

ALLEGATO A

UNIVERSITÀ DEGLI STUDI DI MILANO

Procedura di selezione per la chiamata a professore di II fascia da ricoprire ai sensi dell'art. 18, commi 1 e 4, della Legge n. 240/2010 per il settore concorsuale __ 13/B2 - ECONOMIA E GESTIONE DELLE IMPRESE , (settore scientifico-disciplinare __ SECS-P/08 - ECONOMIA E GESTIONE DELLE IMPRESE__) presso il Dipartimento di __ Economia, Management e Metodi Quantitativi__, Codice concorso _5461__

Francesca Bonetti CURRICULUM VITAE

(N.B. IL CURRICULUM NON DEVE ECCEDERE LE 30 PAGINE E DEVE CONTENERE GLI ELEMENTI CHE IL CANDIDATO RITIENE UTILI AI FINI DELLA VALUTAZIONE.

LE VOCI INSERITE NEL FACSIMILE SONO A TITOLO PURAMENTE ESEMPLIFICATIVO E POSSONO ESSERE SOSTITUITE, MODIFICATE O INTEGRATE)

INFORMAZIONI PERSONALI (NON INSERIRE INDIRIZZO PRIVATO E TELEFONO FISSO O CELLULARE)

COGNOME	BONETTI
NOME	FRANCESCA
DATA DI NASCITA	[Giorno, mese, anno] 20/10/1988

TITOLI

TITOLO DI STUDIO

(indicare la Laurea conseguita inserendo titolo, Ateneo, data di conseguimento, ecc.)

Sept. 2011-Nov. 2012 Master of Letters (M.Litt) in Marketing with Distinction

School of Management, University of St Andrews, UK

TITOLO DI DOTTORE DI RICERCA O EQUIVALENTI, OVVERO, PER I SETTORI INTERESSATI, DEL DIPLOMA DI SPECIALIZZAZIONE MEDICA O EQUIVALENTE, CONSEGUITO IN ITALIA O ALL'ESTERO

(inserire titolo, ente, data di conseguimento, ecc.)

Sept. 2015-August 2020 PhD in Marketing, Textile Design, Fashion and Management

The University of Manchester, Faculty of Science and Engineering, School of Materials, Design & Fashion Business Research Group, Manchester, UK

Research concentration: Marketing Strategy. Title: The Adoption and Implementation of Consumer-Facing In-Store Technology in Fashion Retailing: Managerial Perspectives

ALTRI TITOLI CONSEGUITI

(inserire titolo, ente, data di conseguimento, ecc.)

October 2018-June 2020 Post Graduate Certificate (PgCert) Academic Practice in Art, Design and Communication with Distinction

University of the Arts London (UAL), UK

Sept. 2011-Nov. 2012 Master of Letters (M.Litt) in Marketing with Distinction

School of Management, University of St Andrews, UK

Oct. 2009-Jun. 2010 Erasmus Exchange BA in Modern Languages and Cultures

Department of Modern Languages and Cultures, Durham University, UK

Oct. 2007-Nov. 2010 BA in European Languages and Cultures with a specialisation in Language Mediation, High 2:1

Faculty of Humanities and Social Sciences, University of Modena, Italy

ATTIVITÀ DIDATTICA

INSEGNAMENTI E MODULI

(inserire periodo [gg/mm/aa inizio e fine], anno accademico, corso laurea, numero di ore frontali, eventuale CFU)

June 2023-now University of Montreal | HEC, Department of Marketing (Montreal, Canada)

Assistant Professor (tenure track) in Marketing - PG, UG level

- Subjects taught: Marketing Strategy, Business Technological Innovation, B2B Marketing, Marketing Principles
- Managing academic research projects in collaboration with external partners

January 2019-now King's College London | King's Business School (London, UK)

Visiting Assistant Professor (Lecturer) in Marketing - PG, UG level

- Subjects taught: Marketing Principles, Marketing Strategy, Branding.

