

Sara Valentini

Associate Professor



Knowledge Group: Marketing

Research Domains: Marketing Management

Teaching Domains:

s.valentini@unibocconi.it

Biography

Sara Valentini è Associate Professor di Marketing all'Università Bocconi. Dopo la laurea in Statistica con lode e il PhD in Management all'Università di Bologna, ha maturato un'esperienza internazionale come visiting scholar al Tuck School of Business del Dartmouth College.

La sua attività di ricerca si concentra sulla misurazione dell'efficacia delle azioni di marketing e della redditività del cliente, con particolare attenzione al marketing multicanale, alla gestione della relazione con il cliente (CRM) e al ruolo del customer journey. Negli ultimi anni ha approfondito temi legati ai resi di prodotto, all'acquisizione dei dati dei clienti e all'impatto degli earned media.

Ha pubblicato su riviste scientifiche di rilievo internazionale come Journal of Marketing, Marketing Science, Journal of the Academy of Marketing Science e Journal of Retailing. Il suo lavoro è stato riconosciuto anche con premi e menzioni, come la selezione tra i finalisti del Davidson Award 2020.

All'interno di Bocconi coordina il curriculum del PhD in Marketing e promuove iniziative scientifiche di respiro internazionale, tra cui la conferenza Customer Journeys in a Digital World.

Articles in Scholarly Journals

The Race for Data: Utilizing Informative or Persuasive Cues to Gain Opt-in?

D'ASSERGIO, C., P. MANCHANDA, E. MONTAGUTI, S. VALENTINI, "The Race for Data: Utilizing Informative or Persuasive Cues to Gain Opt-in?", Journal of Marketing, 2025, vol. 89, no. 3, pp. 36-59

Il mercato alimentare italiano: comunicare la sostenibilità attraverso il packaging - Green Messaging in Italian Grocery: Communicating Sustainability Through Packaging

BRANCA, G., Q. SHI, S. VALENTINI, "Il mercato alimentare italiano: comunicare la sostenibilità attraverso il packaging - Green Messaging in Italian Grocery: Communicating Sustainability Through Packaging",

**Un quadro strategico per l'azione: l'impatto comportamentale delle mobilitazioni climatiche -
Mobilization and Behavioral Impact: A Strategic Framework for Climate Action**

SHI, Q., S. VALENTINI, L. ZHOU, "Un quadro strategico per l'azione: l'impatto comportamentale delle mobilitazioni climatiche - Mobilization and Behavioral Impact: A Strategic Framework for Climate Action", Economia & Management, 2025, no. 3, pp. 23-33

Content That Engages Your Customers: The Role of Brand Congruity and Promotions in Social Media

MONTAGUTI, E., S. VALENTINI, F. VECCHIONI, "Content That Engages Your Customers: The Role of Brand Congruity and Promotions in Social Media", Journal of Interactive Marketing, 2023, vol. 58, no. 1, pp. 16-33

Identifying omnichannel deal prone segments, their antecedents, and their consequences

VALENTINI, S., S. A. NESLIN, E. MONTAGUTI, "Identifying omnichannel deal prone segments, their antecedents, and their consequences", Journal of Retailing, 2020, vol. 96, no. 3, pp. 310-327

Customers' emotions in service failure and recovery: a meta-analysis

VALENTINI, S., C. ORSINGHER, A. POLYAKOVA, "Customers' emotions in service failure and recovery: a meta-analysis", Marketing Letters, 2020, vol. 31, no. 2-3, pp. 199-216

Brand e social media: alla ricerca degli strumenti più efficaci nella caccia all'engagement

MONTAGUTI, E., S. VALENTINI, "Brand e social media: alla ricerca degli strumenti più efficaci nella caccia all'engagement", Harvard Business Review Italia, 2017, no. 9, pp. 102-109

Can Marketing Campaigns Induce Multichannel Buying and More Profitable Customers? A Field Experiment

