



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Dipartimento
di Scienze Aziendali



MARKETING
LHAB
Dipartimento
di Scienze Aziendali

Prof. GIUSEPPE PEDELIENTO (Ph.D.)

Full Professor of Management & Marketing

University of Bergamo, Department of Management (EFMD Member)

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📖 Associate Editor: *Journal of Product & Brand Management*

📖 Associate Editor: *Pearson Management & Marketing Cases*

👤 Scientific director: *Marketing Lhab*

🌐 Google Scholar: <https://scholar.google.it/citations?user=G90ZN5oAAAAJ&hl=it&oi=ao>

🆔 ORCID: <https://orcid.org/0000-0001-8573-0384>

SHORT BIO

Full professor of Management & Marketing at the Department of Management of the University of Bergamo, where I also serve as Chair of Research Quality Assurance, Scientific Director of the Marketing LHAB, and Head of the Management curriculum of the bachelor's degree in business administration.

Former visiting scholar and lecturer at the Aalto School of Business (Helsinki) and Johannes Kepler University (Linz), and former visiting scholar at the University of Washington (Seattle, USA), I carry out extensive research in the fields of marketing and branding in both B2C and B2B contexts.

My teaching approach is research-driven, non-normative, and practice-oriented. My research approach is theory-based and grounded in a cultural orientation toward market dynamics.

My research has been published in numerous prestigious international academic journals, including *Organization Studies*, *Journal of Business Ethics*, *Journal of Advertising*, *Journal of Business Research*, *Industrial Marketing Management*, *Family Business Review*, *European Sport Management Quarterly*, *Journal of Business & Industrial Marketing*, *Journal of Consumer Behaviour*, *AMS Review*, *Journal of Retailing & Consumer Services*, *Journal of Brand Management*, *Journal of Strategic Marketing*, *Consumption, Markets & Culture*, *Journal of Service Theory and Practice*, *Management Decision*, *Journal of Product & Brand Management*, *Journal of Global Fashion Marketing*, among others.

I serve as Associate Editor of the *Journal of Product & Brand Management*, former Associate Editor of *Pearson Management & Marketing Cases*, member of the editorial review board of the *Journal of Business Research*, member of the editorial advisory board of *Management Decision*, member of the editorial board of the *Italian Journal of Marketing*, and as an ad hoc reviewer for various international scientific journals.

From 2021 to 2024, I was elected to the Board of Directors of the Italian Marketing Association (SIM) as a member of the Board of Auditors and delegate for relations with professional associations. In 2024, I was re-elected to the new board (2024–2027) as delegate for relations with international scientific associations. Since 2023, I have been a member of the extended faculty of the Graduate School of Management at the Politecnico di Milano with the title of Extended Professor. From July 2023 to May 2024, I served as an elected member of the Academic Senate of the University of Bergamo, representing Associate Professors (position ended upon promotion to Full Professor).



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CURRENT POSITION

Since May 2024 Full professor of Management & Marketing at the Department of Management of the University of Bergamo

PREVIOUS ACADEMIC POSITIONS

Oct 2019 – May 2024 Associate Professor of Marketing and Management at the Department of Management, University of Bergamo.

Oct 2016 – Oct 2019 Senior Assistant Professor in Marketing and Management at the Department of Management, University of Bergamo.

Jan 2013 – Dec 2013 Postdoctoral Research Fellow at the Department of Management, University of Bergamo.

Mar 2014 – Jun 2016 Postdoctoral Research Fellow at the Department of Management, University of Bergamo.

2011-2013 Fully funded Ph.D. Candidate in Strategic Marketing at the Department of Management, University of Bergamo.

EDUCATION

2013 Ph.D. (Doctor of Philosophy) in Strategic Marketing at the Department of Management, University of Bergamo.

2009 MSc (with full marks) in Management, Università Cattolica del Sacro Cuore, Milan.

2007 BSc (with full marks) in Management, Università Cattolica del Sacro Cuore, Milan.

SERVICE

2024/2027 Elected member of the Executive Board of the Italian Marketing Association (SIM) for the 2024–2027 term (President: Prof. Daniele Dalli). Appointed Co-Delegate for Internationalization.

2021/2024 Elected member of the Executive Board (Board of Auditors) of the Italian Marketing Association (SIM) for the 2021–2024 term (President: Prof. Angelo Di Gregorio). Appointed Co-Delegate for relations with professional and managerial associations. Responsible for the development of SIM Professional, the Society's initiative dedicated to marketing professionals.



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OTHER ACADEMIC AFFILIATIONS

May 2023 - present Extended Professor of the Graduate School of Management (GSoM) at Politecnico di Milano, "Triple Crown" accredited – AACSB, AMBA, EQUIS.

ACADEMIC APPOINTMENTS

Jan 2025 - present Member of the Board of SdM, the School of Advanced Education of the University of Bergamo.

2024 - present Scientific Director of Marketing LHAB, the marketing laboratory providing advanced research services to companies, established within the Department of Management.

2024/2025 Departmental chairperson for the VQR 2020–2024 at the Department of Management, University of Bergamo.

2024 - present Member of the External Expert Advisory Board of the REMANET Project, EU Horizon Research and Innovation Program, Grant Agreement No. 101138627.

Sep 2023 - present Scientific Coordinator of the "Technological Transition" cluster within the TRANSET project, the three-year excellence research project of the Department of Management, University of Bergamo.

Jul 2023 – May 2024 Elected member of the Academic Senate of the University of Bergamo, representing Associate Professors.

Jan 2023 - present Member of the Executive Committee of the Department of Excellence. The Executive Committee is responsible for achieving the project's objectives; it plans and implements actions by coordinating the involved stakeholders, defines and adopts appropriate monitoring tools, and prepares periodic reports on progress, resource utilization, and milestone completion.

2022/2023 – present Member of the Board of Professors of the Ph.D. program in "Management, Accounting & Finance" at the Department of Management, University of Bergamo.

2022/2023 Member of the operational working group responsible for the design and drafting of the TRANSET project, the three-year research project that enabled the Department of Management of the University of Bergamo to be ranked among the national Departments of Excellence in the economic-statistical area (6th out of 18).

2023/2024 - present Member of the Interdisciplinary Scientific Committee of the advanced training course Sportour: Sport Management for the Development of Sustainable Territorial Ecosystems, SdM – School of Advanced Education, University of Bergamo.

Dec 2021 – present Chair of the Research Quality Assurance and Departmental Seminars Committee of the Department of Management, University of Bergamo.



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Mar 2022 – Sep 2022	Member of the Strategic Group, representing the Department's Research Quality Assurance and Departmental Seminars Committee unit, contributing to the development of the University Strategic Plan.
Sep 2020 – Dec 2021	Member of the Research Quality Assurance and Departmental Seminars Committee of the Department of Business Administration, University of Bergamo.
2020/2021	Departmental contact person for the VQR 2015–2019 of the former Department of Management, Economics and Quantitative Methods.
2018/2019 – present	Quality Assurance Officer for the Master's Degree program in Management, Innovation and Finance (MIF) (formerly Management, Finance and International Business – MAFIB) and Management, Marketing and Finance (MMF) (formerly International Management, Entrepreneurship and Finance – IMEF) at the Department of Management, University of Bergamo.
2018/2019 – present	Coordinator of the curriculum in Management and Business Administration (formerly Business Management) of the Bachelor's Degree program in Business Administration at the Department of Management, University of Bergamo.
2018/2019 – present	Member of the Board of Professors of the post-graduate master's program in Digital Business Development (DBD) at SdM – School of Advanced Education, University of Bergamo.
2018/2019 – present	Member of the Advisory Board of the Bachelor's Degree program in Business Administration and the Master's Degree program in Management, Innovation and Finance (MIF) and Management, Marketing and Finance (MMF) at the Department of Management, University of Bergamo.
2018/2019 – present	Member of the Program Review Committee for the master's degree programs in Management, Innovation and Finance (MIF) and Management, Marketing and Finance (MMF) at the Department of Management, University of Bergamo.
2016/2017 – present	Member of the Board of Professors of the Ph.D. program in "Business & Law" at the Department of Management, University of Bergamo.
2016/2017 – 2022/2023	Member of the Evaluation and Selection Committee for EU and non-EU students applying to Master's Degree program.
2016/2017 – present	Member of the Degree Program Councils for the bachelor's degree in business administration and the master's degree program in Management, Innovation and Finance (MIF) and Management, Marketing and Finance (MMF) at the Department of Management, University of Bergamo.
2016/2017 – 2024/2025	Academic advisor for study plans and grade conversion for students participating in international mobility program at the master's degree level.



