

Francesca Pucciarelli
Italian
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CURRENT POSITIONS

- **Associate Professor** of Marketing at ESCP Business School, based on Turin Campus (*since Sept 2023*)
- MBA in IM for ESCP **Local Academic Director** (*since Sept 2017*)

PERSONAL DEVELOPMENT & CERTIFICATES:

- **July 2017:** Academic Teaching Excellence (1 week) – British Council (*Turin – Italy*) (1 week)
- **December 2009:** GCPCL programme (Global Colloquium on Participant-Centered Learning)
Part II – Writing cases, at Harvard Business School (*Shanghai – China*) (1 weeks)
- **July 2009:** GCPCL programme (Global Colloquium on Participant-Centered Learning)
Part I – Teaching with cases, at Harvard Business School (*Boston – US*) (2 weeks)

PREVIOUS EXPERIENCES and ROLES:

- **2017-2024 - ETLC representative** of the European Marketing Department (3 mandates)
- **July 2016 - August 2023** Assistant Professor of Marketing
- **May 2014 - September 2017** Digital & Social Media Manager ESCP Europe Turin
- **From 2012 to 2017:** Google Online Marketing Challenge Coordinator for ESCP Europe
- **May 2009 - April 2013** Associate @ 3H Partners Turin
- **July 2008- July 2016** Assistant in Marketing – ESCP Europe Turin (Italy)
- **Aug 2005 - May 2008** Researcher – ESCP EAP London (UK)
- **Sept 2005 – Jan 2009** Dottorato in Cultura e Impresa - Università degli Studi di Torino
Italian dissertation title: *“Come creare valore tramite il CRM: modello concettuale per un’implementazione di successo”* [“How to create value through CRM: a holistic conceptual model for a successful implementation”].
Dissertation defence January, the 22nd, 2009.

TEACHING ACTIVITIES:

- Francesca Pucciarelli teaches in several ESCP Business School programmes and campuses: from Bachelor, to EMBA; both in Turin, Paris and Madrid campus, as well as online.
- Main Expertise: Strategic Marketing, Digital Marketing, SEO & SEM, Social Media Marketing & Community Management, eCRM, Service Marketing.

PUBLICATIONS & RESEARCH ACTIVITIES

Articles in Peer Reviewed Journals (PRJ):

1. Giachino, C., Pucciarelli, F., Bollani, L. & Bonadonna, A. (2023). Is Generation Z ready to fly into the space? The future of tourism is coming. *Futures*, 145, 103064. <https://doi.org/10.1016/j.futures.2022.103064>
2. Pucciarelli, F., & Kaplan, A. (2022). Transition to a hybrid teaching model as a step forward toward responsible management education?. *Journal of Global Responsibility*, 13 (1), 7-20. <https://doi.org/10.1108/JGR-12-2020-0111>
3. Giachino, C., Pucciarelli, F., Bollani, L, Bonadonna, A., & Koo, C. (2021). Space Tourism: A New Frontier for Future Generations. *Journal of Smart Tourism*, 1(4), 31-42. Available at the link <https://doi.org/10.52255/smarttourism.2021.1.4.5>
4. Peira, G., Longo, D, Pucciarelli, F., & Bonadonna, G. (2021). Rural Tourism Destination: The Ligurian Farmers' Perspective. *Sustainability*, 13, 13684. <https://doi.org/10.3390/su132413684>
5. Gorska, A., Korzynski, P., Mazurek, G., & Pucciarelli, F. (2020). The role of social media in scholarly collaboration: an enabler of international research team's activation?. *Journal of Global Information Technology Management*, 23(4), 273-291. <https://doi.org/10.1080/1097198X.2020.1817684>
6. Canovi, M. and Pucciarelli, F. (2019), Social Media Marketing in Wine Tourism: Winery Owners' Perceptions, *Journal of Travel & Tourism Marketing*, 36(6), 653-664. <https://doi.org/10.1080/10548408.2019.1624241>
7. Pucciarelli, F., Giachino, C., Bertoldi, B. and Tamagno, D. (2019), A small world experiment in the digital era: Can sWOM be used by start uppers to reach a target?, *Mercati & Competitività*, Volume 1, pp. 103-120. <https://doi.org/10.3280/mc1-2019oa7635>
8. Sola, D. and Pucciarelli, F. (2018), Can online social networks enhance existing patient pathways and make them scalable?, *British Journal of Healthcare Management*, Volume 24, No 3, pp. 127-133. <https://doi.org/10.12968/bjhc.2018.24.3.127>
9. Pucciarelli, F. and Kaplan, A.M. (2018), Le Università Europee oggi: sfide e nuove strategie, *Economia & Management*, gennaio/febbraio, n.1, pp. 85-95. <https://emplus.egeaonline.it/it/61/archivio-rivista/rivista/3430170/articolo/3430262>
10. Pucciarelli, F. and A. Kaplan (2016), Competition and strategy in higher education: Managing complexity and uncertainty, *Business Horizons*, Volume 59, Issue 3, May-June 2016, pp. 311-320. <https://doi.org/10.1016/j.bushor.2016.01.003>

