

# Piergiacomo Mion Dalle Carbonare



Lecturer

**Knowledge Group:** Government, Health and Not for Profit

**Research Domains:** Public Management

**Teaching Domains:** Strategy and Public Policy

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## Contribution to Chapters, Books or Research Monographs

### **Augmenting the Stage: The Intersection Between AI and Theatre**

LUCHETTI, M., P. MION DALLE CARBONARE, "Augmenting the Stage: The Intersection Between AI and Theatre" in Artificial Intelligence in the Cultural and Creative Sectors: Opportunities, Challenges, and Transformations., Marta Massi, Marek Prokúpek, Alessandra Ricci, Maria Carmela Ostillio (Eds.), Routledge, chap. 11, 2025

### **L'innovazione digitale nelle istituzioni pubbliche e le smart city**

CUCCINIELLO, M., P. MION DALLE CARBONARE, "L'innovazione digitale nelle istituzioni pubbliche e le smart city" in Management Pubblico – II Ed., Maria Cucciniello, Giovanni Fattore, Francesco Longo, Elisa Ricciuti, Alex Turrini (Eds.), Egea, chap. 15, pp. 253-272, 2024

### **WILL e il Comune di Padova: lo Sviluppo di Comunità**

PEROBELLI, E., P. MION DALLE CARBONARE, "WILL e il Comune di Padova: lo Sviluppo di Comunità" in Welfare Innovation Local Lab: La sperimentazione di un nuovo modello di welfare locale., IFEL Fondazione ANCI, pp. 69-75, 2024

### **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

#### **Cultural business models: The Mistake of Obsolescence**

MION DALLE CARBONARE, P., M. PROKUPEK, "Cultural business models: The Mistake of Obsolescence" in *Managing the Cultural Business: Avoiding Mistakes, Finding Success.*, M. Addis, A. Rurale (Eds.), Routledge, chap. 2, pp. 32-47, 2020

#### **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

#### **Turning Crowds into Patrons: Democratizing Fundraising in the Arts and Culture**

MASSI, M., P. MION DALLE CARBONARE, A. TURRINI, "Turning Crowds into Patrons: Democratizing Fundraising in the Arts and Culture" in *The Routledge Companion to Arts Management.*, William J. Byrnes, Aleksandar Brkic (Eds.), Routledge, chap. 27, pp. 409-429, 2019

#### **Smart city e sharing economy nei servizi pubblici**

CUCCINIELLO, M., P. MION DALLE CARBONARE, "Smart city e sharing economy nei servizi pubblici" in *Management Pubblico.*, M. Cucciniello, G. Fattore, F. Longo, E. Ricciuti, A. Turrini (Eds.), Egea, chap. 20, pp. 339-355, 2018

#### **Belgio**

MION DALLE CARBONARE, P., "Belgio" in *Ocap 1/2016 - Sistemi di Selezione e Valutazione dei Dirigenti Pubblici in Europa.*, Giovanni Valotti, Marta Barbieri, Raffaella Saporito, Giorgia Girosante (Eds.), Egea, pp. 201-220, 2016

#### **Lettonia**

MION DALLE CARBONARE, P., "Lettonia" in *Ocap 1/2016 - Sistemi di Selezione e Valutazione dei Dirigenti Pubblici in Europa.*, Giovanni Valotti, Marta Barbieri, Raffaella Saporito, Giorgia Girosante (Eds.), Egea, pp. 263-271, 2016

#### **Polonia**

MION DALLE CARBONARE, P., "Polonia" in *Ocap 1/2016 - Sistemi di Selezione e Valutazione dei Dirigenti Pubblici in Europa.*, Giovanni Valotti, Marta Barbieri, Raffaella Saporito, Giorgia Girosante (Eds.), Egea, pp. 271-286, 2016

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### **Articles in Scholarly Journals**

## **The Stepwise Artification Process in Luxury Fashion: Strategic Integration With the Arts and Collaboration With Non-Profit Institutions**

MION DALLE CARBONARE, P., M. LUCHETTI, A. RURALE, E. FANIN, "The Stepwise Artification Process in Luxury Fashion: Strategic Integration With the Arts and Collaboration With Non-Profit Institutions", Journal of Philanthropy and Marketing, 2024, vol. 29, no. 4, pp. e1882

## **Exploring fundraising executives' careers in arts and culture: The role of tenure and career switching**

MASSI, M., P. MION DALLE CARBONARE, M. PROKUPEK, A. TURRINI, "Exploring fundraising executives' careers in arts and culture: The role of tenure and career switching", Journal of Philanthropy and Marketing, 2023, vol. 28, no. 4, pp. e1804

## **Nuove esperienze di consumo il caso FAI**

RURALE, A., A. CARÙ, P. MION DALLE CARBONARE, "Nuove esperienze di consumo il caso FAI", Economia & Management, 2022, no. 1, pp. 30-34

## **Milano, Monaco, Barcellona: smart city a confronto**

MION DALLE CARBONARE, P., A. HIEDEMANN, G. NASI, "Milano, Monaco, Barcellona: smart city a confronto", Economia & Management, 2018, no. 1, pp. 29-34

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## **Other**

## **Analyzing the effect of the expanded servicescape on visitor's satisfaction and loyalty in museums - PhD Thesis**

MION DALLE CARBONARE, P., "Analyzing the effect of the expanded servicescape on visitor's satisfaction and loyalty in museums - PhD Thesis", University of Valencia, September 2022

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## **Proceedings/Presentations**

### **Cultural Consumption and Covid-19: The Case of the Italian National Trust (FAI)**

CARÙ, A., P. MION DALLE CARBONARE, A. RURALE, "Cultural Consumption and Covid-19: The Case of the Italian National Trust (FAI)" in AIMAC 2022 - 16th International Conference on Arts and Cultural Management, June 24-29, 2022, Mexico City, Mexico

### **Analyzing the Effect of the Expanded Servicescape on Visitor's Satisfaction and Loyalty in Museums**

CUADRADO-GARCÍA, M., J. MONTORO-PONS, P. MION DALLE CARBONARE, "Analyzing the Effect of the Expanded Servicescape on Visitor's Satisfaction and Loyalty in Museums" in AIMAC 2022 - 16th International Conference on Arts and Cultural Management, June 24-29, 2022, Mexico City, Mexico

### **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, "The impact of technology on visitor immersion in art exhibitions: Evidence from the Modigliani Art Experience exhibition" in AIMAC 2019 - 15th International Conference on Arts and Cultural Management, June 23-26, 2019, Venice, 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

**Successful Community Outreach and Audience Development: Lincoln Centre, NYC**

MION DALLE CARBONARE, P., A. RURALE, A. TURRINI, "Successful Community Outreach and Audience Development: Lincoln Centre, NYC" in 14th International Conference on Arts and Cultural Management AIMAC - June 24-28, 2017, Beijing, China (PRC)

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## Cases in International Case Collections

**In the Eyes of the Art Beholder: The Case of Villa Necchi Campiglio**

MION DALLE CARBONARE, P., S. PRESTINI, A. RURALE - "In the Eyes of the Art Beholder: The Case of Villa Necchi Campiglio" - 2019, The Case Centre, Great Britain