2013/2014 - present	Member of the research staff of E-Lab (Entrepreneurial Laboratory) and its Permanent Observatory on Professions (OPRI) at the Department of Management, University of Bergamo.
Jan 2011 - present	Collaborator with SdM – School of Advanced Education, University of Bergamo, with responsibilities in consulting, executive education, and postgraduate teaching.

EDITORSHIP

Dec 2022 - present	Associate Editor of the <i>Journal of Product & Brand Management</i> (Elsevier), Anvur A, (ABS*), Impact Factor JCR 2022: 5.6.
Apr 2019 – Sep 2025	Associate Editor of the Pearson Management & Marketing Cases series, an editorial initiative of the scientific societies SIMA (Italian Society of Management) and SIM (Italian Marketing Society), published by Pearson.
Oct 2020	Special Issue Guest Editor, “Building Bridges Across Branding Research: Family Business Brands and the Branding Process”, <i>Journal of Product & Brand Management</i> (Emerald), Vol. 32, Issue 5, together with Isabel C. Botero (University of Louisville College of Business, USA), Cristina Bettinelli (University of Bergamo), and Edgar Centeno (EGADE Business School – Tecnológico de Monterrey, Mexico City, Mexico).
Oct 2020	Special Issue Guest Editor, “Covid-19 and Marketing Research in Italy”, <i>Italian Journal of Marketing</i> , Vol. 4, Issue 2, together with Eleonora Di Maria (University of Padua), Michele Simoni (University of Naples Parthenope), and Marco Galvagno (University of Catania).
Jan 2017 – Jun 2018	European Entrepreneurship and Marketing Series Editor for <i>SAGE Business Cases</i> .

EDITORIAL BOARDS

- Editorial Review Board, *Journal of Business Research* (Elsevier), Anvur A (ABS ***).
- Editorial Advisory Board, *Management Decision* (Emerald), Anvur A (ABS **).
- Editorial Board, *Journal of Product & Brand Management* (Emerald), Anvur A (ABS *).
- Editorial Board, *Italian Journal of Marketing* (formerly *Mercati & Competitività*) (Springer).

VISITING

Jul 2012	Visiting Scholar at the Department of Marketing, University of Washington Business School, Seattle, USA (Bothell Campus), AACSB accredited.
Jan 2010 – Oct 2011	Visiting Scholar at the Department of Marketing, Aalto University School of Business (formerly Aalto School of Economics), Helsinki, Finland. Aalto



University School of Business is the leading business school in Scandinavia and holds the "Triple Crown" accreditation (AACSB, AMBA, EQUIS).

TEACHING

Ph.D.

2023/2024 - present	"Institutional Theory" within the Ph.D. program in Management, Accounting and Finance at the University of Bergamo. Language of instruction: Italian. Teaching hours: 2.
2023/2024 - present	"The Review Process" within the Ph.D. program in Management, Accounting and Finance at the University of Bergamo. Language of instruction: Italian. Teaching hours: 6.
2022/2023 - 2024/2025	SIMA-SIM-BAM School of Research Methods - Winter Edition, School of Research Methods on Academic Writing: Theoretical Background of Qualitative Papers (2023 online; 2024 LUMSA University, Palermo; 2025 University of Pisa).
2018/2019 - present	"Fundamentals of Research Design" within the Ph.D. program in Business and Law at the University of Bergamo. Language of instruction: Italian. Teaching hours: 3.
2017/2018- 2022/2023	"The Review Process" within the Ph.D. program in Business and Law at the University of Bergamo. Language of instruction: Italian. Teaching hours: 6 (2017-2018), 2 (2018-2019), 8 (2020-2021), 3 (2021-2022), 3 (2022-2023).
2021/2022	"Case Study Research" within the Ph.D. program in Business Administration and Management (Universities of Pisa, Florence, and Siena). Language of instruction: English. Teaching hours: 4 (2021-2022).
2017/2018	"Marketing Theory" within the Ph.D. program in Business and Law at the University of Bergamo. Language of instruction: Italian. Teaching hours: 3.

Abroad

2015/2016	Visiting professor in "International Management" at the Johannes Kepler University (Linz, Austria). Language of instruction: English. Teaching hours: 12.
2011/2012	Visiting lecturer in "Product & Brand Management" within the bachelor's degree in marketing at Aalto University School of Business (Helsinki, Finlandia) - AACSB, AMBA, EQUIS. Language of instruction: English. Teaching hours: 28.



In Italy

2021/2022 - present	Course Coordinator and Lecturer, Industrial & Trade Marketing, within the Master's Degree program in Management, Marketing and Finance (MMF), Department of Management, University of Bergamo. Language of instruction: English. Teaching hours: 48 (6 ECTS).
2020-2021 - present	Course Coordinator and Lecturer, Business Economics and Management, within the Bachelor's Degree program in Business Administration, Department of Management, University of Bergamo. Language of instruction: Italian. Teaching hours: 72 (9 ECTS).
2017-2018 - present	Course Coordinator and Lecturer, Advanced Marketing (course codes 91073 and 91050), within the Master's Degree program in Management, Innovation and Finance (MIF) (formerly Management, Finance and International Business - MAFIB), Department of Management, University of Bergamo. Language of instruction: Italian. Teaching hours: 48 (6 ECTS).
2021/2022 - 2022/2023	Course Coordinator and Lecturer, Market Research and Consumer Marketing, within the Master's Degree program in Management, Marketing and Finance (MMF), Department of Management, University of Bergamo. Language of instruction: English. Teaching hours: 24 (3 ECTS).
2016/2017 - 2020/2021	Course Coordinator and Lecturer, Business Project, within the Global Business Master Program in collaboration with Johannes Kepler University (Linz), Higher School of Economics (Nizhny Novgorod), and the University of Bergamo. Responsible for the design and implementation of applied training projects involving major corporate partners, including CNH Industrial, IBM Italy, Esprinet S.p.A., Celly S.p.A., Serim S.r.l., SMI Group S.p.A., Confida, Ricoh, among others. Language of instruction: English. Teaching hours: 16 (2 ECTS) from 2016-2017 to 2019-2020; 24 (3 ECTS) from 2020-2021 onwards.
2016/2017- 2020/2021	Lecturer, Market Research for Business Development and Innovation, within the Master's Degree program in Management, Marketing and Finance (MMF) (formerly International Management, Entrepreneurship and Finance - IMEF), Department of Management, University of Bergamo. Language of instruction: English. Teaching hours: 24 (3 ECTS).
2016/2017 - 2019/2020	Lecturer, Logistics and Supply Chain Management, within the Bachelor's Degree program in Business Administration, Department of Management, University of Bergamo. Language of instruction: Italian. Teaching hours: 16 (2 ECTS) from 2016-2017 to 2018-2019; 24 (3 ECTS) from 2019-2020; 8 (1 ECTS) in 2024-2025.
2015/2016 - 2016/2017	Lecturer, International Marketing, within the Bachelor's Degree program in Business Administration, Department of Management, University of Bergamo. Language of instruction: Italian. Teaching hours: 16 (2 ECTS) in 2015-2016; 24 (3 ECTS) in 2016-2017.



2023/2024 - present	Lecturer, Logistics and Supply Chain Management, within the Bachelor's Degree program in Business Administration, Department of Management, University of Bergamo. Language of instruction: Italian. Teaching hours: 24 (3 ECTS).
2019/2020	Course Coordinator and Lecturer, Contemporary Issues in Management, within the Bachelor's Degree program in Business Administration, Department of Management, University of Bergamo. Language of instruction: English. Teaching hours: 16 (2 ECTS).
2019/2020	Lecturer, Economics and Marketing, within the Bachelor's Degree program in Communication Sciences, Department of Humanities, Philosophy and Communication, University of Bergamo. Language of instruction: Italian. Teaching hours: 15 (2.5 ECTS).
2014/2015 - 2016/2017	Lecturer, Advanced Marketing, within the Master's Degree program in Management, Innovation and Finance (MIF) (formerly Management, Finance and International Business - MAFIB), Department of Management, University of Bergamo. Language of instruction: Italian. Teaching hours: 16 (2 ECTS) in 2014-2015 and 2015-2016; 24 (3 ECTS) in 2016-2017.
2013/2014 - 2015/2016	Lecturer, Entrepreneurship, Private Equity and Professional Service Firms, within the Master's Degree program in Management, Innovation and Finance (MIF) (formerly Management, Finance and International Business - MAFIB), Department of Management, University of Bergamo. Language of instruction: Italian. Teaching hours: 16 (2 ECTS).
2014/2015	Course Coordinator and Lecturer, Business Economics and Management, within the Bachelor's Degree program in Business Administration. Language of instruction: Italian. Teaching hours: 32 (3 ECTS).
2013/2014	Lecturer, Public Services Management, within the Bachelor's Degree program in Business Administration, Department of Management, University of Bergamo. Language of instruction: Italian. Teaching hours: 8 (1 ECTS).

