

Chiara Piancatelli

Associate Professor of Practice



Knowledge Group: Marketing

Research Domains: Business Government Relations

Teaching Domains: Public Policies for Competitiveness and Local Development, Customer-Centric Digital Migration, Procurement Strategy, Asset Pricing

chiara.piancatelli@sdabocconi.it

Biography

Chiara Piancatelli, PhD, is Associate Professor of Practice at SDA Bocconi School of Management. She is Coordinator of the Master in Fashion, Experience & Design Management (MAFED), Program Director of the Open Executive Course Marketing Management and Adjunct Professor of Event Marketing at Bocconi University. She teaches Digital Marketing, Digital Communication & Advertising Strategy, Social Media & Influencer Marketing, Experiential Event Design and AI Marketing and Marketing Management.

Chiara's current research projects aims to determine how digital technologies and tools help marketing to become more precise and predictive in order to create an augmented value for target customers, mainly in the Fashion & Luxury Industry. She is research associate at Deakin University, Australia, where she spent a visiting period during her PhD in Management & Innovation.

She is the author of numerous articles, books and book chapters on the subject. Among others academic journals, her work has been published on Psychology & Marketing (P&M), Journal of Business Research (JBR) and Journal of Strategic Marketing (JSM). She presented at the American Marketing Association Winter Academic Conference (AMA 2023, Nashville), Global Marketing Conference (GMC 2023, Seoul), Academy of Marketing Science (AMS 2022, Monterey), European Academy of Management (EURAM 2018, Reykjavík) and during the International Conference of Arts and Cultural Management (AIMAC 2017 Beijing, 2019 Venice).

Chiara earned a MSc in Economics and Management from Bocconi University and a PhD in Management & Innovation from Cattolica del Sacro Cuore University.

Articles in Scholarly Journals

La trappola del greenwashing: strategie per un'autentica sostenibilità nella moda

RINALDI, F. R., C. PIANCATELLI, F. KHATAMI, "La trappola del greenwashing: strategie per un'autentica sostenibilità nella moda", *Economia & Management*, 2025, no. 2, pp. 36-54

Il potere dell'IA generativa nel settore del Fashion & Luxury

PIANCATELLI, C., E. PRANDELLI, "Il potere dell'IA generativa nel settore del Fashion & Luxury", *Harvard Business Review Italia*, June 2024

Making it real on social media: exploring authenticity strategies for sport and fitness influencers

MASSI, M., C. PIANCATELLI, A. VOCINO, J. I. ROJAS-MÉNDEZ, "Making it real on social media: exploring authenticity strategies for sport and fitness influencers", *Journal of Strategic Marketing*, 2024, vol. 32, no. 8, pp. 1376-1397

From Corporate Artificiation to Artificiation in the Third Sector

TURRINI, A., M. MASSI, C. PIANCATELLI, "From Corporate Artificiation to Artificiation in the Third Sector", *Journal of Philanthropy and Marketing*, 2024, vol. 29, no. 4, pp. e1881

Un approccio innovativo per comunicare il brand

PIANCATELLI, C., S. DE ANGELIS, "Un approccio innovativo per comunicare il brand", *Harvard Business Review Italia*, November 2024, pp. 98-102

Authentic omnichannel: Providing consumers with a seamless brand experience through authenticity

MASSI, M., C. PIANCATELLI, A. VOCINO, "Authentic omnichannel: Providing consumers with a seamless brand experience through authenticity", *Psychology & Marketing*, 2023, vol. 40, no. 7, pp. 1280-1298

Verso un nuovo paradigma di omnichannel in chiave phygital

PIANCATELLI, C., M. MASSI, A. ARBORE, "Verso un nuovo paradigma di omnichannel in chiave phygital", *Harvard Business Review Italia*, September 2023

Mercati e marketing al tempo dei social media

MANDELLI, A., A. ARBORE, C. PIANCATELLI, "Mercati e marketing al tempo dei social media", *Micro & Macro Marketing*, 2023, no. 1, pp. 207-232

Nuove logiche e traiettorie di crescita dell'advertising

PIANCATELLI, C., M. MASSI, A. MANDELLI, "Nuove logiche e traiettorie di crescita dell'advertising", *Economia & Management*, 2022, no. 1, pp. 85-93

