

GIAN LUCA MARZOCCHI

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EDUCATION

1985, University of Bologna

Degree in Economics and Management, cum laude

1988–1989, New York University, Stern Graduate School of Business

Visiting Researcher

ACADEMIC POSITION

2000-present, University of Bologna

Full Professor of Marketing and Consumer Behavior

2001-present, Bologna Business School

Senior Faculty

1994-2000, University of Bologna

Associate Professor of Marketing and Consumer Behavior

1992-1995, University of Calabria

Associate Professor of Marketing and Marketing Research

1989-1992, University of Bologna

Assistant Professor of Management

PROFESSIONAL EXPERIENCE

1985-1987, Arthur Andersen Management Consulting (now Accenture)

Consultant

1989-present, Various Companies (Electrolux, Pirelli, Società Autostrade, Ferrari, Ducati...), Italy

Consultant

TEACHING EXPERIENCE

University of Bologna

1989-1992; 1994-present

Consumer Behaviour and Marketing

Customer Value Management

Evaluation of Service Quality

Micro-Marketing and CRM

Management

New Product Development

University of Calabria

1992-1995

Marketing

Marketing Research

Bologna Business School

2001-present

Marketing Management and Global Marketing

Service Management for Innovation

CRM and Customer Satisfaction
Behavioral Economics Lab
Laboratory of Customer Value Management
CRM

AWARDS AND RECOGNITIONS

2020, Italian Marketing Society, Best Conference Paper

INSTITUTIONAL ACTIVITIES

2019–2022, University of Bologna
President, Quality Assurance Committee of the University of Bologna
2018–2023, University of Bologna
Member, Brand and Sponsorship Committee of the University of Bologna
2011–2017, University of Bologna
Deputy Chair for Research, Department of Management
2007–2009, University of Bologna
Director, Doctorate School in Economics and Statistical Sciences
2004–2014, University of Bologna
Director, Master of Science in Statistics, Economics and Management, Faculty of Statistics
2001–2004, University of Bologna
Deputy Dean, Faculty of Statistics
2000–2005, University of Bologna and Centro Studi Promotor
Director, Master of Science in Automotive Industry Analysis and Management, Faculty of Statistics