In post-graduate masters

2023/2024 - present	Brand Reputation module, within the post-graduate master's program in Wine Supply Chain Management, University of Udine. Language of instruction: Italian. Teaching hours: 4.
2023/2024 - present	Strategic Marketing module, within the International post-graduate master's program in Marketing Management, Omnichannel Marketing and Consumer Analytics, Graduate School of Management (GSoM), Politecnico di Milano - AACSB, AMBA, EQUIS accredited. Language of instruction: English. Teaching hours: 18.



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2020/2021 - present	Branding module, within the post-graduate master's program in Digital Marketing, University of Udine. Language of instruction: Italian. Teaching hours: 8.
2021/2022 - present	Fundamentals of Marketing module, within the post-graduate master's program in Expert in Active Labour Market Policies and Employment Services. The program is organized by SdM – School of Advanced Education, University of Bergamo. Language of instruction: Italian. Teaching hours: 10.
2018/2019 – 2022/2023	Business-to-Business Marketing module, within the post-graduate master's program in Marketing Management, University of Pisa. Language of instruction: Italian. Teaching hours: 8 (2018–2019; 2021–2022), 16 (2022–2023).
2021/2022 - present	Market Research courses, within the post-graduate master's program in Digital Business Development (DBD), organized by SdM – School of Advanced Education, University of Bergamo. Language of instruction: Italian. Teaching hours: 16.
2018/2019 – 2021/2022	Marketing Fundamentals and Digital Branding, within the post-graduate master's program in Digital Business Development (DBD), organized by SdM – School of Advanced Education, University of Bergamo. Language of instruction: Italian. Teaching hours: 32 (2018–2019), 24 (2019–2020).
2013/2014 – 2018/2019	Category Management, within the post-graduate master's program "The Pharmacist and Homeopathic Products: Marketing Strategies", addressed to graduate pharmacists and organized by SdM – School of Advanced Education, University of Bergamo. Language of instruction: Italian. Teaching hours: 12 (2013–2014; 2017–2018), 16 (2018–2019).
2012/2013 - present	Industrial Marketing, within the post-graduate master's program Marketing Management for International Business, organized by SdM – School of Advanced Education, University of Bergamo. Language of instruction: English. Teaching hours: 9.
2015/2016 – 2016/2017	Business Strategies and Global Competitiveness, within the post-graduate master's program in Human Resource Management and Development, organized by SdM – School of Advanced Education, University of Bergamo. Language of instruction: Italian. Teaching hours: 9 (2015–2016); 6 (2016–2017).

In executive MBA (EMBA)

2021/2022 - present	Branding, within the Executive Master of Business Administration (EMBA), University of Udine (Udine, Milan, and Trento campuses). Language of instruction: Italian. Teaching hours: 16 (2021–2022); 24 (2022–2023); 24 (2023–2024); 32 (2024–2025).
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In entrepreneurial education programmes

2016/2017 – 2022/2023	Marketing and Sales, within the program “Start Me Up – Advanced Training Program for the Development of Entrepreneurship.” The initiative is funded by the Bergamo Chamber of Commerce and implemented by Bergamo Sviluppo (Special Agency), with technical and scientific support from the CYFE University Center, University of Bergamo. Language of instruction: Italian. Teaching hours: 16 (2016–2017; 2017–2018), 15 (2018–2019), 6 (2019–2020), 6 (2020–2021), 9 (2021–2022), 9 (2022–2023).
2019/2020	Market Entry and International Market Strategies, within the program “Figli d’Impresa”, an advanced training program in family business management for young graduates, promoted by Confindustria Bergamo. Language of instruction: Italian. Teaching hours: 4.
2020/2021	Market Research: Qualitative Dimensions and Brand & Communication, within Startcup Lombardia, the competition organized by Lombardy universities and university incubators and promoted by Regione Lombardia, aimed at fostering the creation of high-potential start-ups originating from or connected with universities and university incubators in Lombardy. Language of instruction: Italian. Teaching hours: 6.

In executive and advanced managerial education

2019/2020	Procurement and Inventory Management, within the executive advanced training program Management and Leadership of the Pharmacy, organized by SdM – School of Advanced Education, University of Bergamo, in collaboration with Federfarma Bergamo. Language of instruction: Italian. Teaching hours: 15.
2018/2019	Contract Lecturer, within the managerial training and revalidation program for Hospital departments’ heads, delivered at the University of Bergamo on behalf of Polis-Lombardia, the public-law body of the Lombardy Region responsible for the training of public sector employees. Language of instruction: Italian. Teaching hours: 8

In other education programmes

2025 - present	‘Branding’ within the post-graduate master program in “Marketing, Digital Communication, Sales Management” by Publitalia ‘80. Language of instruction: Italian. Teaching hours: 6.
2021/2022	Teaching appointment, “Team Working and Team Building: Teamwork as a Key Success Factor for Achieving ATS Objectives”. Commissioning body: ATS City of Bergamo. Language of instruction: Italian. Teaching hours: 4.



- 2020/2021 Sport Management and Marketing, within the “Summer & Winter School SporTour: Sport Management & Marketing of Sports Events for Sustainable Tourism.” The Summer & Winter School is organized by SdM – School of Advanced Education, University of Bergamo, coordinated by Confindustria Bergamo Servizi, and implemented with the support of Fassi S.p.A.
Language of instruction: Italian. Teaching hours: 8.
- 2019/2020 Contract Lecturer, seminar “Gender-Based Violence and Social Media”, delivered at the Department of Law, University of Bergamo.
The seminar was offered within the course “Gender-Based Violence: Legal and Psycho-Social Perspectives”, implemented as part of the Action Plans funded by Regione Lombardia – Directorate General for Family Policies, Parenting and Equal Opportunities, Operational Unit for Equal Opportunities and the Prevention and Combating of Gender-Based Violence – pursuant to Regional Council Resolution (D.G.R.) No. XI/1827 of 2 July 2019 and Executive Decree (D.d.u.o.) No. 10804 of 22 July 2019.
Language of instruction: Italian. Teaching hours: 8.

RESEARCH GRANTS

- Jun 2023 Recipient of the PRIN Grant (Projects of Relevant National Interest) – Call 2022 – Project ID: 20227SC9CC, with the project Business Models for Local Delivery Platforms (BUMOLDS), serving as Substitute Principal Investigator and Head of the Local Research Unit.
The Italian Ministry of University and Research (MUR) awarded the project a total funding of €219,441.
In addition to the University of Bergamo, the project team includes the University of Bologna (Principal Investigator), the Università Cattolica del Sacro Cuore, and the University of Pisa.
- May 2019 Recipient of the competitive STaRs (Supporting Talented Researchers) research grant awarded by the University of Bergamo for the recruitment of a senior postdoctoral researcher for a total duration of 36 months (€90,000).
- Dec 2017 Recipient of the FFABR research grant (Fund for Basic Research Activities), awarded by the National Agency for the Evaluation of Universities and Research Institutes (ANVUR), based on qualitative criteria assessing scientific output produced between 2012 and 2016 (€3,000).
- May 2016 Recipient of a research grant awarded by the Marketing Science Institute (MSI) within the Research Initiative on Customer Experience (2014–2016).
The grant was awarded following the submission of the research project “Defining Brand Experience: A Systematic Literature Review”, with Daniela Andreini, Lia Zarantonello, and Chiara Solerio (€1,000).
- Jul 2012 Recipient of the FYRE (Fostering Young REsearchers) research grant – Promoting the Development of Excellent Human Capital – funded by Fondazione Cariplo. The grant supported a research stay as a Visiting Scholar at the University of Washington (Seattle, USA).



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2016/2017 - present

Recipient of performance-based research funding allocated annually by the former Department of Business Administration, Economics and Quantitative Methods for research achievements attained in each academic year: 2017 (€2,381.50); 2018 (€2,088); 2019 (€2,340); 2020 (€3,460); 2021 (€2,990); 2022 (€4,270); 2023 (€4,269); 2024 (€3,379); 2025 (€3,393).