Book Chapters:

11. Pucciarelli, F., & Kaplan, A. (2023). Voice-Powered Artificial Intelligence. In Zheng Yan, **Cambridge Handbook of Cyber Behavior**, Cambridge University Press, Volume I, Chap. 15, 438-460.
12. Pucciarelli, F., Venuti, F., & Rattalino, F. (2022). Is higher education hybrid-ready or not? An open call for business schools' ongoing dual transformation. In: Rico J. Baldegger, Ayman El Tarabishy, David B. Audretsch, Dafna Kariv, Katia Passerini, Wee-Liang Tan, **The future of Business Schools**, Chap. 15, Edward Elgar, 246-260, 246-260.
13. Venuti, F., Pucciarelli, F., & Rattalino, F. (2022). The Importance of the International and Social Dimensions of Learning in the Post-COVID Higher Education: The Case of ESCP Business School. In: Lock, D., Caputo, A., Hack-Polay, D., Igwe, P., **The internationalisation of Business Schools**, (eds.) Borderlands, Springer Cham, 221-235. https://doi.org/10.1007/978-3-031-05339-9_19
14. Pucciarelli, F., & Cobo-Benita, J.R. (2022) Artificial Intelligence: An Adaptive Learning Methodology. In Kaplan Andreas, **Digital Transformation and Disruption of Higher Education**, Chap.10, Cambridge University PRESS. <https://doi.org/10.1017/9781108979146.009>
15. Bonadonna, A., Giachino, C., Pucciarelli, F., & Bertoldi, B. (2020). The Evolution of Fast Food in a Customer-Driven Era: Innovation and Sustainability for Customer Needs. In **Customer Satisfaction and Sustainability Initiatives in the Fourth Industrial Revolution** (pp. 251-269). IGI Global.

16. Pucciarelli, F. and Kaplan, A.M. (2019), Competition in Higher Education, in: Bang Nguyen, TC Melewar and Jane Hemsley-Brown, **Strategic Brand Management in Higher Education**, Routledge, London, pp. 74-88. (accepted, 28/08/2017). ISBN: 978-0-367-13942-1
17. Pucciarelli, F. (2017), Strategizing social media presence, in: Bikramjit Rishi and Subir Bandyopadhyay, **Contemporary Issues in Social Media Marketing**, Routledge, New York, pp. 217-226. ISBN: 987-1-138-67917-7

Conference proceedings:

18. Gutuleac, R., Bargoni, A., Giachino, G. and Pucciarelli, F. (2024), "Put yourself there", at what cost? From online visibility to vulnerability. Proceeding of **SIM – Società Italiana Marketing**- Milan, Italy, 17-18 September.
19. Pucciarelli, F. and Giachino, G. (2019), In art Social Media Marketing: a tool for destination marketing, in **Business Management Theories and Practices in a Dynamic Competitive Environment**, pp. 1793-1796, EuroMed Press. ISBN: 978-9963-711-81-9. (*Proceeding of EMAB - EuroMed Academy of Business- Thessaloniki, Greece, 18-20 September*)
20. Canovi, M., and Pucciarelli, F. (2018), Social Media in Wine Tourism: Case Study of Wineries in Langhe, Italy. Proceeding of TFT 2018 – **Tomorrow's Food Travel**, 2018, 8-10 October, Gothenburg, Sweden
21. Blasco-Arcas, L., and Pucciarelli, F. (2018), Fostering Students' Cultural Intelligence: A Social Media Experiential Project. Proceeding of **ICHE 2018** - International Conference on Higher Education - June 25-26, Paris, France.
22. Pucciarelli F., Giachino C., Bertoldi B., Tamagno D. (2017), Social Word-Of-Mouth as engine of growth for start-ups in their early stage. Proceeding of SIM 2017 - **XIV Convegno annuale Società Italiana Marketing**, 2017, October 26-27, Bergamo, Italy.
23. Pucciarelli F. & Kaplan A. M. (2016), Navigating complex waters: strategizing in the Higher Education sector, Proceedings of the IMTC - 15th **International Marketing Trends Conference**, 2016, January 21-23, Venice, Italy.
24. Pucciarelli F. (2015), A Journey of a Thousand Miles Begins with a Single Step : A Taxonomy of Trends and Challenges in the Higher Education Sector, Proceedings of the ICAM - **International Conference on Advances in Management**, 2015, July 22-25, Boston, US.
25. Pucciarelli F. (2015), Higher Education in the 21st Century : A Conceptual Overview of Key Trends and Core Challenges, Proceedings of the 4th **European Business Research Conference**, 2015, April 09-10, London, United-Kingdom. ISBN: 978 922069 72 6
26. Bertoldi B., Giachino C., Pucciarelli F. (2011), "The product creation process in the family run businesses: an inside vision", Proceedings of the 11th IFERA **Family Business Research Conference**, 2011, June 28th - July 1st, Palermo, Italy. ISBN: 9788895272993
27. Sola D., Pucciarelli F., Couturier J. (2008), "Toward a systematic process of organizational transformation: an integrated transformation framework", Proceedings of the 8th Annual Conference of the **European Academy of Management (EURAM)**, 2008, May 14-17th, Ljubljana, Slovenia.

