Mauri (Eds.), Franco Angeli, pp. 181-202, 2007

### **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

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## **Cases in International Case Collections**

### **Spending Analysis @ Barilla**

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

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## 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

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## 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