

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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Biography

Fabrizio Zerbini è Professor of Practice di Marketing Management presso SDA Bocconi, dove è incaricato in qualità di Direttore dell'Area Marketing e di Direttore Scientifico del laboratorio Mobius per gli studi sulla Future Mobility. Le sue aree di lavoro sono Customer Experience Management, AI & Digital Marketing Strategy, e Business Ethics.

Ha pubblicato su riviste accademiche internazionali come European Management Journal, Journal of Business Ethics, Industrial Marketing Management, Journal of Business Research e riviste accademiche italiane come Economia e Management, Mercati e Competitività e Finanza Marketing e Produzione. È membro dell'editorial board di Industrial Marketing Management.

È stato visiting scholar presso la Carlson School of Management, University of Minnesota, Minneapolis e la Hebrew University, Jerusalem. Ha insegnato presso SciencePo, ESCP, la Libera Università di Lingue e Comunicazione (IULM), Milano, e la Wien University. È stato Associate Dean for Undergraduate Studies, Head of the European Department of Marketing, Scientific Director per il Go-to-Market Track e Direttore Scientifico del Digital Marketing Certificate presso ESCP. È stato Direttore del Master in Event and Exhibition Management dell'Università Bocconi. Ha esperienza di consulenza o di formazione manageriale con PMI e grandi organizzazioni come 3M, ABB, Amazon, Brembo, Bongrain, CGT, CNH, Ebay, Epta, Ferrero, Fiera Milano International, General Electric, Intesa SanPaolo, Italcementi, Lidl, Mantrac, MC Donald's, Mercedes, Q8, Reale Mutua Assicurazioni, Reply, PwC, Shell, Sixt, Sony, Spar, Toyota, Unicredit, Windtre, WPP, e Zanichelli.

Ha conseguito un Ph.D. in Management presso l'Università Bocconi.

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

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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)

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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.

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

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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

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”,

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Gaining customers making gifts to rivals: understanding how signals of value potential affect supplier's performance

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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 States of America

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

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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

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

Cases in International Case Collections

Spending Analysis @ Barilla

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

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

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