**Elisa Montaguti**

*Curriculum Vitae*

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| Department of Management  University of Bologna  Via Capo di Lucca, 34  40126 Bologna | Tel. 0039 051 2098089  Cell. +39 347 9607122  Email: elisa.montaguti@unibo.it |

***Academic Positions***

2017-Present Full Professor in Marketing, University of Bologna, Italy.

2004-2017 Associate Professor in Marketing, University of Bologna, Italy.

2001-2004 Assistant Professor of Marketing, University of Bologna, Italy.

2000-2001 Lecturer, Warwick Business School, UK.

1998-1999           EU Post-Doctoral Research Fellow (Marie Curie), INSEAD, France.

***Educational Background***

PhD in Marketing, London Business School (UK) July 1998.

Laurea in Economia e Commercio (*cum laude*) Università di Bologna, Italy, 1992.

***Awards and honors***

2020 William R. Davidson Award, Runner-up, for the Best Paper Contributing to Theory and Practice in Retail Marketing.

2016 Sim Conference, Best Track paper, Service Retailing and Channel Management, 20-21 October, Cassino, Italy.

2016 SIM Conference, Best Conference paper 20-21 October, Cassino, Italy.

2010             “Does Multichannel Produce More Profitable Customers?” Winner of the research competition in “Modeling Multichannel Customer Behavior” sponsored by Marketing Science Institute and Wharton Interactive Media Initiative ($14.000).

2009            “Customer Evolution in Sales Channel Migration” selected among the nine presenting papers at the special John D. C. Little Festschrift (Marketing Science Conference 2009, Ann Arbor - Michigan).

1997             AMA-Sheth Doctoral Consortium Fellow.

1996-1998   Economic and Social Research Council (ESRC), Postgraduate Research Studentship in Business and Management.

1995- 1997  Research and Material Development Grant. London Business School.

1995-1996   PhD Programme Financial Award. London Business School.

1994-1995    University of Bologna Postgraduate Scholarship. University of Bologna (Italy).

1992             Umberto Muggia Award for the Best BA Dissertation in Marketing, University of Bologna (Italy).

***Research***

**Publications in reviewed journals**

“Content that Engages Your Customers: The Role of Brand Congruity and Promotions in Social Media” (with S. Valentini and F. Vecchioni), *Journal of Interactive Marketing*, 2022 *Forthcoming*.

“Identifying Omnichannel Deal Prone Segments, Their Antecedents, and Their Consequences” (with S. Valentini and S.A. Neslin), *Journal of Retailing*, 2020, 96, 310-27.

“Being the First Entrant and Getting Stuck in the Middle: The Risks of Becoming the Intermediate Pioneer” (with A. Zammit), *European Marketing Journal* 2017, (51) 7/8, 1178-1196.

“Can Marketing Campaigns Induce Multichannel Buying and More Profitable Customers? A Field Experiment” (with S.A. Neslin and S. Valentini), *Marketing Science*, 2016 (35) 201-17(*lead article*).

“The Interrelationships between Brand and Channel Choice” (with S.A.Neslin *et al*.), *Marketing Letters,* (2014) 25 (3), 319-330.

“Do Marketing Campaigns Produce Multichannel Buying and More Profitable Customers? A Field Experiment” (with S.A. Neslin and S. Valentini), MSI working Paper (2012) [12-112].

“Decision Process Evolution in Customer Channel Choice” (with S.A. Neslin, and S.Valentini), *Journal of Marketing,* (2011), 76 (November), 76-86

“Managing Brand Extension via Licensing: an Investigation into the High-end Fashion Industry, (with  M. Colucci and U. Lago) in *International Journal of Research in Marketing,* (2008), 25 (2), 129-137.

“The Positioning of Low Share Brands: A Multi-Category Analysis” (with B.G.S. Hardie) in *Impresa, Mercati e Competitività,* (2006), (2), 19-37.

“Entry Strategy for Radical Product Innovations: A Conceptual Model and Propositional Inventory” (with T.S. Robertson and S. Kuester), *International Journal of Research in Marketing,* (2002), (19) 1, 21-42.

