

Maria Cristina Cito

Associate Professor of Practice



Knowledge Group: Marketing

Research Domains: Brand & Communication

Teaching Domains: Corporate Communication, Omnichannel

Communication, Market Strategy & Competition, Marketing Management

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Biography

Maria Cristina Cito is an Associate Professor of Practice in Brand and Communication at SDA Bocconi School of Management.

She is the Program Coordinator of FT MBA and the Director of Customer Experience Management, Product Management, Communicating to create value, Marketing Research. From 2018 to 2021 she was Director of the Marketing Management program (Evening edition) and from 2017 to 2014 Marketing Management program (Intensive edition).

She is a Faculty Member of FT MBA, EMBA, GEMBA and MAMA. She is also a Faculty member of the SDA Bocconi Asia Center, Mumbai (India).

Her works have been published in the Journal of Consumer Research, Psychology and Marketing, Economics and Management.

Her research activities focus on consumer behaviour. In her research works, she investigates the impact of emotions on consumer experiences and the role of personal identity in the preferences of value propositions.

Maria Cristina graduated cum laude from Bocconi University, with a PhD in General Management from Alma Mater Studiorum, University of Bologna. She earned an ITP (International Teachers Program) at INSEAD Paris and is a Visiting Professor at the Rotterdam School of Management.

Case Center Scholarship - Rio Mare – Brand premiumization through Sustainability in the food industry (work in progress)

Research Grant – Marketing Science Institute, 2017

Articles in Scholarly Journals

Artification-Based Philanthropy at Ornellaia: “Vendemmia d’artista” Supports the “Mind's Eye” Program of the Guggenheim Museum

CITO, M. C., V. VERONESI, "Artification-Based Philanthropy at Ornellaia: “Vendemmia d’artista” Supports the “Mind's Eye” Program of the Guggenheim Museum", Journal of Philanthropy and Marketing, 2024, vol. 29, no. 4, pp. e1880

Preference for Material Products in Identity-Based Consumption

LEUNG, E., M. C. CITO, G. PAOLACCI, S. PUNTONI, "Preference for Material Products in Identity-Based Consumption", Journal of Consumer Psychology, 2022, vol. 32, no. 4, pp. 672-679

Extraordinary salespeople: competenze per competere

CAIOZZO, P., M. CITO, G. TAGGIASCO, "Extraordinary salespeople: competenze per competere", Economia & Management, 2017, no. 1, pp. 23-29

Venditori si nasce? Il mestiere visto dagli studenti

CAIOZZO, P., M. C. CITO, G. MINIERO, "Venditori si nasce? Il mestiere visto dagli studenti", Economia & Management, 2017, no. 1, pp. 13-17

Repurchase behavior in the performing arts: Do emotions matter without involvement?

TROILO, G., M. CITO, I. SOSCIA, "Repurchase behavior in the performing arts: Do emotions matter without involvement?", Psychology & Marketing, 2014, vol. 31, no. 8, pp. 635-646

Marketing in emerging markets. Come conquistare le aree rurali

ANCARANI, F., M. CITO, C. SAIBENE, A. SCARPA, "Marketing in emerging markets. Come conquistare le aree rurali", Economia & Management, 2012, no. 1, pp. 15-21

Proceedings/Presentations

The Dematerialization of Consumption

CITO, M. C., S. PUNTONI, G. PAOLACCI, E. LEUNG, "The Dematerialization of Consumption" in ACR - The Association of Consumer Research Conference - 17-20 October, 2019, Atlanta, United States of America

Dematerialization and consumption

CITO, M. C., S. PUNTONI, G. PAOLACCI, E. LEUNG, "Dematerialization and consumption" in European Marketing Academy Annual Conference - 23-26 May, 2017, Groningen, Netherlands (The)

How students perceive salespeople and the sales job

CAIOZZO, P., M. C. CITO, P. GUENZI, G. MINIERO, S. GHADDAR, "How students perceive salespeople and the sales job" in GSSI - Global Sales Science Institute Conference - June 8-9, 2017, Le Morne, Mauritius

How students perceive salespeople and the sales job

CAIOZZO, P., P. GUENZI, G. MINIERO, M. CITO, "How students perceive salespeople and the sales job" in Global Sales Science Institute (GSSI) Conference, 2016, Birmingham, Great Britain

Identity Changes and Consumer Behavior

CITO, M. C., E. MONTAGUTI, A. ZAMMIT, "Identity Changes and Consumer Behavior" in European Marketing Academy Annual Conference- 26-29 May, 2015, Leuven, Belgium

Identity Transition and Consumer Behaviour

CITO, M., E. MONTAGUTI, A. ZAMMIT, "Identity Transition and Consumer Behaviour" in 43rd Annual Conference of the European Marketing Academy - 3-6 June, 2014, Valencia, Spain

Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?

CITO, M., G. TROILO, I. SOSCIA, "Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?" in XII International Conference on Arts & Cultural Management - June 26-29, 2013, Bogotá, Colombia

Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?

CITO, M., G. TROILO, I. SOSCIA, "Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?" in European Marketing Academy Annual Regional Conference - June 4-7, 2013, Istanbul, Turkey

The relevance of marketing competencies in financial and non financial industries

SAIBENE, C., F. ANCARANI, M. CITO, P. MUSILE TANZI, "The relevance of marketing competencies in financial and non financial industries" in INFORMS Marketing Science Conference - 7-9 June, 2012, Boston, United States of America

Contribution to Chapters, Books or Research Monographs

Le competenze di marketing nel settore bancario e assicurativo

ANCARANI, F., M. CITO, P. MUSILE TANZI, C. SAIBENE, "Le competenze di marketing nel settore bancario e assicurativo" in Il marketing per le banche e le assicurazioni. Competenze specifiche e pratiche di successo., F. Ancarani, P. Musile Tanzi (Eds.), Egea, pp. 17-42, 2012

L'organizzazione delle funzioni Marketing nel settore bancario e assicurativo

CITO, M., U. FILOTTO, A. OMARINI, "L'organizzazione delle funzioni Marketing nel settore bancario e assicurativo" in Il marketing per le banche e le assicurazioni. Competenze specifiche e pratiche di successo., F. Ancarani, P. Musile Tanzi (Eds.), Egea, pp. 71-87, 2012

Competenze di marketing & sales, metriche e performance

GUENZI, P., G. TROILO, C. SAIBENE, M. CITO, A. SCARPA, "Competenze di marketing & sales, metriche e performance" in Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo., F. Ancarani (Ed.), Egea, pp. 2-41, 2011

I casi di eccellenza nel marketing Enel Energia

LO NOSTRO, S., F. ANCARANI, M. CITO, "I casi di eccellenza nel marketing Enel Energia" in Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo., F. Ancarani (Ed.), Egea, pp. 81-88, 2011

I casi di eccellenza nel marketing Vodafone Italia

GUINDANI, P., A. DUILIO, A. ROSSINI, F. ANCARANI, M. CITO, A. SCARPA, "I casi di eccellenza nel marketing Vodafone Italia" in Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo., F. Ancarani (Ed.), Egea, pp. 89-104, 2011

I casi di eccellenza nel sales Enel Energia

LANZETTA, N., F. ANCARANI, M. CITO, "I casi di eccellenza nel sales Enel Energia" in Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo., F. Ancarani (Ed.), Egea, pp. 117-125, 2011