July 2016-May 2023 University of the Arts London | London College of Fashion (London, UK)

Associate Professor (Senior Lecturer) in Marketing (January 2022-now) - PG, UG level

- Subject Leader in Marketing and Technological Innovation; involves active research and teaching expertise in the area;
- Subjects taught: Marketing Strategy, Business Technological Innovation, AI Applications, Retailing, Research Methods, B2B Marketing;
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Jan. 2016-May 2016 Glasgow Caledonian University | The British School of Fashion (London)

Associate Lecturer and Module Leader in Strategic Decisions in the International Fashion Marketplace - MSc International Fashion Marketing

- Subjects taught: Fashion Marketing Strategies in the Contemporary Global Marketplace, Strategic Planning, B2B Marketing, Fashion Brand Development in the Global Marketplace.

Associate Lecturer in Global Branding and Integrated Marketing Communications - MSc Luxury Brand Marketing

- Subjects taught: Fashion Branding Strategies, Ethics and CSR in Branding.

Visiting Lecturer for the MBA Luxury Brand Management programme.

Oct. 2015-June 2016 Marangoni Institute Of Fashion And Design (London, UK)

Lecturer in Fashion Marketing and Unit Leader - BA Programme Fashion Business in partnership with Manchester Metropolitan University (UK)

- Subjects taught: Fashion Marketing and Strategies; Fashion Marketing in a Global Context; Consumer Behaviour; Sustainable Marketing and CSR; Market Research.

Sept. 2015-Jan. 2016 The University of Winchester | Winchester Business School (Winchester, UK)

Module Leader and Lecturer in Global Fashion Marketing - BA (Hons) Fashion: Media and Marketing

- Subjects taught: Global Fashion Marketing; Global Sourcing; Global Fashion Leadership Market Research.

ATTIVITÀ DI DIDATTICA INTEGRATIVA E DI SERVIZIO AGLI STUDENTI

ATTIVITÀ DI RELATORE DI ELABORATI DI LAUREA, DI TESI DI LAUREA MAGISTRALE, DI TESI DI DOTTORATO E DI TESI DI SPECIALIZZAZIONE

(inserire numero. anno accademico, ateneo, corso laurea, ecc.)

June 2023-now University of Montreal | HEC, Department of Marketing (Montreal, Canada)

Assistant Professor (tenure track) in Marketing - PG, UG level

Supervision of Master's projects

July 2016-May 2023 University of the Arts London | London College of Fashion (London, UK)

Associate Professor (Senior Lecturer) in Marketing (January 2022-now) - PG, UG level

- Supervision of doctoral students;
- Supervision of Final Major Projects (PG and UG level) related to AR, VR and AI.

ATTIVITÀ DI TUTORATO DEGLI STUDENTI DI CORSI DI LAUREA E DI LAUREA MAGISTRALE E DI TUTORATO DI DOTTORANDI DI RICERCA

(inserire anno accademico, corso laurea, ecc.)

Attività di tutorato offerte per ogni corso riportato nella sessione "INSEGNAMENTI E MODULI"

SEMINARI

(inserire titolo del seminario, luogo, data, ecc.)

Seminari offerti per ogni corso riportato nella sessione "INSEGNAMENTI E MODULI"

ATTIVITÀ DI RICERCA SCIENTIFICA

PUBBLICAZIONI SCIENTIFICHE

(per ciascuna pubblicazione indicare: nomi degli autori, titolo completo, casa editrice, data e luogo di pubblicazione, codice ISBN, ISSN, DOI o altro equivalente)

Journal Articles

Bonetti, F., Perry, P. and Warnaby, G. (2023) 'Managerial Approaches and Sociotechnical Implications of the Adoption of Consumer-Facing In-Store Technology on Organizational Processes: The Case of Fashion Retail'. *Information Technology & People*, <https://doi.org/10.1108/ITP-12-2021-0978>

(Conditional accept) Bonetti, F., Silva, E., Pantano, E. and Marikyand, D. 'Starting a relationship with AI! Exploring consumer's attitude towards digital human stylists'. *International Journal of Technology Marketing*

Borah, A., Bonetti, F., Calma, D. and Martí-Parreño, J. (2022) 'The Journal of the Academy of Marketing Science at 50: A Historical Analysis'. *Journal of the Academy of Marketing Science*, <https://doi.org/10.1007/s11747-022-00905-3>

Montecchi, M., Bonetti, F., Plangger, K. and Schau, H. J. (2022) 'Creating Discursive Channels: Generating and Disseminating Impactful Research Insights into the Strategic Sales Enablement of