“R&D/Marketing Interface and New Product Entry Strategy,” (with  Q.Wang), *Marketing Intelligence & Planning,*(2002),(20) 2, 82-85.

 “Modelling The Relationship Between Advertising Agencies and their Clients: An Application of Survival Analysis,” (with A.Marcati and L. Liao) in *Advances in International Marketing*: From Mass Marketing to Relationship and Networks, Perverz N. Gauri, eds., JAI Press, Volume 9, 1999.

“How new technologies can take off fast” (with S.Kuester and T.S Robertson) in Mastering Marketing, Financial Times Publications, (1999), 178-184.

**Other selected publications:**

“Brand e social media: alla ricerca degli strumenti più efficaci nella ricerca all’engagement,” (with S. Valentini), Harvard Business Review-Italia., (2017).

“Decision Process Evolution in Customer Channel Choice” (with Valentini, S., S.A. Neslin) (2016) in “From Little’s Law to Marketing Science” eds, G.L.Urban and J.R. Hauser MIT press.

“Customer Satisfaction ed Eterogeneità delle Preferenze: Il Contributo dei Modelli

Mistura"(with C. Orsingher) in *Impresa, Mercati e Competitività*, (4) p. 137-54 (2006).

“Marketing e Sviluppo di Nuovi Prodotti,” (with G.L.Marzocchi) in “Innovazione Tecnologica e Gestione d'Impresa,” eds. F. Munari and M.Sobrero, il Mulino 2004.

“Le Ricerche per il Lancio di Nuovi Prodotti,” (with G.L.Marzocchi) in “Le Ricerche di Marketing,” eds. L.Molteni and G.Troilo, McGraw-Hill, 2003.

“Innovazione e Marketing: La Gestione dell'Introduzione delle Innovazioni nel Mercato,” (with Alberto Marcati and Lucia Marchigiani) in “Economia e Gestione delle Imprese,” eds di F. Fontana and M. Caroli, McGraw-Hill, 2003.

“La Diffusione delle Tecnologie Emergenti” Giappicchelli Editore, Torino, 2000.

**Working papers and unpublished manuscripts**

“The Race for Data: Gaming or Being Gamed By the System?” (with C. D’Assergio, P.Manchanda and S.Valentini) (October 17, 2022). Available at SSRN: <https://ssrn.com/abstract=4250389> or [http://dx.doi.org/10.2139/ssrn.4250389](https://dx.doi.org/10.2139/ssrn.4250389)

“The Impact of Cross-channel Buying on Customer Life Time Value” (with S. A. Neslin and S. Valentini) manuscript available.

“Consumer Impatience, Technological Innovation, and Market Structure” (with Chaewon Seol, Federico Rossi and Sara Valentini), manuscript available.

“Free Riding Return Stock: How to Turn returns into a Profit Drive” (with S. A. Neslin and S. Valentini)

**Work in progress**

“Exploring the Acquisition Funnel: The Role of Marketing Activities and Searching Behavior in Driving New Users Toward Acquisition” (with Carla Netto and S.Valentini)

“The ‘Right’ Variation of Fit between Online Contents and Brand Fan Pages” (with S. Valentini)

Customization and product choice (with A. Zammit)

**Presentations at professional conferences**

“The Race for Data: Game or Being Gamed by the System?” (with (with C.D’Assergio, P.Manchanda, S.Valentini) in Customer Journeys in the Digital World, Bocconi University, 12-14 june, 2022)

“[The Role of Marketing Activities and Searching Behavior Driving New Users Toward Acquisition](http://proceedings.emac-online.org/index.cfm?abstractid=A2022-107688&The%20Role%20of%20Marketing%20Activities%20and%20Searching%20Beh)” (with Carla Freitas Silveira Netto, Valentini, Italy; Federica Vecchioni) in: Proceedings of the European Marketing Academy, 51th, (2022)