AWARDS & HONORS

Oct 2024	Best Paper Award, Consumer Behaviour session, 21st Conference of the Italian Marketing Society (SIM), IULM University, Milan, for the paper "Investigating the Customer Journey in Second-Hand Fashion Platforms: Implications for Luxury Brand Management" (with G. Murtas).
Oct 2022	Best Paper Award, Technology & Innovation Marketing session, 19th Conference of the Italian Marketing Society (SIM), University of Salerno, for the paper "Web 3.0: Challenges and Opportunities for Luxury Branding" (with G. Murtas).
May 2022	Best Paper Award, 15th Global Brand Conference 2020, Academy of Marketing – Brand, Identity and Corporate Reputation Special Interest Group (SIG), 4–6 May, Sheffield Hallam University, Sheffield, UK, for the paper "Woke Brand Communication and Consumers' Social Media Engagement: A Text Mining Analysis" (with F. Mangiò, D. Andreini, and L. Zarantonello).
Nov 2021	Best Paper Award, AUS (American University of Sharjah) – Chalhoub Symposium on Luxury Marketing & Branding, in collaboration with the Academy of Marketing SIG – Consumer Psychology and Cross-Cultural Research, for the paper "From the Ghetto to the Stars: How Luxury Streetwear Conquered the Fashion System" (with G. Murtas and D. Andreini).
Oct 2020	Best Paper Award, Marketing Communication and Branding track, 17th Conference of the Italian Marketing Society (SIM), LIUC University, Castellanza, for the paper "Branding Rhetoric in Times of a Global Pandemic: A Text-Mining Analysis of Tweets Before, During and After the Lockdown" (with F. Mangiò and D. Andreini).
Jun 2018	Outstanding Reviewer Award (2017), Journal of Product & Brand Management (Emerald). Impact Factor: 2.757; indexed in Thomson Reuters. ISSN: 1061-0421.
Oct 2017	Best Reviewer Award (2016), Mercati & Competitività (now Italian Journal of Marketing), the official journal of the Italian Marketing Society (SIM).

RESEARCH AREAS

- Branding (B2B e B2C) & Communication
- Luxury branding & luxury marketing
- Consumer behavior
- Category studies & market system dynamics



- Industrial marketing & organizational buying behavior
- Place branding
- Marketing theory
- Research methods in marketing

RESEARCH METHODS

- Quantitative Methods: Structural Equation Modeling (SEM) and Multigroup Analysis. Awarded a Certificate in Structural Equation Modeling Practice following completion of an intensive course delivered by Research Training (Prof. John Cadogan & Prof. Nick Lee) in 2011 at Hanken School of Economics (Helsinki, Finland). Software used: LISREL (version 8.0 and later).
- Qualitative Methods: In-depth interviews, phenomenological interviews, single and multiple case studies, historical research methods; grounded theory approach.

LANGUAGES

- Italian: Mother tongue
- English: Spoken (Fully Proficient); Written (Fully Proficient); Comprehension (Fully Proficient).

REVIEW

Journals

- Organization Studies (ABS ****) (ANVUR A)
- European Journal of Marketing (ABS ***) (ANVUR A)
- International Marketing Review (ABS ***) (ANVUR A)
- Internet Research (ABS ***)
- Journal of Business Research (ABS ***) (ANVUR A)
- Organization (ABS ***) (ANVUR A)
- Psychology & Marketing (ABS ***) (ANVUR A)
- Small Business Economics (ABS ***) (ANVUR A)
- The Information Society (ABS ***) (ANVUR A)
- Journal of Family Business Strategy (ABS **) (ANVUR A)
- Marketing Theory (ABS **) (ANVUR A)
- Journal of Place Management and Development (ABS **)
- Journal of Strategic Marketing (ABS **)
- Management Decision (ABS **) (ANVUR A)
- Journal of Business & Industrial Marketing (ABS **) (ANVUR A)
- European Journal of Innovation Management (ABS *) (ANVUR A)
- Journal of General Management (ABS *)
- Journal of Product & Brand Management (ABS *) (ANVUR A)
- Italian Journal of Marketing
- Micro & Macro Marketing

Conferences

- 2025 Global Brand Conference (Porto)



- 2023 AMS Conference (New Orleans)
- 2023 Global Brand Conference (Bergamo)
- 2023 AMA Winter Academic Conference (Nashville)
- 2023 Monaco Symposium on Luxury
- 21° Academy of Marketing Science (AMS) World Marketing Congress (WMC).
- 53° EMAC Conference, Odense, Denmark.
- 52° EMAC Conference, Budapest, Hungary.
- 51° EMAC Conference (online).
- 50° EMAC Conference, ESIC Business & Marketing School, Madrid, Spain.
- 49° EMAC Conference, University of Budapest, Hungary.
- 48° EMAC Conference, University of Hamburg, Germany.
- 47° EMAC Conference, University of Strathclyde, Glasgow, UK.
- 14° Global Brand Conference 2019, Berlin, Germany.
- 2019 IFERA (International Family Enterprise Research Academy) conference, Bergamo.
- 2019 Global Fashion Management Conference (Paris).

CONFERENCES ORGANIZED

- 16th Global Brand Conference 2023 Academy of Marketing. Brand, Identity and Corporate Reputation Special Interest Group (SIG), Bergamo, University of Bergamo. May 3-5, 2023.
- XIV Conference of the Italian Marketing Association (SIM), University of Bergamo, Oct 26-27, 2017.
- Online workshop "Covid-19 and Marketing Research in Italy. Contributions to theories, methods, and practices". Oct 16, 2020.

TRACK/SESSION CHAIR

- Since 2020/2021 - Track chair (with Sebastiano Grandi) of the SIG - Special Interest Group "Marketing Cases" for the annual conference of the Italian Marketing Association (SIM).
- 2024 - Track chair "Global Innovation and New Product Development" 2024 SIG Global marketing conference of the Academy of Marketing (May 24-26, 2024), University of Verona.
- 2023 - Track chair "Public Policy, Non-Profit, and Entrepreneurial Marketing" 2023 Academy of Marketing Science Conference (May 17-19, 2023), New Orleans (USA).
- 2023 - Track chair "Branding strategies in the metaverse", 16th Global Brand Conference 2023 Academy of Marketing. Brand, Identity and Corporate Reputation Special Interest Group (SIG), May 3-5, 2023, University of Bergamo.
- 2025 - Session chair "Sports and Athlete Brands", 18th Global Brand Conference 2023 Academy of Marketing. Brand, Identity and Corporate Reputation Special Interest Group (SIG), May 7-9, 2025, Catolica Porto Business School, Porto Portugal.
- 2023 - Session chair "Public Policy", 2023 Academy of Marketing Science Conference (May 17-19, 2023), New Orleans (USA).



- 2020 - Track chair "Brands and Services", workshop "Covid-19 and Marketing Research, Oct 29-30, 2020.
- 2019 - Session chair "Brand Experience", 14th Global Brand Conference Academy of Marketing. Brand, Identity and Corporate Reputation Special Interest Group (SIG), May 8-10, 2019, Berlin School of Economics and Law, Berlin, Germany.
- 2019 - Session chair "Employees and consumers' perception of family firms", 2019 IFERA - International family Enterprise Research Academy, Jun 17-21, 2019, University of Bergamo.

INVITED SEMINARS/TALKS

- 22 January 2026 - *Keynote Speaker* at the AIDEA Doctoral Colloquium, Italian Academy of Business Economics and Management (AIDEA), Università Cattolica del Sacro Cuore, Milan.
- 28 November 2025 - *Discussant* at the round table "Engineering in the Spotlight: How Social Media Position Brands", HUB Engineering Convention 2025. Conference "Engineering and Innovation", National Museum of Science and Technology Leonardo da Vinci, Milan.
- 24 Jun 2025 - Keynote address, "Understanding the Customer and Their Needs: A Focus on Data and Relationships". Il Fabbrica per l'Eccellenza Forum, Compagnia delle Opere, Pesaro, Italy.
- 23 Jan 2025 - Faculty member, SIMA-SIM-BAM School of Research Methods - Winter Edition 2025, Academic Writing: Theoretical Background of Qualitative Papers, University of Pisa, Italy (22-25 January).
- 25 Jan 2024 - Faculty member, SIMA-SIM-BAM School of Research Methods - Winter Edition 2024, Academic Writing: Theoretical Background of Qualitative Papers, LUMSA University, Palermo, Italy (24-27 January).
- 20 Nov 2023 - Panelist, "SMEs, Territories, and Economic Development", Conference Innovative Models for Supporting SMEs and Local Commerce, Verona Chamber of Commerce, Verona, Italy.
- 20 Oct 2023 - Meet the Editor session, Associate Editor, Journal of Product & Brand Management, SIM Conference, University of Florence, Florence, Italy.
- 14 Sep 2023 - Keynote address, "Market Research in Transition", FFIND Client Meeting (Beyond Data), Palermo, Italy.
- 29 Jun 2023 - Meet the Editor session, Associate Editor, Journal of Product & Brand Management, SIMA Conference, Villa Romanazzi Carducci, Bari, Italy.
- 07 Apr 2023 - Invited seminar, "Women's Football: Business Opportunities in a Growing Sport", Master's Program in Sports Business Administration and Management (Level I & II), University of Udine, Udine, Italy.
- 20 Mar 2023 - Faculty member, SIMA-SIM School of Research Methods - Winter Edition 2023, Academic Writing: Theoretical Background of Qualitative Papers (online).