Battere la concorrenza con Metaverso e NFT. Come utilizzare strumenti innovativi per coinvolgere i clienti nel mondo digitale

PIANCATELLI, C., M. MASSI, D. RACCAGNI, "Battere la concorrenza con Metaverso e NFT. Come utilizzare strumenti innovativi per coinvolgere i clienti nel mondo digitale", *Harvard Business Review Italia*, October 2022

Vibram: il marketing digitale come motore della digital transformation

MANDELLI, A., C. PIANCATELLI, A. ARBORE, "Vibram: il marketing digitale come motore della digital transformation", Micro & Macro Marketing, 2022, vol. 31, no. 1, pp. 117-134

The role of atmosphere in Italian museums: effects on brand perceptions and visitor behavioral intentions

PIANCATELLI, C., M. MASSI, A. VOCINO, "The role of atmosphere in Italian museums: effects on brand perceptions and visitor behavioral intentions", Journal of Strategic Marketing, 2021, vol. 29, no. 6, pp. 546-566

#artoninstagram: Engaging with art in the era of the selfie

PIANCATELLI, C., M. MASSI, A. VOCINO, "#artoninstagram: Engaging with art in the era of the selfie", International Journal of Market Research, 2021, vol. 63, no. 2, pp. 134-160

Il ruolo strategico dei social media nel mutato contesto degli eventi

PIANCATELLI, C., D. RACCAGNI, S. MASSERINI, "Il ruolo strategico dei social media nel mutato contesto degli eventi", Harvard Business Review Italia, March 2021

Has Art Lost Its Aura? How Reintermediation and Decoupling Have Changed the Rules of the Art Game: The Case of Artvisor

PIANCATELLI, C., M. MASSI, P. HARRISON, "Has Art Lost Its Aura? How Reintermediation and Decoupling Have Changed the Rules of the Art Game: The Case of Artvisor", International Journal of Arts Management, 2020, vol. 22, no. 3, pp. 34-54

Cases in International Case Collections

Embracing the Phygital Challenges in the Event World:The Case of Kering Eyewear

PIANCATELLI, C., M. MASSI - "Embracing the Phygital Challenges in the Event World:The Case of Kering Eyewear" - 2024, The Case Centre, Great Britain

Communication, Business and Digital Transformation: The Case of Burberry

MANDELLI, A., C. PIANCATELLI, A. ARBORE - "Communication, Business and Digital Transformation: The Case of Burberry" - 2021, The Case Centre, Great Britain

Vibram: Customer Centricity at the Core of Digital Transformation and New Business Model

MANDELLI, A., G. SALVIOTTI, C. PIANCATELLI, N. ABBATEMARCO - "Vibram: Customer Centricity at the Core of Digital Transformation and New Business Model" - 2020, The Case Centre, Great Britain

Other

Kering Eyewear: how to utilize technology in the world of events - Kering Eyewear: Come utilizzare la tecnologia nel mondo degli eventi

PIANCATELLI, C., "Kering Eyewear: how to utilize technology in the world of events - Kering Eyewear: Come utilizzare la tecnologia nel mondo degli eventi", SDA Bocconi Insight, 10 December 2024

Leveraging Instagram Reels for impactful marketing

PIANCATELLI, C., H. DEVANI, R. MEHROTRA, "Leveraging Instagram Reels for impactful marketing", MediaBrief, 26 September 2022

If Content is the King, Engagement is the Queen

ARBORE, A., C. PIANCATELLI, "If Content is the King, Engagement is the Queen", MediaBrief, 16 August 2022

Contribution to Chapters, Books or Research Monographs

L'accesso ai servizi e la selezione dell'utenza: il customer experience management a garanzia dell'equità

BUONGIORNO SOTTORIVA, C., F. MEDA, C. PIANCATELLI, "L'accesso ai servizi e la selezione dell'utenza: il customer experience management a garanzia dell'equità" in Management della Cronicità: Logiche aziendali per gestire i nuovi setting sanitari finanziati dal PNRR., F. Longo, V. Tozzi (Eds.), Egea, chap. 3, pp. 63-80, 2023

Le ricerche per la definizione e il controllo della comunicazione di massa

PIANCATELLI, C., I. SOSCIA, "Le ricerche per la definizione e il controllo della comunicazione di massa" in Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative di marketing - II Ed., L. Molteni, G. Troilo (Eds.), Egea, chap. 14, pp. 549-586, 2022