“[When does customization increase satisfaction? The risk of self-expressive choices](https://cris.unibo.it/handle/11585/874671),” (with Alessandra Zammit and Veronica Valli), in: Proceedings of the European Marketing Academy, 50th, (2021)

“Consumer Privacy” (with Miller Klaus, Skiera Bernd, Holtrop Niels, Bleier Alexander), Online Consumer Privacy. Proceedings of the European Marketing Academy, 50th, (2021)

“Privacy: The Value of Customers’ Data Practices” (with C.D’Assergio, P.Manchanda, S.Valentini) in Proceeding 2020 EMAC Conference, Budapest (online conference)

“How Do Firms Ask for Consumers’ Data Permission? And How Do Customers React?” (with C. D’Assergio and S. Valentini) Marketing Science Conference, Rome, June 20-22, 2019.

"How do firms ask for consumers’ data permission? And how do customers react”, (with C. D’Assergio and S. Valentini) EMAC Annual Conference, Hamburg, Germany, May 28-31 2019.

“The Compromise Effect in Post-Purchase Consumption Behavior: Evidence from Field Experiments” (with V. Valli, I. Simonson and F. Stahl). EACR Conference, Ghent, Belgium, June 21-23, 2018.

“The Compromise Effect in Post-Purchase Consumption Behavior: Evidence from Field Experiments” (with V. Valli and F. Stahl). ACR Conference, San Diego, California, October 14-15, 2017.

“Exploring the Acquisition Funnel: The Role of Marketing Activities and Searching Behavior in Driving New Users Toward Acquisition”, (with F. Vecchioni and S. Valentini) EMAC Conference, Glasgow, UK, May 29- June 1, 2018.

“Gamification: A Way to Increase Customer Base Value?” (with S.Valentini and A.Zammit) 47th EMAC Conference, Glasgow, UK, May 29- June 1, 2018.

“The Omnichannel Deal Prone Consumer”, (with. S. Valentini and S. A. Neslin,) 40th Marketing Science Conference, Fox School of Business, Temple University, Philadelphia (USA), June 13-16 2018.

“How Brands Can Boost Their Fan Page’ Overall Sharing: The ‘Right’ Variation of Fit Between Online Contents and Brand Fan Pages” (with S.Valentini e F. Vecchioni) EMAC Conference, University of Groningen, The Netherlands, May 23 to Friday, May 26, 2017.

“The Compromise Effect in Post-Purchase Consumption Behavior: Evidence from Field Experiment” (with. Valli e F.Sthal) EMAC Conference, University of Groningen, The Netherlands, May 23 to Friday, May 26, 2017.

“Are Online Deal Prone and Offline Deal Prone Consumers The Same Consumers?” (with S. Valentini e S.A. Neslin) EMAC Conference, University of Groningen, The Netherlands, May 23 to Friday, May 26, 2017

“How Can Companies Get Their Social Media Campaigns Rebroadcast: The Role of Fit between Online Contents and Corporate Fan Pages”, SIM Conference, Cassino, 20-21 October 2016.

“Consumer Impatience and Market Structure: The Case of Online Pizza Delivery” (with S.Valentini and F.Rossi), Marketing Science Conference, Johns Hopkins University, Baltimore, Maryland, 17-20 June 2015.

“The Role of Fit Between the Brand Fanpage and the Post in Determining Re-broadcasting Activity” (with S.Valentini and F. Vecchioni), EMAC 2015, Leuven 25-29 May 2015.

“Do Marketing Campaigns Produce Multichannel Buying and More Profitable Customers?  A Field Test” “Thought Leaders in Marketing Channels Conference” (with S.A. Neslin and S. Valentini) invitational conference, Paris 1-3 June 2014.

“Consumer Choice in a Multichannel Environment: An Agenda for Research” 9th *Invitational Choice Symposium*, Huis ter Duin, Noordwijk, The Netherlands, 12-16 June 2013.

“It is Not Me! So I Customize It!” (with A.Zammit) EMAC 2013, Istanbul, June 4-7 2013.