Impact Papers:

28. Venuti, F., Pucciarelli, F., Mucharraz Y Cano, Y. (2023). ChatGPT is here to stay: How can higher education institutions benefit from it? *New techs and the future of individuals, organisations, and society*, ESCP Impact Papers, 2023-23-EN. Available at the link: https://academ.escpeurope.eu/pub/IP%20N%C2%B02023-23-EN_Venuti_Pucciarelli_Mucharraz.pdf
29. Pucciarelli, F., & Kaplan, A. (2021). From Narrative to Action: Are Business Schools Finally Walking the Talk of Responsible Management Education? *Better Business: Creating Sustainable Value*, ESCP Impact Papers, 2021-50-EN. Available at the link: <https://academ.escpeurope.eu/pub/IP%202021-50-EN.pdf>

30. Pucciarelli, F., & Kaplan, A. (2020). Force for good: Social media's bright side restored. *Managing a Post-Covid19 Era*, ESCP Impact Papers, 2020-33-EN. Available at the link: <https://academ.escpeurope.eu/pub/IP%202020-33-EN.pdf>

Media contributions:

- Pucciarelli, F. (2023), Vecchie e nuove competenze ai tempi di ChatGPT. *Harvard Business Review Italia*, Giugno 2023, p. 103.
- Pucciarelli, F. (2022), Digitalizzazione e responsabilità: lezioni da una crisi. *Harvard Business Review Italia*, Gen-Feb 2022, p. 128. Available online at the link: <https://www.hbritalia.it/mondo-formazione/2022/01/20/news/digitalizzazione-e-responsabilita-lezioni-da-una-crisi-15213/>
- Kaplan, A.M., and Pucciarelli, F. (2016), Contemporary Challenges in Higher Education - Three E's for Education: Enhance, Embrace, Expand, *IAU HORIZONS, International Universities Bureau of the United Nations*, Vol. 21, n. 4, October 2016, pp. 25-26.
- Bertoldi B., Giachino C. & Pucciarelli F. (2011), Fratelli Carl: rimanere fedeli ai valori della famiglia nel processo di sviluppo prodotto, *Family Office Review*, Gennaio - Marzo, Vol. 26, n° 1, pp. 74-79.
- Giachino C., Marengo S. & Pucciarelli F. (2010), Lavazza, una famiglia imprenditoriale alla conquista dell'India, *Family Office Review*, Ottobre - Dicembre, Vol. 25, n° 4, Anno VII, pp. 18-23.

Online Contributions:

- Pucciarelli, F. (2022). Ghost kitchen: opportunità e pericoli. Dissapore. Published July 25, 2022. Available at the link: <https://www.dissapore.com/ristoranti/ghost-kitchen-opportunita-e-pericoli/>
- Pucciarelli, F., and Kaplan, A. (2021). From Narrative to action: are business schools walking the talk of responsible management education? EFMD, published June 28, 2021. Available at the link <https://blog.efmdglobal.org/2021/06/28/from-narrative-to-action-are-business-schools-walking-the-talk-of-responsible-management-education/>
- Pucciarelli, F. and Kaplan, A. (2020). How Covid-19 restored the bright side of social media. Wearethecity, published August 12, 2020. Available at the link <https://wearethecity.com/how-covid-19-restored-the-bright-side-of-social-media/>

Others academic activities

- 2022-2024 – Jury President: Green Hackathon ESCP Business School Torino
- 2023 — Referee for several Journals (including Studies in Higher Education, Highlights of Sustainability, International Journal of Electronic Trade, etc.) and conferences (including IMCT, ATMC, and SIMA, among others)
- 2021 – Jury Member: Centrale del Latte challenge, audience: ESCP BS IFM students (Feb-May, 2022)
- 2020 - Expert Panelist: DigiEduHack 2020 – Turin hosted by COMAU (November 12-13, 2020) <https://digieduhack.com/en/turin-improving-learning-experience-through-robotics>
- 2020 - Expert Speaker: Officine Italia, 3 days seminar with over 200 teams to work on Italian post COVID-19. April 15-16-17, 2020. Expert in Digital Marketing for Tourism, 16/05/2020.