- 08 Sep 2022 – Keynote address, *"Publishing Across Disciplinary Boundaries: Theoretical and Methodological Challenges"*, Workshop organized by the Society for the Advancement of Management Studies, University of Palermo, Palermo, Italy.
- 07 Sep 2022 – Invited talk, *"Revise and Resubmit in International Journals"*, Department of Economics and Business, University of Catania, Catania, Italy.
- 25 Jun 2021 – Keynote address, *"Developing and Using Teaching Cases in Family Business"* (with M. Dieleman, National University of Singapore), IFERA – International Family Enterprise Research Academy Conference, online.
- 10 Jun 2021 – Keynote address, *"To Tweet or Not to Tweet: Communication in the Time of COVID-19"*, event organized by SIM (Italian Marketing Society) and Manageritalia Lombardia, Italy.
- 26 May 2020 – Invited talk, *"Augmented and Smart Cities: Smart for Whom?"* (with F. Mangiò), Milan Digital Week 2020, Milan, Italy.
- 26 Sep 2018 – Invited seminar, *"Consumer Entrepreneurship and Cultural Innovation"*, Aalto University School of Business, Helsinki, Finland.
- 13 Nov 2017 – Invited talk, *"Sustainable Vending: Challenges for the Future of a Fast-Growing Sector"*, Conference *CSR as a Competitive Value: The Case of Sustainable Vending*, University of Bergamo, Bergamo, Italy.
- 16 Dec 2016 – Invited presentation, *The Internationalization of Engineering Firms*. Presentation of the 2016 Report on Italian Engineering and Architecture Firms Abroad, Italian Trade Agency (ITA), Rome, Italy.
- 30 Nov 2016 – Invited seminar, *"Storytelling Management: How to Build Brand Stories"*, Final Workshop of *Go Labor Academy – Youth Entrepreneurship Pathways*, University of Udine (Gorizia Campus), Gorizia, Italy.
- 04 Nov 2015 – Invited presentation, *The Internationalization of Engineering Firms*. Presentation of the 2015 Report on Italian Engineering and Architecture Firms Abroad, Italian Trade Agency (ITA), Rome, Italy.
- 22 Nov 2013 – Invited talk, *"Demand and Growth Prospects of Italian Project-Based Entrepreneurship"*, Conference *Architecture, Design, Engineering – Made in Italy Entrepreneurial Alliances*, Triennale Museum, Milan, Italy.

MEMBERSHIP

- Academy of Marketing
- Academy of Marketing Science
- Società Italiana Marketing (SIM)
- Società Italiana di Management (SIMA)
- AIDEA (Associazione italiana di economia aziendale)



OTHER EXPERIENCES

- **2020–2021 (Academic Year)** – Discussant, PhD Colloquium, Doctoral Program in *Business Administration and Management*, Universities of Pisa, Florence, and Siena, Italy.
- **Since 2013** – Scientific Advisor, **Guamari S.r.l.**, research company specializing in the construction market and project-based entrepreneurship, Italy.
- **Ongoing** – Lead consultant and/or member of strategic and operational consulting teams for national and international firms, business associations, and public or private organizations across multiple industries, including industrial manufacturing, automotive, construction, engineering and architecture, energy, and market research.

PHD CANDIDATE SUPERVISED

- Federico Mangiò, now tenure-track assistant professor, University of Bergamo
-> Dissertation topic: *Communication rhetorics in social media* (PhD completed in April 2023)
- Gabriele Murtas, now Post-Doctoral Research Fellow, University of Bergamo
-> Dissertation topic: *Emergence and Rise of Luxury Streetwear* (PhD completed in December 2024)
- Ludovica Zocco, now research assistant at the University of Catania
-> Dissertation topic: *The REMAN opportunity in B2B* (PhD completed in October 2025)
- Chiara Alemanno, current PhD student
-> Dissertation topic: Family ownership and brand longevity
- Fabio Fregona, current PhD student
-> Dissertation topic: the decline of the middle-classes toward poor consumption

LIST OF PUBLICATIONS

In peer reviewed journals

1. Zocco, L., **Pedeliento, G.** (2025). Exploring B2B Customers' Perceptions and Buying Behaviour of Remanufactured Products. *Journal of Business & Industrial Marketing*. (in press). Impact Factor JCR 2022: 3.1. ABS 2024 (**). ISSN: 0885-8624. [ANVUR A]
2. Mangiò, F., **Pedeliento, G.**, Wassler, P., Williams, N. (2025). Discursively Negotiating AI: A Social Representation Theory Approach to LLM-Based Chatbots. *Technological Forecasting & Social Change*. Vol. 221 (in press). IF (2023): 13.3. ABS 2024 (***) . ISSN: 0040-1625. DOI: 10.1016/j.techfore.2025.124352 [ANVUR A]
3. Zocco, L., **Pedeliento, G.**, Leek, S. (2025). Remanufacturing through a marketing lens: an interaction approach to OEM-customer relationships and future research directions. *Journal of Business & Industrial Marketing*. 40 (13), 255-269. Impact Factor JCR 2022: 3.1. ABS 2024 (**). ISSN: 0885-8624. [ANVUR A]
4. Funke, C., Rother-Schnell, C., Walsh, G., Mangiò, F., **Pedeliento, G.**, Takahashi, I., (2025). The digital stress scale: Application to employees, cross-cultural validation, and development of a short scale. *Review of Managerial Science*. IF (2023): 7.8. ABS 2024 (**). ISSN: 1863-6683. DOI: 10.1007/s11846-025-00906-w. [ANVUR A]



5. Murtas, G., **Pedeliento, G.** (2025). Investigating the customer journey in second-hand fashion platforms: Implications for luxury brand management. *Journal of Consumer Behavior*. 24(2), 655-672. IF (2023): 4.4 ABS 2024 (**). ISSN: 1479-1838. DOI: 10.1002/cb.2442.
6. Mingione, M., Mattia, G. Materia, M., **Pedeliento, G.** (2024). The metaverse experience: A scale development study. *Journal of Consumer Behavior*. 23(6), 3061-3081. IF (2023): 4.4 ABS 2024 (**). ISSN: 1479-1838. DOI: 10.1002/cb.2396.
7. Murtas, G., Mangiò, F., **Pedeliento, G.**, Manoli, E. A. (2024). Fans talk: Investigating audiences' perceptions of athlete brands' self-presentation strategies on social media. *European Sport Management Quarterly*. (in press). IF (2023): 3.6 5Y IF (2023): 4.1. ABS 2024 (***) . ISSN: 1618-4742. DOI: 10.1080/16184742.2024.2424299.
8. Grappi, S., Pauwels, V., **Pedeliento, G.**, Zarantonello, L. (2024). How nostalgia in advertising increases brand love: A cross-country study. *Journal of Product & Brand Management*. 33(7), 869-887. IF (2023): 5.2 5Y IF (2020): 5.354. ABS 2024 (*). ISSN: 1061-0421. [ANVUR A]
9. Valesi, R., Andreini, D., **Pedeliento, G.**, (2024). Insect-based food consumption: Hedonic or utilitarian motives? Moderation and segmentation analyses. *Food Quality & Preference*, 118, 105193, Impact Factor JCR 2022: 5.3. ISSN: 1873-6343. DOI: 10.1016/j.foodqual.2024.105193. [ANVUR A]
10. Mangiò, F., **Pedeliento, G.**, Andreini, D., Zarantonello, L. (2023). Woke brand communication and consumers' social media engagement: the role of brand stereotypes and language expectancy. *Journal of Brand Management*. 31, 345-381. ABS 2024 (**). Impact Factor JCR 2022: 4.1. ISSN: 1479-1803. DOI: 10.1057/s41262-023-00347-4. [ANVUR A]
11. Murtas, G., **Pedeliento, G.**, Mangiò, F. (2023). Luxury fashion brands at the gates of the Web 3.0: an analysis of early experimentations with NFTs and the metaverse. *Journal of Global Fashion Marketing*, 15(1), 90-114. ABS 2024 (*). Impact Factor JCR 2022: 3.8. ISSN: 2093-2685. DOI: 10.1080/20932685.2023.2249476.
12. **Pedeliento, G.**, Mangiò, F., Murtas, G., Andreini, D. (2023). Market System Dynamics (MSD): A process-oriented review of the literature. *Academy of Marketing Science Review*, 13, 173-195. ABS 2024 (**). Impact Factor JCR 2022: 4.632. ISSN: 1869-8182. DOI: 10.1007/s13162-023-00260-8.
13. **Pedeliento, G.**, Leek, S., Christodoulides, G. (2023). Luxury branding in B2B. *Journal of Strategic Marketing*. 2(3), 289-303. ABS 2024 (**). Impact Factor JCR 2022: 4.1. ISSN: 0965-254X Online ISSN: 1466-4488. DOI: 10.1080/0965254X.2023.2214143. [ANVUR A]
14. Botero, I.C., **Pedeliento, G.**, Bettinelli, C., Centeno, E. (2023). Guest editorial: Cultivating a broader paradigm to understand family business brands and the branding process. *Journal of Product & Brand Management*, 32(5), 673-680. Impact Factor JCR 2022: 5.2. ABS 2024 (*) <https://doi.org/10.1108/JPBM-07-2023-022>. [ANVUR A]
15. Murtas, G., **Pedeliento, G.**, Mangiò, F., Andreini, D. (2022). Co-branding strategies in luxury fashion: The Off-White case. *Journal of Strategic Marketing* (in press). ABS 2024 (**). Impact Factor JCR 2022: 4.1. ISSN: 0965-254X Online ISSN: 1466-4488. DOI: 10.1080/0965254X.2022.2160484. [ANVUR A]
16. Pantano, E., **Pedeliento, G.**, Christodoulides, G. (2022). Technological innovations and customer experience: strategic options for luxury retailers. *Journal of Retailing & Consumer Services*, 66,



