

ELISA MONTAGUTI
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MBA Director of Studies
Professor of Marketing Management – Global MBA/ Executive MBA
Bologna Business School University of Bologna

OTHER ACADEMIC POSITIONS

Since 2005 Associate Professor of Marketing
University of Bologna

2002-2004 Assistant Professor of Marketing
University of Bologna

2000-2001 Lecturer in Marketing (BA and MBA)
Warwick Business School, UK

1998-1999 EU Post-Doctoral Research Fellow
INSEAD, France

1992-1994 Research and Teaching Assistant
University of Bologna

Since 2008 Member of the PHD Committee
Department of Management, University of Bologna

Since 2007 Seminar Series Coordinator
Department of Management, University of Bologna

EDUCATION

1998 PhD in Marketing
London Business School, UK

1992 Degree in Economics and Commerce
University of Bologna

HONOURS

2010 “Does Multichannel Produce More Profitable Customers?” Winner of the research competition in
“Modeling Multichannel Customer Behavior”
Marketing Science Institute and Wharton Interactive Media Initiative (\$14.000)

2009 “Customer Evolution in Sales Channel Migration” articolo selezionato in occasione di John D. C. Little
Festschrift

Marketing Science Conference 2009, Ann Arbor – Michigan

1997 Delegate AMA Doctoral Consortium
University of Cincinnati

1996-1998 Postgraduate Research Studentship in Business and Management
Economic and Social Research Council (ESRC)

1995- 1997 Research and Material Development Grant
London Business School

1995-1996 PhD Programme Financial Award.
London Business School

1994-1995 University of Bologna Postgraduate Scholarship
University of Bologna

1992 Umberto Muggia Award for the Best BA Dissertation in Marketing
University of Bologna

PUBLICATIONS

“Decision Process Evolution in Customer Channel Choice” (with S.A. Neslin, and E. Montaguti), *Journal of Marketing* 76 (November) 76-86 (2011).

“Managing Brand Extension via Licensing: an Investigation into the High-end Fashion Industry, (with M. Colucci and U. Lago) in *International Journal of Research in Marketing* 25 (2) p. 129-137, (2008).

“The Positioning of Low Share Brands: A Multi-Category Analysis” (with B.G.S. Hardie) in *Impresa, Mercati e Competitività*, (2) p. 19-37 (2006)”

“Entry Strategy for Radical Product Innovations: A Conceptual Model and Propositional Inventory” (with T.S. Robertson and S. Kuester), *International Journal of Research in Marketing* (19) 1, 2002.

Conferences

“Does Multichannel Usage Produce More Profitable Customers?” (with S.Valentini and S.A. Neslin)
Marketing Science Conference, Rice University, 9-11 June 2011. Houston Texas.

“Does Multichannel Produce More Profitable Customer” (with S.Valentini and S.A.Neslin), SIG Track entitled
“Multichannel Customer Management” - EMAC 2011, 24-27 May 2011. Ljubljana, Slovenia.

“Contextual Cues and Descriptive Norms: Do People Stick To Context When They Know What Others Choose?” (with A. Zammit), North America ACR Conference, October 2009, Pittsburgh, PA.