New business models for craft: the case of Artemest

PIANCATELLI, C., A. RICCI, "New business models for craft: the case of Artemest" in The Artisan Brand: Entrepreneurship and Marketing in Contemporary Craft Economies., Jon Mulholland, Alessandra Ricci, Marta Massi (Eds.), Edward Elgar Publishing, chap. 9, pp. 136-155, 2022

The Impact of Technology on Visitor Immersion in Art Exhibitions: Evidence from the Modigliani Art Experience exhibition

CARÙ, A., P. MION DALLE CARBONARE, M. C. OSTILLIO, C. PIANCATELLI, "The Impact of Technology on Visitor Immersion in Art Exhibitions: Evidence from the Modigliani Art Experience exhibition" in Digital Transformation in the Cultural and Creative Industries. Production, Consumption and Entrepreneurship in the Digital and Sharing Economy., Marta Massi, Marilena Vecco, Yi Lin (Eds.), Routledge, chap. 2, pp. 13-31, 2021

Balenciaga, the Master of Haute Couture

PIANCATELLI, C., M. CUADRADO, P. MION DALLE CARBONARE, "Balenciaga, the Master of Haute Couture" in The Artification of Luxury Fashion Brands : Synergies, Contaminations, and Hybridizations., Marta Massi , Alex Turrini (Eds.), Palgrave Macmillan, chap. 6, pp. 141-162, 2020

Marketing Experiential Events Through New Media: The Ferragnez Wedding Case

PIANCATELLI, C., M. MASSI, D. RACCAGNI, "Marketing Experiential Events Through New Media: The Ferragnez Wedding Case" in Handbook of Research on New Media Applications in Public Relations and Advertising., Elif Esiyok (Ed.), IGI Global, chap. 8, pp. 133-148, 2020

Cultura alta o cultura bassa bassa? Un'indagine sui consumi culturali degli immigrati in Italia

MASSI, M., M. OLIVIERI, C. PIANCATELLI, "Cultura alta o cultura bassa bassa? Un'indagine sui consumi culturali degli immigrati in Italia" in Immigrati e consumi in Italia. I consumi come fattore di integrazione e acculturation., R.Fiocca, C.Cantù (Eds.), Franco Angeli, pp. 154-168, 2020

Culture and the City: Rebranding "Tough Cities" through Arts and Culture - The Case of Matera 2019

MASSI, M., C. PIANCATELLI, S. PANCHERI, "Culture and the City: Rebranding "Tough Cities" through Arts and Culture - The Case of Matera 2019" in Positioning and Branding Tourism Destinations for Global Competitiveness., Rahmat Hashim, Mohd Hafiz Mohd Hanafiah, Mohd Raziff Jamaluddin (Eds.), IGI Global, chap. 5, pp. 100-123, 2019

Boosting Football Club Brands Through Museums: The Experience of Mondo Milan

MASSI, M., C. PIANCATELLI, P. MION DALLE CARBONARE, "Boosting Football Club Brands Through Museums: The Experience of Mondo Milan" in Integrated Marketing Communications, Strategies, and Tactical Operations in Sports Organizations., Manuel Alonso Dos Santos (Ed.), IGI Global, chap. 6, pp. 110-128, 2019

Tracing the Evolution of Marketing in Arts Organizations: From 'Third Wheel' to Protagonist of the Arts Scene

MASSI, M., C. PIANCATELLI, "Tracing the Evolution of Marketing in Arts Organizations: From 'Third Wheel' to Protagonist of the Arts Scene" in The Routledge Companion to Arts Management., William J. Byrnes, Aleksandar Brkic (Eds.), Routledge, chap. 21, 2019

Preserving Memory through Branding: Museums Brands as Vectors for Advocacy, Promotion and Public Programming

MASSI, M., C. PIANCATELLI, R. GHILARDI, "Preserving Memory through Branding: Museums Brands as Vectors for Advocacy, Promotion and Public Programming" in Handbook of Research on Advocacy, Promotion, and Public Programming for Memory Institutions., Patrick Ngulube (Ed.), IGI Global, chap. 20, pp. 366-389, 2019