MONTAGUTI, E., S. A. NESLIN, S. VALENTINI, "Can Marketing Campaigns Induce Multichannel Buying and More Profitable Customers? A Field Experiment", Marketing Science, 2016, vol. 35, no. 2, pp. 201-217

Decision Process Evolution in Customer Channel Choice

VALENTINI, S., E. MONTAGUTI, S. A. NESLIN, "Decision Process Evolution in Customer Channel Choice", Journal of Marketing, 2011, vol. 75, no. 6, pp. 72-86

Consumer (goal) satisfaction: A means-ends chain approach

ORSINGHER, C., G. L. MARZOCCHI, S. VALENTINI, "Consumer (goal) satisfaction: A means-ends chain approach", Psychology & Marketing, 2011, vol. 28, no. 7, pp. 730-748

A meta-analysis of satisfaction with complaint handling in services

ORSINGHER, C., S. VALENTINI, M. DE ANGELIS, "A meta-analysis of satisfaction with complaint handling in services", Journal of the Academy of Marketing Science, 2010, vol. 38, no. 2, pp. 169-186

Proceedings/Presentations

The Role of Marketing Activities and Searching Behavior Driving New Users Toward Acquisition

FREITAS, C., E. MONTAGUTI, S. VALENTINI, "The Role of Marketing Activities and Searching Behavior Driving New Users Toward Acquisition" in EMAC Annual Conference, May 24-27, 2022, Budapest, Hungary

How Do Firms Ask for Consumers' Data Permission? The Value of Companies Data Practices

D'ASSERGIO, C., P. MANCHANDA, E. MONTAGUTI, S. VALENTINI, "How Do Firms Ask for Consumers' Data Permission? The Value of Companies Data Practices" in EMAC Annual Conference, May 25-28, 2021, Madrid, Spain

What Drives Channel Choice in Multichannel Customer Journeys: A Meta-Analysis

FREITAS, C., U. KONUS, S. VALENTINI, "What Drives Channel Choice in Multichannel Customer Journeys: A Meta-Analysis" in EMAC Annual Conference, May 25-28, 2021, Madrid, Spain

The Race for Data: Who Gained from Re-permission E-mails in the Enforcement of GDPR

D'ASSERGIO, C., P. MANCHANDA, E. MONTAGUTI, S. VALENTINI, "The Race for Data: Who Gained from Re-permission E-mails in the Enforcement of GDPR" in NYU-Temple-CMU 2020 AIML Conference on Artificial Intelligence, Machine Learning, and Business Analytics, December 10-11, 2020, (online)

How do firms ask for consumers' data permission? And how do customers react

D'ASSERGIO, C., E. MONTAGUTI, S. VALENTINI, "How do firms ask for consumers' data permission? And how do customers react" in EMAC Annual Conference, May 28-31, 2019, Hamburg, Germany

How do firms ask for consumers' data permission? And how do customers react

D'ASSERGIO, C., E. MONTAGUTI, S. VALENTINI, "How do firms ask for consumers' data permission? And how do customers react" in Marketing Science Conference, 20-22 June, 2019, Roma, Italy

Exploring the Acquisition Funnel: The Role of Marketing Activities and Searching Behavior in Driving New Users Toward Acquisition

MONTAGUTI, E., S. VALENTINI, F. VECCHIONI, "Exploring the Acquisition Funnel: The Role of Marketing Activities and Searching Behavior in Driving New Users Toward Acquisition" in EMAC Annual Conference, 29 May-1 June, 2018, Glasgow, Great Britain

Gamification: A Way to Increase Customer Base Value?