Retail Technology'. *European Journal of Marketing*, 56(9), p. 2515-2532, <https://doi.org/10.1108/EJM-03-2022-0159>

Bonetti, F., Montecchi, M., Plangger, K. And Schau, H. J. (2022) 'Practice Co-evolution: Collaboratively Embedding Artificial Intelligence in Retail Practices. *Journal of the Academy of Marketing Science*, (published online August 19), <https://doi.org/10.1007/s11747-022-00896-1>

Silva. E. and Bonetti, F. (2021) 'Digital Humans in Fashion: Will Consumers Interact?'. *Journal of Retailing and Consumer Services*, 60, 102430

Bonetti, F., Pantano, E., Warnaby, G. and Quinn, L. (2019) 'Augmented Reality: Fusing Consumers' Experiences and Interactions with Immersive Technologies in Physical Retail Settings'. *International Journal of Technology Marketing*, 13(3-4), p. 260-284

Bonetti, F. (2014) 'Italian luxury fashion brands in China: a retail perspective'. *The International Review of Retail, Distribution and Consumer Research*, 24(4), p. 453-477

Book Chapters

Bonetti, F. and Vecchi, A. (2022) 'Turning a Crisis into an Opportunity - Innovation during the Pandemic', in Pego, A. (ed.) *Challenges and Emerging Strategies for Global Networking Post COVID-19*. IGI Global, Hershey, Pennsylvania, USA, pp. 354-369

Bonetti, F., Pantano, E., Warnaby, G., Quinn, L. and Perry, P. (2019) 'Augmented reality in real stores: empirical evidence from consumers' interaction with AR in a retail format', in Tom Dieck, M. C. and Jung, T. (eds.) *Augmented Reality and Virtual Reality*. Springer, pp. 3-16

Perry, P. Kent, T. and Bonetti, F. (2019) 'The use of mobile technologies in physical stores: the case of fashion retailing' in Piotrowicz, W. and Cuthbertson, R. (eds.) *Exploring Omni-channel Retailing: Common Expectations and Diverse Reality*. Springer

Montecchi, M and Bonetti, F. (2018) 'Managing Fashion Customers' in Varley, R., Roncha, A., Radclyffe-Thomas, N. and Gee, L. (eds.) *Fashion Management: A Strategic Approach*. London: Palgrave Macmillan, pp. 213-232

Bonetti, F., Warnaby, G. and Quinn, L. (2017) 'Augmented Reality and Virtual Reality in Physical and Online Retailing: A Review, Synthesis and Research Agenda' in Jung, T. and Tom Dieck, M. (eds.) *Augmented Reality and Virtual Reality - Empowering Human, Place and Business*. Springer, pp. 119-132

Bonetti, F. and Perry, P. (2017) 'A Review of Consumer-Facing Digital Technologies Across Different Types of Fashion Store Formats' in Vecchi, A. (ed.) *Advanced Fashion Technology and Operations Management*. IGI Global, pp. 137-163

Bonetti, F., Perry, P. and Fernie, J. (2017) 'The Evolution of Luxury Fashion Retailing in China' in Choi, T.-M. and Shen, B. (eds.) *Luxury Fashion Retail Management*. Springer Singapore, pp.49-67

Conference Papers

Bonetti, F., Tellis, G. and Nair, S. (2023) 'AI-Driven Technological Disruption in Fashion Industry: A Quasi-Experimental Analysis', paper accepted to be presented at the Marketing and the Creator Economy Conference, Columbia Business School, New York, Nov 30-Dec 1, 2023

Bonetti, F., Tellis, G. and Nair, S. (2023) 'Technological Disruption in Fashion Industry: A Quasi-Experimental Analysis', paper accepted to be presented at the 45th Annual ISMS Marketing Science Conference, Miami, FL, June 8-10, 2023

Bonetti, F., Tellis, G. and Nair, S. (2023) 'Technological Disruption in Fashion Industry: A Quasi-Experimental Analysis', paper accepted to be presented to European Marketing Academy (EMAC) Annual Conference, Odense, Denmark, May 23-26, 2023

