

Chiara Piancatelli

Associate Professor of Practice



Knowledge Group: Marketing

Research Domains: Digital Marketing

Teaching Domains: Omnichannel Customer Experience, Customer-Centric Digital Migration, Digital Communication, Social Media Communication

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Biography

Chiara Piancatelli, PhD, is Associate Professor of Practice in Marketing at SDA Bocconi School of Management. She serves as Director of the Luxury Business Management Concentration within the full-time MBA program and as Coordinator of the Master in Fashion, Experience & Design Management. She is also Program Director of the Open Executive Course in Digital Marketing Strategy and Adjunct Professor of Event Marketing at Bocconi University.

Her teaching portfolio covers Phygital Marketing Strategies for Growth, Strategic Communication & Advertising, Organic Growth & Social Media Strategy, Influencer Marketing, Experiential Event Design, Customer Experience Strategy, and AI-Driven Customer Engagement.

Her current research explores how technological tools enable marketing to become more precise and predictive, with the goal of generating augmented value for target audiences, particularly in the fashion and luxury sectors. She is also a Research Associate at Deakin University, Australia, where she completed a visiting period during her PhD in Management & Innovation.

Chiara is the author of numerous articles, books, and book chapters. Her work has been published in leading journals including *Psychology & Marketing (P&M)*, *Journal of Business Research (JBR)*, and *Journal of Strategic Marketing (JSM)*. She has presented at international conferences such as the American Marketing Association Winter Academic Conference (AMA 2023, Nashville), the Global Marketing Conference (GMC 2023, Seoul), the Academy of Marketing Science (AMS 2022, Monterey), the European Academy of Management (EURAM 2018, Reykjavík), and the International Conference of Arts and Cultural Management (AIMAC 2017, Beijing; 2019, Venice).

She holds an MSc in Economics and Management from Bocconi University and a PhD in Management & Innovation from Università Cattolica del Sacro Cuore.

Articles in Scholarly Journals

Revolutionizing consumption: Unveiling the Allure of NFTs and digital twins for sustainable luxury fashion

MASSI, M., A. VOCINO, C. PIANCATELLI, P. CILLO, A. C. PELLICELLI, "Revolutionizing consumption: Unveiling the Allure of NFTs and digital twins for sustainable luxury fashion", Journal of Business Research, 2026, vol. 202, pp. 115757

La trappola del greenwashing: strategie per un'autentica sostenibilità nella moda - Cut Through the Greenwashing. Strategies for Authentic Sustainability in Fashion

RINALDI, F. R., C. PIANCATELLI, F. KHATAMI, "La trappola del greenwashing: strategie per un'autentica sostenibilità nella moda - Cut Through the Greenwashing. Strategies for Authentic Sustainability in Fashion", Economia & Management, 2025, no. 2, pp. 36-54

Toward D2A: Enhancing Luxury Fashion With Seamless and Immersive Phygital Customer Experiences

MASSI, M., C. PIANCATELLI, A. VOCINO, J. I. ROJAS-MÉNDEZ, "Toward D2A: Enhancing Luxury Fashion With Seamless and Immersive Phygital Customer Experiences", International Journal of Consumer Studies, 2025, vol. 49, no. 2, pp. e70045

L'impatto dell'Intelligenza Artificiale nel settore del lusso e della moda

PIANCATELLI, C., "L'impatto dell'Intelligenza Artificiale nel settore del lusso e della moda", MIT Sloan Management Review Italia, 2025, no. 1, pp. 58-62

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 Artification to Artification in the Third Sector

TURRINI, A., M. MASSI, C. PIANCATELLI, "From Corporate Artification to Artification 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, pp. 106-110

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

Other in Journals

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

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 musica. Profili normativi, gestionali e contabili., Carmela De Gennaro, Roberto De Leonardis, Giuseppe Mongelli (Eds.), Aracne Editrice, pp. 267-286, 2019

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