

GABRIELE PIZZI
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Assistant Professor
University of Bologna

TEACHING ACTIVITY

Innovative Retailing, BA degree in Business and Economics (CLABE)

Data Analysis for Marketing Decisions Laboratory, MS in Business Administration (CLAMDA-IM)

Managing satisfaction and dissatisfaction, MS in Service Management (SEM)

Value Pricing Laboratory, MS in Service Management (SEM)

Channel & Retail Management, Master in Marketing & Sales Management (Bologna Business School)

Digital Marketing, Master in Gestione d'Impresa (Bologna Business School)

EDUCATION

2006 Master Degree in Scienze Statistiche ed Economiche – Università di Bologna

SCIENTIFIC ACTIVITIES

The research activity of Gabriele Pizzi revolves around four main areas: assortment and category management, the longitudinal analysis of customer satisfaction, brand management and sales force management and motivation. His researches have appeared, among the others, on top international academic journals such as the Journal of Retailing, Journal of Consumer Research, Journal of Behavioral Decision Making, and the Journal of Economic Psychology . From 2013, he is the scientific responsible of a research project aimed to develop an innovative methodology for category management in retail distribution in collaboration with some important players in the Italian market.