102959. Impact Factor JCR 2022: 10.972. ABS 2024 (**). ISSN: 1873-1384. DOI: 10.1016/j.jretconser.2022.102959. [ANVUR A]
17. **Pedeliento, G.**, Pinchera, V., Andreini, D. (2022). Gin: a marketplace icon. *Consumption, Markets & Culture*, 25(1), 91-101. Impact Factor JCR 2022: 2.4. ABS 2024 (**) ISSN: 1025-3866 - Online ISSN: 1477-223X. DOI: 10.1080/10253866.2020.1806066. [ANVUR A]
 18. Mangiò, F., **Pedeliento, G.**, Andreini, D. (2021). Branding rhetoric in times of a global pandemic: a text-mining analysis. *Journal of Advertising*, 50(3), 240-252. Impact Factor JCR 2022: 5.7. ABS 2024 (***). ISSN: 0091-3367 - Online ISSN: 1557-7805. DOI: 10.1080/00913367.2021.1927912. [ANVUR A]
 19. Di Maria, E., Simoni, M., **Pedeliento, G.**, Galvagno, M. (2021). The long Covid effect in marketing and consumer research. *Italian Journal of Marketing*, 297-303. ISSN: 2662-3323 - Online ISSN: 2662-3331. 10.1007/s43039-021-00041-w.
 20. **Pedeliento, G.**, Andreini, A., Dalli, D. (2020). From Mother's ruin to Renaissance. Emergence, Settlement, and Resettlement of the Gin Category. *Organization Studies*, 41(7), 969-992. Impact Factor JCR 2022: 5.4. ABS 2024 (****). ISSN: 0170-8406 - Online ISSN: 1741-3044. FT 50 List. [ANVUR A]
 21. **Pedeliento, G.**, Andreini, D., Veloutsou, C. (2020). Brand community integration, participation and commitment: a comparison between consumer-run and company-managed communities. *Journal of Business Research*, 119, 481-494. Impact Factor JCR 2022: 11.3. ABS 2024 (***). ISSN: 0148-2963. [ANVUR A]
 22. Andreini, D., Bettinelli, C., **Pedeliento, G.**, Apa, R. (2020). How do consumers see family firms? A review of the literature. *Family Business Review*, 33(1), 18-37. Impact Factor JCR 2022: 8.8. ABS 2024 (***). ISSN: 0894-4865 - Online ISSN: 1741-6248. [ANVUR A]
 23. Mangiò, F., Andreini, D., **Pedeliento, G.** (2020). Hands off my data: users' security concerns and intention to adopt privacy enhancing technologies. *Italian Journal of Marketing*, 309-342 ISSN: 2662-3323 - Online ISSN: 2662-3331. DOI: 10.1007/s43039-020-00017-2.
 24. **Pedeliento, G.** (2020). Brembo: un'icona del lusso industriale. *Micro & Macro Marketing*, 1, 11-34. ISSN: 1121-4228. DOI: 10.1431/97442.
 25. **Pedeliento, G.**, Andreini, D., Bergamaschi, M., Salo, J. (2019). End Users' Purchasing Task Involvement, Power, and Influence Strategies in Organizational Buying. *Journal of Business & Industrial Marketing*, 34(1), pp.150-165. Impact Factor JCR 2022: 3.1. ABS 2024 (**). ISSN: 0885-8624. DOI 10.1108/JBIM-01-2018-0037. [ANVUR A]
 26. Andreini, D., **Pedeliento, G.**, Zarantonello, L., Solerio, C. (2019). Reprint of "A renaissance of brand experience: advancing the concept through a multi-perspective analysis. *Journal of Business Research*, 96, 355-365. IF (2020): 7.55. 5Y IF (2020): 8.488. ABS 2024 (***). ISSN: 0148-2963. DOI: 10.1016/j.jbusres.2018.05.047. [ANVUR A]
 27. **Pedeliento, G.**, Kavaratzis, M. (2019). Bridging the gap between culture, identity and image: A structurationist conceptualization of place brands and place branding. *Journal of Product & Brand Management*, 28(3), pp. 348-363. IF (2020): 4.335. 5Y IF (2020): 5.354. ABS 2024 (*). ISSN: 1061-0421. DOI: 10.1108/JPBM-01-2018-1735. [ANVUR A]



28. **Pedeliento, G.**, Bettinelli, C., Andreini, D., Bergamaschi, M. (2018). Consumer Entrepreneurship and Cultural Innovation: The Case of GinO12. *Journal of Business Research*, 92, 431-442. Impact Factor JCR 2022: 11.3. ABS 2024 (***) . ISSN: 0148-2963. DOI: 10.1016/j.jbusres.2010.11.029. [ANVUR A].
29. Andreini, D., **Pedeliento, G.**, Zarantonello, L., Solerio, C. (2018). A renaissance of brand experience: advancing the concept through a multi-perspective analysis. *Journal of Business Research*, 91, 123-133. Impact Factor JCR 2022: 11.3. ABS 2024 (***) . ISSN: 0148-2963. DOI: 10.1016/j.jbusres.2018.05.046. [ANVUR A]
30. Cavallone, M., Andreini, D., **Pedeliento, G.**, Magno, F. (2018). Legitimizing the contribution of marketing to firms' success: an exploratory investigation of marketing professionals. *Mercati & Competitività*, (2), 15-36. ISSN 1826-7386.
31. Andreini, D., Rinallo, D., **Pedeliento, G.**, Bergamaschi, M. (2017). Brands and Religion in the Secularized Marketplace and Workplace: Insights from the Case of an Italian Hospital Renamed After a Roman Catholic Pope. *Journal of Business Ethics*, 141(3), 529-550. Impact Factor JCR 2022: 6.1. ABS 2024 (***) . Online ISSN: 1573-0697. Print ISSN: 0167-4544. DOI 10.1007/s10551-015-2709-y. FT 50 List. [ANVUR A]
32. **Pedeliento, G.**, Andreini, D., Bergamaschi, M., Klobas, J. (2017). Trust, Information Asymmetry, and Professional Service Recommender Platforms. *Journal of Service Theory and Practice*, 27(6), 1081-1104. Impact Factor JCR 2022: 4.6. ABS 2024 (*). ISSN: 2055-6225. DOI: 10.1108/JSTP-10-2016-0185. [ANVUR A]
33. **Pedeliento, G.**, Andreini, D., Bergamaschi, M., Salo, J. (2016). Brand and Product Attachment in an Industrial Context: The Effects on Brand Loyalty. *Industrial Marketing Management*, 53: 194-206. Impact Factor JCR 2022: 8.9. ABS 2024 (***) . ISSN: 0019-8501. DOI: 10.1016/j.indmarman.2015.06.007. [ANVUR A]
34. Andreini D., **Pedeliento G.**, Salo, J., Bergamaschi, M. (2014). The Cross-Effects of Sponsorship in Non-Professional Sports Communities, *Management Decision*, 52(10), 2044-2068. Impact Factor JCR 2022: 4.6. ABS 2024 (**). ISSN: 0025-1747. DOI: 10.1108/MD-07-2013-0395. [ANVUR A]
35. Andreini D., **Pedeliento, G.**, Signori, S. (2014). CSR and Service Quality in Nonprofit Organizations: the Case of a Performing Arts Association, *International Journal of Nonprofit and Voluntary Sector Marketing*, 19(2), 127-142. ABS 2021 (*). DOI: 10.1002/nvsm.1488.
36. Andreini D., **Pedeliento, G.** (2014). The Multichannel Effects of Sponsorship: An Empirical Analysis, *Mercati & Competitività*, (4): 65-83. ISSN 1826-7386.
37. Andreini D., **Pedeliento, G.** (2014). Crowdfunding: A Financing Alternative for New Ventures: The Kickstarter Experience, *IR Top - Journal of Investor Relations*, (1): 26-29. ISSN 2038-1441.
38. Upadhyay A., **Pedeliento, G.** (2014). Understanding Scope and Boundaries of Regional Innovation, *InImpact: The Journal of Innovation Impact*. 7(1): 116-122. ISSN 2051-6002.
39. Andreini D., **Pedeliento G.** (2013). B2B vs B2C: An Empirical Attempt to Bridge the Gap, *Mercati & Competitività*, (1):75-98. ISSN 1826-7386.
40. Andreini D., Bergamaschi M., **Pedeliento G.** (2012). Corporate rebranding di un'azienda ospedaliera pubblica: un'analisi dei fattori critici di successo, *MECOSAN - Trimestrale di Management ed Economia Sanitaria*, 83: 9-22. ISSN 1121-6921. [Scopus].