Bonetti, F., Tellis, G. and Nair, S. (2023) 'Technological Disruption in Fashion Industry: A Quasi-Experimental Analysis', paper presented to the American Marketing Association (2023 AMA Winter) Conference, Nashville, TN February 10-12 2023

Bonetti, F., Montecchi, M., Plangger, K. And Schau, H. J. (2022) 'How Practices Co-evolve: The Case of AI Induced Practice Disruptions', paper accepted as part of proposed Special Session by Phipps, M., Warren, N., Epp, A., Plangger, K., Montecchi, M., Schau, H., Price, L., Canniford, R., Jared, L. O., Hoffman, D. and Novak, T. 'Assembling Technological Practices' presented to the Association for Consumer Research 2002 Conference, Denver, CO October 20-23 2022

Bonetti, F. and Borah, A. (2022) 'Does Lego "Build" Reputation for Denmark? Consequences of Brand Performance on Country Brand Reputation: Structured Abstract', paper accepted to be presented to the Academy of Marketing Science (AMS) Annual Conference, Monterey, CA, May 24-28 2022

Bonetti, F., Montecchi, M., Plangger, K. And Schau, H. J. 'How Retail Practices Co-evolve: Managerial Perspectives on AI Induced Practice Disruptions', paper accepted to be presented to the 2nd Annual AIM (Artificial Intelligence in Management) Virtual Workshop and Conference, USC Los Angeles, USA, May 19-2- 2022

Bonetti, F. and Tellis, G. (2022) 'Technological Disruption in Fashion Industry: A Quasi-Experimental Analysis', paper accepted to be presented to the Theory and Practice in Marketing Conference, Atlanta, USA, May 10-12 2022

Bonetti, F. and Perry, P., (2021) 'Grappling with Change: Strategic Responses to the Challenges of Implementing Consumer-Facing In-Store Technology in Fashion Retail', paper presented to the American Marketing Association (2021 AMA Summer) (Virtual) Conference, August 4-6 2021

Bonetti, F. and Vecchi, A., (2021) 'Turning a Crisis into an Opportunity - Innovation During the Pandemic', paper presented to the American Marketing Association (2021 AMA Summer) (Virtual) Conference, August 4-6 2021

Bonetti, F. (2020) 'Killing Two Birds with One Stone: The Retail Dilemma - Innovate or Die', paper accepted as part of proposed Special Session by Kuhn, M., Bonetti, F., Reit, V., Stern, C. and Osterle, B. 'Killing Two Birds with One Stone: Special Session on Marketing Research with Practical Relevance' presented to the Academy of Marketing Science (AMS) Annual (Virtual) Conference, December 13-19 2020

Bonetti, F., Perry, P., Doyle, S. and Quinn, L. (2020) 'Retail Innovation: Managerial Perspectives on the Adoption and Implementation of Consumer-Facing In-Store Technology', paper presented to the American Marketing Association (2020 AMA Winter), San Diego, CA, February 14-16 2020

Bonetti, F., Perry, P., Quinn, L. and Warnaby, G. 2018 'Evaluating Managerial Drivers and Barriers to the Implementation of In-Store Technology in Fashion Retailing', paper presented to the Academy of Marketing Science World Marketing Congress (AMS), Porto, Portugal, June 27-30 2018

Bonetti, F., Pantano, E., Warnaby, G., Quinn, L. and Perry, P. 2018 'Augmented reality in real stores: empirical evidence from consumers' interaction with AR in a retail format', paper presented to the International AR and VR Conference 2018: The Power of AR & VR for Business, Manchester, 21-22 June 2018

Bonetti, F., Perry, P. and Quinn, L. 2018 'The Digital Revolution in Fashion Retailing: Examining Managerial Processes and Challenges in the Adoption of Consumer-Facing In-Store Technology', paper presented to the IFFTI Conference Shanghai 9-13 April 2018, and received IFFTI Junior Faculty Initiative Award

Perry, P., Kent, T. and Bonetti, F. 2017 invited as chapter contributors to book presentation *Exploring Omni-channel Retailing: Common Expectations and Diverse Reality*, Springer, at the Oxford Retail Futures Conference 2017 at SAID business school, Oxford University, 12 December 2017