Art and Brand Contamination: How Brands Have Blurred the Distinction Between Low Culture and High Culture

MASSI, M., C. PIANCATELLI, S. PANCHERI, "Art and Brand Contamination: How Brands Have Blurred the Distinction Between Low Culture and High Culture" in Handbook of Research on Consumption, Media, and Popular Culture in the Global Age., Ozlen Ozgen (Ed.), IGI Global, chap. 20, pp. 339-354, 2019

Il marketing come strumento di valorizzazione culturale nei Conservatori musicali. Il caso dell'istituto musicale "Claudio Monteverdi" di Cremona

MASSI, M., C. PIANCATELLI, A. RURALE, "Il marketing come strumento di valorizzazione culturale nei Conservatori musicali. Il caso dell'istituto musicale "Claudio Monteverdi" di Cremona" in I conservatori di

Proceedings/Presentations

Empowering Consumers Through Blockchain: NFTs as a Means to Institutionalize Consumer Roles in The Metaverse

PIANCATELLI, C., M. MASSI, P. CILLO, "Empowering Consumers Through Blockchain: NFTs as a Means to Institutionalize Consumer Roles in The Metaverse" in 2023 AMA Winter Academic Conference, 6-12 February, 2023, Nashville TN, United States of America

From Direct-To-Consumer (D2C) to Direct-To-Metahuman (D2M): an Experimental Study on the Metaverse

MASSI, M., C. PIANCATELLI, A. C. PELLICELLI, "From Direct-To-Consumer (D2C) to Direct-To-Metahuman (D2M): an Experimental Study on the Metaverse" in 2023 Global Marketing Conference, 20-22 July, 2023, Seoul, South Korea

Authentic Omnichannel: Providing Consumers with a Seamless Brand Experience through Authenticity

MASSI, M., A. VOCINO, C. PIANCATELLI, "Authentic Omnichannel: Providing Consumers with a Seamless Brand Experience through Authenticity" in Academy of Marketing Science Annual Conference - May 25-27, 2022, Monterey, LA, United States of America

Engaging with arts in the era of the selfie: an ethnographic study

PIANCATELLI, C., M. MASSI, P. HARRISON, "Engaging with arts in the era of the selfie: an ethnographic study" in AIMAC 2019 - 15th International Conference on Arts and Cultural Management, June 23-26, 2019, Venezia, Italy

From Maecenas to Crowd: Democratizing Fundraising in the Arts and Culture. The case of BeArt

MASSI, M., C. PIANCATELLI, A. RURALE, P. MION DALLE CARBONARE, "From Maecenas to Crowd: Democratizing Fundraising in the Arts and Culture. The case of BeArt" in AIMAC 2019 - 15th International Conference on Arts and Cultural Management, June 23-26, 2019, Venezia, Italy

Culture and the City: Rebranding 'Tough' Cities through Arts and Culture. The Case of Matera 2019

MASSI, M., C. PIANCATELLI, L. MIZZAU, E. DI RADDIO, "Culture and the City: Rebranding 'Tough' Cities through Arts and Culture. The Case of Matera 2019" in AIMAC 2019 - 15th International Conference on Arts and Cultural Management, June 23-26, 2019, Venezia, Italy

Branding Museums: How Brand Trustworthiness, Perceived Quality and Satisfaction Impact Museum Visitors' Behavior

PIANCATELLI, C., M. MASSI, A. TURRINI, "Branding Museums: How Brand Trustworthiness, Perceived Quality and Satisfaction Impact Museum Visitors' Behavior" in EURAM 2018, June 19-22, 2018, Reykjavík, Iceland

Has art lost its aura? How digital technology and decoupling have changed the rules of the art game: the 'Artvisor' case

PIANCATELLI, C., M. MASSI, P. HARRISON, "Has art lost its aura? How digital technology and decoupling have changed the rules of the art game: the 'Artvisor' case" in 14th International Conference on Arts and Cultural Management AIMAC - June 24-28, 2017, Beijing, China (PRC)

Practice-Oriented Books

Storie, Relazioni e Business: Social Media Marketing nell'era delle piattaforme

MANDELLI, A., A. ARBORE, C. PIANCATELLI - "Storie, Relazioni e Business: Social Media Marketing nell'era delle piattaforme" - 2022, Egea, Milano, Italy