“Does Multichannel Usage Produce More Profitable Customers?” (with S.Valentini and S.A. Neslin) Marketing Science Conference, Rice University, 9-11 June 2011. Houston Texas.

"Does Multichannel Produce More Profitable Customer” (with S.Valentini and S.A.Neslin), SIG Track entitled “Multichannel Customer Management- EMAC 2011, 24-27 May 2011. Ljubljana, Slovenia.

“Contextual Cues and Descriptive Norms: Do People Stick To Context When They Know What Others Choose?” (with A. Zammit),  North America ACR Conference, October 2009, Pittsburgh, PA.

“Do Multichannel Customers Really Outperform? Retention, Revenues, and Multichannel Usage” (with S.Valentini and S.A.Neslin) 2009 INFORMS Marketing Science Conference, June, University of Michigan, Ann Arbor, MI.

“Contextual Cues And Socially Relevant Information: Are Consumers Sticking To Context When They Know What Others Choose?” (with A. Zammit) 38th EMAC Conference, Nantes (France), May 2009.

“Do Multichannel Customers Really Outperform? Retention, Revenues, and Multichannel Usage” (with S.Valentini and S.A.Neslin) 38th EMAC Conference, Nantes (France), May 2009.

“Customer Evolution in Sales Channel Migration” (with S.A. Neslin and S.Valentini), 2008 INFORMS Marketing Science Conference, June, Vancouver, Canada.

“The Evolution of Compromise Effect: the Moderating Role of Socially Relevant Information,” (with A. Zammit), 37th EMAC Conference, Brighton (UK), 27-30 May 2008.

“New Product Entry: the Moderating Role of Compromise Effect on Pioneering Advantage” (with A. Zammit), Atti IV Convegno Annuale della Società Italiana di Marketing. Parma (Italy) 5-6 October 2007.

“An Analysis of Time Evolution of Compromise Effect: The Moderating Role of Pioneering Advantage and Product Category Familiarity,”(with A. Zammit) EMAC, Bocconi University, Milano (Italy), 11-14 June 2007.

“Are Physicians Just Learning or Also Forgetting about Drugs?” (with M. Visentin) 2007 INFORMS Marketing Science Conference Proceedings. Singapore. 28-30 June 2007.

“Time Evolution of Compromise Effect: an Analysis of the Moderating Role of Pioneering advantage,”(with A. Zammit), 36th EMAC Conference Reykjavik, 22-25 May 2007.

“Make or License Decisions: Assessing the Role of Transaction Cost Economics and Product Category Similarity within Firm Boundary Decisions,” (with M. Colucci and U.Lago EGOS, Bergen Norway 6-8 July 2006.

 “Dynamic Analysis of Compromise-Effect: the Role of Attribute Number”(with A.Zammit) 35th EMAC Conference, Athens, 24-27 May 2006.

“Adoption of Ethical Drugs: The Role of User-Agent Interaction” (with M. Visentin and P. Stern) 2005 INFORMS Marketing Science Conference, Emory University, 16-18 June 2005

“When Should Firms License Their Brands? An Empirical Investigation on Governance Structure,” (with U.Lago and M.C. Colucci) EMAC Conference, Milan 24-27 May 2005

“Solidarity, Pricing and Country of Origin Effects: An Empirical Analysis” EMAC Conference, Murcia 18-May 2004.

"Sequential Adoption and Market Uncertainty" (with A. Marcati) Marketing Science Conference (Edmonton, Canada, 27-30 June), informs, University of Alberta Edmonton, Canada, 2002

“When Should Firms License Their Brands? An Investigation of the Impact on Governance Structure,” (with U. Lago), Academy of Marketing Conference Proceeding, Cardiff, 2001.

“Sequential Adoption and Market Uncertainty” (with A. Marcati) 30th EMAC Conference Proceedings, Bergen, 2001.

“Entry Strategy and Market Uncertainty: The Role of R&D and Marketing Interfaces” (with D. Riley) 30th EMAC Conference Proceedings, Bergen, 2001.