MONTAGUTI, E., S. VALENTINI, A. ZAMMIT, "Gamification: A Way to Increase Customer Base Value?" in EMAC Annual Conference, 29 May-1 June, 2018, Glasgow, Great Britain

The Omnichannel Deal Prone Consumer

MONTAGUTI, E., S. A. NESLIN, S. VALENTINI, "The Omnichannel Deal Prone Consumer" in Marketing Science Conference, , June 13-16, 2018, Philadelphia, PA, United States of America

How Can Companies Get Their Social Media Campaigns Rebroadcast: The Role Of Fit Between Online Contents And Corporate Fan Pages

MONTAGUTI, E., S. VALENTINI, F. VECCHIONI, "How Can Companies Get Their Social Media Campaigns Rebroadcast: The Role Of Fit Between Online Contents And Corporate Fan Pages" in Marketing Science Conference, 7-10 June, 2017, Los Angeles, CA, United States of America

The Deal Prone Consumer in a Omnichannel Marketplace

MONTAGUTI, E., S. A. NESLIN, S. VALENTINI, "The Deal Prone Consumer in a Omnichannel Marketplace" in EMAC Annual Conference, May 23-26, 2017, Groningen, Netherlands (The)

The 'Right' Variation of Fit between Online Contents and Brand Fan Pages

MONTAGUTI, E., S. VALENTINI, "The 'Right' Variation of Fit between Online Contents and Brand Fan Pages" in EMAC Annual Conference, May 23-26, 2017, Groningen, Netherlands (The)

Is There a Multichannel Deal Prone Consumer?

MONTAGUTI, E., S. A. NESLIN, S. VALENTINI, "Is There a Multichannel Deal Prone Consumer?" in SIM Conference, October 20-21, 2016, Cassino, FR, Italy

Can companies generate engagement through their social media activity? A Field Experiment

MONTAGUTI, E., S. VALENTINI, F. VECCHIONI, "Can companies generate engagement through their social media activity? A Field Experiment" in SIM Conference, October 20-21, 2016, Cassino FR, Italy

Getting Emotional Twice: An Analysis of Patterns of Emotional States after failure and recovery

ORSINGHER, C., A. POLYAKOVA, S. VALENTINI, "Getting Emotional Twice: An Analysis of Patterns of Emotional States after failure and recovery" in La Londe Service Management Conference, May 31-June 3, 2016, La Londe les Maures, France

Consumer impatience and market structure: The case of online pizza delivery

MONTAGUTI, E., F. ROSSI, S. VALENTINI, "Consumer impatience and market structure: The case of online pizza delivery" in Marketing Science Conference, June 17-20, 2015, Baltimore, MA, United States of America

The Role of the Fit between the Brand Fan Page and the Post in Determining Re - broadcasting Activity

MONTAGUTI, E., S. VALENTINI, F. VECCHIONI, "The Role of the Fit between the Brand Fan Page and the Post in Determining Re - broadcasting Activity" in EMAC Annual Conference, May 26-29, 2015, Leuven, Belgium

Redoubling emotions: An analysis of customers' emotional patterns following service failure and recovery

VALENTINI, S., C. ORSINGHER, "Redoubling emotions: An analysis of customers' emotional patterns following service failure and recovery" in EMAC Annual Conference, June 4-7, 2013, Istanbul, Turkey

Research Monographs

Il marketing omnicanale: l'integrazione dei canali come strategia di marketing

VALENTINI, S. - "Il marketing omnicanale: l'integrazione dei canali come strategia di marketing" - 2017, Bononia University Press, Italy

Segmentazione e motivazioni della customer base: un'applicazione al settore alberghiero

VALENTINI, S. - "Segmentazione e motivazioni della customer base: un'applicazione al settore alberghiero" - 2008, Societa' Editrice Esculapio, Bologna, Italy

Contribution to Chapters, Books or Research Monographs

Decision process evolution in customer channel choice

VALENTINI, S., E. MONTAGUTI, S. A. NESLIN, "Decision process evolution in customer channel choice" in From Little's Law to Marketing Science. Essays in Honor of John D.C. Little., John R. Hauser, Glen L. Urban (Eds.), The MIT Press, pp. 285-316, 2016