Bonetti, F., Warnaby, G., and Quinn, L. 2017, 'Augmented Reality and Virtual Reality in Physical and Online Retailing: A Review, Synthesis and Research Agenda', paper presented to the International AR and VR Conference 2017: Empowering Human, Place and Business through AR & VR, Manchester, 23 February 2017

Bonetti, F. 2012, 'Italian luxury fashion brands in China: a retail perspective', paper presented to the International Workshop on Luxury Retail, Operations and Supply Chain Management, Politecnico di Milano, Milan, 3-4 December 2012

ORGANIZZAZIONE, DIREZIONE E COORDINAMENTO DI CENTRI O GRUPPI DI RICERCA NAZIONALI E INTERNAZIONALI O PARTECIPAZIONE AGLI STESSI

(per ciascuna voce inserire anno, ruolo, gruppo di ricerca, ecc.)

Corrdinamento del progetto di ricerca presso University of Southern California, LA: technological innovation in the fashion and creative industries across the USA West Coasts (Los Angeles area),UK (London area) and Europe.

ATTIVITÀ QUALI LA DIREZIONE O LA PARTECIPAZIONE A COMITATI EDITORIALI DI RIVISTE SCIENTIFICHE

(per ciascuna voce inserire anno, ruolo, rivista scientifica, ecc.)

Paper Reviewer and Conference Session Chair

Active reviewer for the Journal of the Academy of Marketing Science, Journal of Business Research, Journal of Retailing and Consumer Services

TITOLARITÀ DI BREVETTI

(per ciascun brevetto, inserire autori, titolo, tipologia, numero brevetto, ecc.)

n/a

PREMI E RICONOSCIMENTI NAZIONALI E INTERNAZIONALI PER ATTIVITÀ DI RICERCA

(inserire premio, data, ente organizzatore, ecc.)

Aug. 2022 British Academy/ Leverhulme Small Research Grants SRG 2022 for project: "Turning a crisis into an opportunity: fashion business resilience linked to technological innovation". 1st October 2022 - 30th July 2023. Total amount £9,650.00. Project conducted between University of the Arts London, Fashion Business School, and University of Southern California, Marshall School of Business

Dec. 2021 Special Project Funding awarded by London College of Fashion for research leave

Nov. 20016-Current Fast Truck Research Funding awarded by London College of Fashion, University of the Arts London for national and international conferences and academic events

Feb. 2020 RADMA Postgraduate Student Research Support - Conference award funding

Jan. 2019 IFFTI Faculty Mobility Initiative Award - Teaching mobility exchange award for visiting FIDM in Los Angeles during summer 2019

May 2018 Prize at the School of Materials Postgraduate Student Conference 2018 - Poster competition Biomaterials, Technical Textiles, Textiles Design Fashion category

April 2018 IFFTI Junior Faculty Initiative Award - IFFTI Conference Shanghai 9-13 April 2018, best junior researcher paper

PARTECIPAZIONE IN QUALITÀ DI RELATORE A CONGRESSI E CONVEGNI DI INTERESSE INTERNAZIONALE
(inserire titolo congresso/convegno, data, ecc.)

Session Chair for the Academy of Marketing Science (AMS) Annual Conference, Session: "Branding and Advertising in the Global Market", Monterey, CA, May 24-28 2022

Session Chair for the American Marketing Association (2021 AMA Summer) (Virtual) Conference, Session: "COVID and Consumption", Track: "Services, Retailing, and Consumer Experience", August 4-6 2021

ATTIVITÀ GESTIONALI, ORGANIZZATIVE E DI SERVIZIO

INCARICHI DI GESTIONE E AD IMPEGNI ASSUNTI IN ORGANI COLLEGIALI E COMMISSIONI, PRESSO RILEVANTI ENTI PUBBLICI E PRIVATI E ORGANIZZAZIONI SCIENTIFICHE E CULTURALI, OVVERO PRESSO L'ATENEO O ALTRI ATENEI

(inserire incarico/impegno, ente, data, ecc.)

ATTIVITÀ CLINICO ASSISTENZIALI

(indicare, data, durata, ruolo, ente presso il quale si è prestata attività assistenziale, ecc.)

Data

14/01/2021

Luogo

Montreal. Canada