“The Role of Marketing Actions in Accelerating Time-to-Takeoff for Emerging Technologies: An Empirical Analysis,” INFORMS Marketing Science Conference, INSEAD, Fontainebleau (France), 10-13 July 1998.

“The Role of Marketing Actions in Accelerating Time-to Takeoff for Emerging Technologies,” EMAC Doctoral Colloquium, Warwick Business School (UK), May 18-20, 1997.

“A Cross-Category Analysis of Low Share Brand Positioning,” (with B. G.S. Hardie) INFORMS Marketing Science Conference, University of Florida, Gainesville, FL, March 7-10, 1996.

“Modeling the Relationship between Advertising Agencies and their Clients in the Advertising Industry” (with A. Marcati), 25th Conference EMAC Conference, Budapest, May 14-17 1996.

“Account Loyalty and Switching in the Advertising Industry: A Latent Class Analysis,” (with A. Marcati) TIMS Marketing Science Conference, University of Arizona, Tucson, AZ, March 17-20, 1994.

“Account Loyalty and Switching Behaviour in the Advertising Industry,” (1993) (with A. Marcati), 9th IMP Conference, Bath.

**Pedagogical material**

“Mandarina Duck: A Case in the Management of Distribution Networks” This case is an example of a multichannel distribution system in the fashion industry (Plastimoda markets luggage with the brand Mandarina Duck). The case was developed under the supervision of Professor Alberto Marcati, for MURST University of Bologna (Italy).

**Invited Presentations**

12/10/2015 Samsung Italy (Milan, Italy)

25/09/2015 Manheim University, Germany

12/01/2015 Athens University of Economics and Business

19/12/2014 Luiss Guido Carli, Roma.

4/07/2014 Italian Marketing Society Summer School, Urbino,

7-9/05/2014 3rd Research Workshop of the Network entitled ‘The Geographies of Luxury: East, West and Global Directions’, Warwick Business School, UK.

9/02/2012        Cass Business School, London, UK.

9-10/12/2011 WIMI's and MSI's Cross-platform and Multichannel Customer Behavior.

“Does Multichannel Produce More Profitable Customers?” (with S. A. Neslin and S.Valentini), 9-10 Wharton School, Philadelphia (USA).

19/5/2007        Association Francaise du Marketing, Aix les Bains, France

30/7/2001        Erasmus Business School, Rotterdam, Netherlands

26/7/1999        Warwick Business School, Coventry, UK

12/10/1998      Cass Business School, London, UK.

4/3/1998          London School of Economics, Management School, London, UK.

3/12/1997        ESSEC Graduate School of Management, Paris, France.

10/9/1997        University of Oxford, Management School, Oxford, UK.

***Teaching***

Since 2018 University of Bologna-Forlì

Course: Marketing Analytics (MS in General Management)

Since 2017 University of Bologna-Forlì

Course: Marketing (Undergraduate in Business and Management)—In English

Since 2013 University of Bologna

Course: New Product Development (MS in General Management).

Since 2011 Bologna Business School (University of Bologna)

Course: Marketing Management (MBA)—in English

Since 2002 University of Bologna (Department of Statistics)

Marketing Models, (MS in Statistics and Data Management)

From 2011 till 2014 Bologna Business School (University of Bologna)

Course: Consumer Analysis (MBA-retail banking track) --in English

From 2007 till 2014 Bologna Business School (University of Bologna)

Course: Marketing Management (Executive Master in Technology and Innovation Management)

From 2007 till 2012 Bologna Business School (University of Bologna)

Course: Marketing Research (Master in Marketing and Communications)

From Jan 2005 till 2016 University of Bologna

Associate Professor of Marketing

Courses:  New Product Development (undergraduate), Marketing Models (MS in Statistics),

July 2002-2004-University of Bologna

Assistant Professor of Marketing

Courses: New Product Development (undergraduate), Marketing (MS)

2002-2005 Bologna Business School (University of Bologna)

Course: Marketing Management (EMBA)

Jan 2000-2001 Warwick Business School (UK)

Assistant Professor

Courses: Marketing (undergraduate), Marketing (MBA)

**Short Executive Courses (among others)**

* 1. *OmnichannelMarketing Management*, Executive Master in Sales and Marketing

2016-2018 *OmnichannelMarketing Management*, Executive Master in Digital Busines

2015-Marketing for New Products, Executive Course, Maserati Automobile.