Case studies

1. Mangiò, F., **Pedeliento, G.**, Andreini, D. (2023). Unpacking brand communication on social media through top-down and bottom-up text-mining. *SAGE Research Methods Cases: Business & Management*. DOI: 10.4135/9781529667516.
2. **Pedeliento, G.**, Murtas, G. et al. (2022). Il calcio femminile: la sponsorship sportiva in contesti non mainstream. *Pearson Management & Marketing Cases*. ISBN: 9788891932181; DOI 10.17464/9788891932181.
3. **Pedeliento, G.**, Mangiò, F. Littlewood, A., Murtas, G. Nicoloso Manfrini, G. (2021). A New Paradigm in the Luxury Fashion Industry: Off-White and the Rise of Luxury Streetwear. *SAGE Business Cases*. DOI: 10.4135/9781529759211. Online ISBN: 9781473995925.
4. **Pedeliento, G.**, Mangiò, F. Littlewood, A., Murtas, G. Nicoloso Manfrini, G. (2020). Off-White e la nascita del luxury streetwear. *Pearson Management & Marketing Cases*. ISBN: 9788891926692. DOI 10.17464/9788891926692.
5. **Pedeliento, G.**, Andreini, D., Dalli, D. (2017). The Local(s) as the New Global? Local Brands in the New Premium Market for Spirits: The Case of Gin Mare. *SAGE Business Cases*, DOI: 10.4135/9781473995925. Online ISBN: 9781473995925.

Books

1. **Pedeliento, G.**, Sammaciccia, M. (2021). *Imprenditorialità e disturbi specifici dell'apprendimento*. Pearson Education. ISBN: 978-88-919-2587-9.
2. **Pedeliento, G.**, (2018). Analyzing Attachment and Consumers' Emotions: Emerging Research and Opportunities. *Advances in Marketing, Customer Relationship Management, and E-Services Book Series*, IGI GLOBAL. Hershey, PA. ISBN: 9781522549840 (hardcover) | ISBN 9781522549857 (ebook) – ISSN: 2327-5502 | eISSN: 2327-5529 | DOI: 10.4018/978-1-5225-4984-0. (peer reviewed).

Book chapters (peer reviewed)

1. Mangiò, F., **Pedeliento, G.**, Andreini, D. (2022). Brand experience co-creation at the time of artificial intelligence. In Oriol Iglesias, Nicholas Ind and Majken Schultz (Eds.), *The Routledge Companion to Corporate Branding*, Routledge. ISBN: 978-0-367-47663-2. DOI: 10.4324/9781003035749-15.
2. Murtas, G., **Pedeliento, G.**, Andreini, D. (2022). To pack sustainably or not to pack sustainably? A review on the relationship between consumer behavior and sustainable packaging. In Beatrice Luceri e Elisa Martinelli (Eds.), *Managing Sustainability: perspectives in the retailing and service fields*, Springer (forthcoming).
3. Siala, H., **Pedeliento, G.**, Andreini, D. (2022). The Effect of Religiosity on Learning Ethics in Serious Gaming Environments: Religious influences in serious educational games. In Carol-Ann Lane (ed.), *Handbook of Research on Acquiring 21st Century Literacy Skills Through Game-Based Learning*, IGI Global. Hershey, PA: Business Science Reference. DOI: 10.4018/978-1-7998-7271-9, ISBN13: 9781799872719.
4. Salo, J., **Pedeliento, G.**, Wendelin, R. (2015). Managing Digital Bonds in the Buyer-Supplier Relationships. In Theodosios Tsiakis (a cura di), *Trends and Innovations in Marketing Information*



Systems (pp. 107-128). IGI Global. Hershey, PA: Business Science Reference. ISBN13: 9781466684591. DOI: 10.4018/978-1-4666-8459-1 [Scopus].

5. **Pedeliento, G.**, Andreini, D., Bergamaschi, M., Magno, F. (2015). Place Branding: Marketing in an s-Low Tourism Perspective. In: Emanuela Casti, Federica Burini (a cura di). *Centrality of Territories*, pp. 91-103. Bergamo University Press/Sestante Edizioni, Bergamo. ISBN: 978-88-6642.210-5.
6. Andreini, D., **Pedeliento, G.** (2014). Is Multichannel Integration in Retailing a Source of Competitive Advantage? A Consumer Perspective. In Fabio Musso & Elena Druica (a cura di) *Handbook of Research on Retailer-Consumer Relationship Development* (pp. 471-489). IGI Global. Hershey, PA: Business Science Reference. DOI:10.4018/978-1-4666-6074-8.ch025 [Scopus].

Book chapters (not peer reviewed)

1. **Pedeliento, G.**, Andreini, D. (2015). La collaborazione nella supply chain. In: Mara Bergamaschi & Angelo Renoldi (a cura di) *Logistica e Supply Chain Management*, pp. 137-166. Pearson, Milano. ISBN: 978-88-6518-36-63.
2. Andreini, D., **Pedeliento, G.** (2015). E-business e supply chain management. In: Mara Bergamaschi & Angelo Renoldi (a cura di) *Logistica e Supply Chain Management*, pp. 189-216. Pearson, Milano. ISBN: 978-88-6518-36-63.
3. **Pedeliento, G.** (2012). La pianificazione economica e il controllo di gestione nell'attività concertistica. In: Andrea Pontiroli (a cura di) *Un concerto da manuale – soluzioni semplici per organizzare concerti*, pp. 227-246. NdA Press, Rimini. ISBN: 978-88-89035-73-3.

Research reports

1. **Pedeliento G.** (2021). Sustainability in the B2B sector. Report developed for CNH Industrial S.p.A.
2. **Pedeliento, G.** (2016). Report 2016 sulla presenza delle società italiane di ingegneria e architettura all'estero. Report developed for OICE-Confindustria.
3. **Pedeliento, G.**, Tucci, A., Amato, S. (2015). Rapporto 2015 sulla presenza delle società italiane di ingegneria e architettura all'estero. Report developed for OICE-Confindustria.
4. Report on the Italian Architecture and Engineering Industry (2011-2012-2013-2014-2015-2016 editions). The report is edited by Aldo Norsa, published by Guamari and distributed by Edilizia e Territorio/Il Sole 24 Ore.

Other articles

1. **Pedeliento G.**, (2025). Cybersecurity e Nis2: le imprese restano al palo. 9 Ottobre 2025, La Repubblica.
2. **Pedeliento G.**, (2022). CNH REMAN: una sfida di marketing per un mondo più sostenibile. *Harvard Business Review Italia*. (Dicembre), 114.
3. **Pedeliento G.** (2021). Il brand Barbour, un ossimoro di successo. *Harvard Business Review Italia*. (Novembre), 114-115.
4. **Pedeliento G.** (con Mangiò, F. e Andreini, D.). La vita in quarantena: ecco cosa twittano gli italiani chiusi in casa per il coronavirus, 28 Marzo 2020, La Repubblica.



Articoli under review

1. Murtas, G., **Pedeliento, G.** From the 'Ghetto' to the Stars: Unveiling Market Dynamics of Status Change. *Marketing Theory*. (III round).
2. Valesi, R., **Pedeliento, G.**, Andreini, D. Branding Strategies for Controversial Products: The Role of Ingredient Co-Branding and Brand Positioning. *Journal of Product & Brand Management*. (II round).