***Professional Services***

**External**

2022-Editorial Board *Marketing Science*; Editorial Board *Journal of Retailing*.

Ad Hoc Reviewer *Journal of Marketing, Marketing Science, Journal of Marketing Research, International Journal of Research in Marketing*, *Journal of Interactive Marketing*, *Journal of Retailing, European Journal of Marketing, Information Systems Research*

2018-2021 Member of EPAS panel evaluation.

2007-2013   Executive Committee Member – European Marketing Academy, Italian National Representatives (member elected).

2005 Served as External Examiner of the Viva Voce Examination of Farideh Manoochery, University of Kingston, UK.

**Internal**

2021-present Director of the Department of Management (University of Bologna-Forlì campus);

2021-present Delegate for Third Mission.

2021-present Vice-President School of Economics and Management (Unibo).

2018-present Scientific Coordinator Master in Economics and Management (Unibo-Forlì)

2017-present Department International Relations Delegate

2017-present Member of the Research Assessment Panel for Social Sciences (C.13)

2014-2019 Director of the Global MBA, Bologna Business School ( in charge of the first five years EPAS accreditation of the School)

2008-present Member of the PhD Committee, Department of Management.

2015 Co-organizer, “Ready for an Omnichannel World?” work-shop Bologna Business School. Participants: Venky Shankar, Texas A & M University Dario Tecci, ABB S.p.A. Gabriele Tazzari Yoox-Net-A-Porter Group Federico Sforza, UniCredit Bank. Website: <https://www.bbs.unibo.eu/hp/dialogue-with-venky-shankar/>

2012 Organiser Seminars in Consumer Analytics, Alma Graduate School (Bologna). Peter Fader (Wharton School) and Bruce G.S. Hardie (London Business School).

2007-2013   Co-Organizer, Department of Management Seminar Series

2009-2011 Director of Master of Marketing and Management in the Car Industry

***Doctoral Committee***

2017 Caterina D’Assergio (completed 2020).

2015 Federica Vecchioni, (completed 2019).

2014 Maria Cristina Cito, (June 2015) Doctorate in Management, University of Bologna. Currently visiting teaching fellow, Bocconi University (Italy).

2010 Enrico Forti, Doctorate in Management, University of Bologna. Currently Teaching Fellow at University College, London (UK).

2008 Sara Valentini, Doctorate in Management, University of Bologna,

Winner of the Best paper award based on a dissertation, EMAC Conference 2008.

Currently an Associate professor at the University of Bologna (Italy).

2008 Matteo De Angelis, Doctorate in Management, University of Bologna,

Mention of honour for the Best paper award based on a dissertation, EMAC Conference 2008. Currently visiting assistant professor at LUISS (Roma).

2007 Alessandra Zammit, Doctorate in Management, University of Bologna, Currently an Assistant professor at the University of Bologna (Italy)

2005 Maria Chiara Colucci, Doctorate in Management, University of Bologna, Currently an Associate professor at the University of Bologna (Italy).

***Industry & Scientific agreements with companies for research purposes***

*2020 Fondazione Fico.* Drive to store(co-responsible)

*2019 Dorelanbed, Italy.* Positioning and Segmentation (responsible)

*2019 UnipolSai.* Customer Disclosure and Privacy(co-responsible)

*2015, Re-newed 2018 Yoox Net-A-Porter.* Customer Acquisition (co-responsible)

*2015 Best in Game.* Gamification, CLV (a member of the team)

*2014 Factory Home, Emilione* Gamification (a member of the team)

***Professional Membership***

*European Marketing Association*

*American Marketing Association*

*Informs*