Articles in progress (and target journal)

1. Mangiò, F., Murtas, G., **Pedeliento, G.**, Colicev, A. The discursive constitution of market hypes by online communities: Target Journal: *International Journal of Research in Marketing*.
2. Biraghi, S., Gambetti, R., **Pedeliento, G.**, The collective effervescence of the Black Friday. Target Journal: *Journal of Consumer Culture*.
3. **Pedeliento, G.**, Pinchera, V., Merlo, E. Unraveling the making of the high-end fashion category: A historical analysis of its unfolding aesthetic logics. Target Journal: TBD.

Conferences

1. Murtas, G., **Pedeliento, G.**, Biraglia, A. (2026). Understanding Consumer Behavior Toward Different Second-Hand Luxury Resale Channels. 19th Global Brand Conference, Academy of Marketing, Brand, Identity and Corporate Reputation Special Interest Group (SIG), Oxford, 6-8 May.
2. Hamidi, H., **Pedeliento, G.**, Coarec, J., Andreini, D. (2026). The influence of categorical identity on users' preference for generative AI (GenAI) based applications. EMAC Conference, Bath, 2-5 June.
3. Murtas, G., **Pedeliento, G.**, Biraglia, A. (2025). Understanding Consumer Behavior Toward Different Second-Hand Luxury Resale Channels. XXII Conference of the Italian Marketing Association (SIM), Università Parthenope, Napoli, 11-12 September.
4. Mangiò, F., Bajde, D., Murtas, G., **Pedeliento, G.** (2025). Hyped: Affective Dynamics and Public Participation in Contemporary Market Excess. XXII Conference of the Italian Marketing Association (SIM), Università Parthenope, Napoli, 11-12 September.
5. Hamidi, H., Andreini, D., **Pedeliento, G.** (2025). Jack of All Trades or Master of One? The Impact of Category Spanning on the Performance of AI Applications. XXII Conference of the Italian Marketing Association (SIM), Università Parthenope, Napoli, 11-12 September.
6. Mangiò, F., Murtas, G., **Pedeliento, G.** (2025). The discursive constitution of hype by online users: a computational investigation. Third Workshop on Digital Data for Research in Management and Organization Studies. 16 June. Bocconi University.
7. Mangiò, F., Valesi, R., **Pedeliento, G.**, Andreini, D. (2025). Between advocates and keyboard warriors: who lies behind polarized reactions to brand activism on social media? 18th Global Brand Conference 2023 Academy of Marketing, Brand, Identity and Corporate Reputation Special Interest Group (SIG), 7-9 May, Católica Porto Business School, Porto Portugal.
8. Murtas, G., Mangiò, F., **Pedeliento, G.**, Manoli, E. A. (2025). The athlete brand is in the eyes of the commenter: Audience perceptions of athletes' self-presentation on social media. 18th Global Brand



Conference 2023 Academy of Marketing. Brand, Identity and Corporate Reputation Special Interest Group (SIG), 7-9 May, Católica Porto Business School, Porto Portugal.

9. **Pedeliento, G.** (2025). Can brand positioning be oxymoronic? 18th Global Brand Conference 2023 Academy of Marketing. Brand, Identity and Corporate Reputation Special Interest Group (SIG), 7-9 May, Católica Porto Business School, Porto Portugal.
10. Murtas, G., **Pedeliento, G.** (2024). Investigating the customer journey in second-hand fashion platforms: Implications for luxury brand management. XXI Conference of the Italian Marketing Association (SIM). IULM, Milan, 17-19 October.
11. Valesi, R., Andreini, D., **Pedeliento, G.** (2024). Edible insects and brand perception: a neuroscientific exploration of consumer acceptance. XXI Conference of the Italian Marketing Association (SIM). IULM, Milano, 17-19 October.
12. Murtas, G., Mangiò, F., **Pedeliento, G.**, Manoli, E. A. (2024). The athlete brand is in the eyes of the commenter: Audience perceptions of athletes' self-presentation on social media. XXI Conference of the Italian Marketing Association (SIM). IULM, Milano, 17-19 October.
13. Murtas, G., **Pedeliento, G.** (2024). Beyond second-hand luxury: Unraveling the consumer journey in 'pre-owned' fashion platforms. Global Fashion Management Conference, Milan, 11-14 July.
14. **Pedeliento G.** (2024). Market challenges of Reman: Where are we heading? World Remanufacturing Summit 2024, 12-13 March, Politecnico di Milano.
15. Murtas, G., **Pedeliento, G.** (2023). Investigating Market Dynamics of Status Change: The Rise of Streetwear. XX Conference of the Italian Marketing Association (SIM). University of Florence, Florence, 19-21 October.
16. Mangiò, F., Murtas, G., **Pedeliento, G.**, Cilicev, A. (2023). Alert: this scam is so dope! The discursive constitution of market hypes by online communities. XX Conference of the Italian Marketing Association (SIM). University of Florence, Florence, 19-21 October.
17. Valesi, R., Andreini, D., **Pedeliento, G.** (2023). Insect-based food consumption: the impact of brand equity on logo perception. A neuroscientific perspective. XX Conference of the Italian Marketing Association (SIM). University of Florence, Florence, 19-21 October.
18. Mangiò, F., **Pedeliento, G.** (2023). Contested but resilient: How the VPN industry navigates stigma. EGOS Colloquium 2023, Cagliari, 6-8 July.
19. Funke, C., Rother-Schnell, C., Mangiò, F., **Pedeliento, G.**, Walsh, G., Takahashi, I. (2023). Perceived digital stress: Measured cross-culturally and parsimoniously. 2023 Royal Bank International Research Seminar, Culture and Morphing the Real World into the Virtual World, Montreal (Canada), September 14-16.
20. Funke, C., Rother-Schnell, C., Mangiò, F., **Pedeliento, G.**, Walsh, G., Takahashi, I. (2023). Investigating Employee Digital Stress. 83rd Annual Meeting of the Academy of Management, Boston, USA, 4-8 August.
21. Mangiò, F., Murtas, G., **Pedeliento, G.**, Andreini, D., (2023). What are they talking about? A multiplatform analysis of online discourses on NFTs'. 24th AMS World Marketing Conference, Canterbury, UK, 11-14 July.



22. Funke, C., Rother-Schnell, C., Mangiò, F., **Pedeliento, G.**, Walsh, G., Takahashi, I. (2023). Short digital stress scale – psychometric properties and cross-cultural validation. European Conference on Information Systems (ECIS), Kristiansand, Norway, 11-16 June.
23. Mangiò, F., Murtas, G., **Pedeliento, G.**, Andreini, D. (2023). What the ... NFTs!: A multiplatform analysis of online discourses on NFTs'. 16th Global Brand Conference 2023 Academy of Marketing. Brand, Identity and Corporate Reputation Special Interest Group (SIG), 3-5 May, University of Bergamo.
24. Valesi, R., Andreini, D., **Pedeliento, G.** (2023). Insect-based food consumption: hedonic or utilitarian motives? A moderation and segmentation analyses. 16th Global Brand Conference 2023 Academy of Marketing. Brand, Identity and Corporate Reputation Special Interest Group (SIG), 3-5 May, University of Bergamo.
25. Murtas, G., **Pedeliento, G.** (2023). Web 3.0: challenges and opportunities for luxury branding. Monaco Symposium on Luxury, International University of Monaco, 4-6 April.
26. Murtas, G., **Pedeliento, G.** (2023). The paradoxical role of second-hand marketplaces in the luxury realm: do they co-create or co-destroy value? 4th Brand meaning network workshop American University of Sharjah, UAE. 8th-9th March, 2023 Special theme: co-creating the meaning of luxury in the circular economy.
27. Murtas, G., **Pedeliento, G.** (2022). From the 'ghetto' to the 'stars': how streetwear conquered the luxury fashion system. ACR (Association for Consumer Research) Conference, 20-23 October, Denver, Colorado (USA).
28. Zocco, L. **Pedeliento, G.** (2022). At the discovery of remanufacturing. Unravelling a promising topic for B2B research. 19-21 October 2022. XIX Conference of the Italian Marketing Association (SIM). University of Salerno.
29. Mangiò, F., **Pedeliento, G.**, Andreini, D. (2022). How markets navigate stigma: the case of the VPN industry. 19-21 October 2022. XIX Conference of the Italian Marketing Association (SIM). University of Salerno.
30. Murtas, G., **Pedeliento, G.** (2022). Web 3.0: challenges and opportunities for luxury branding. 19-21 October 2022. XIX Conference of the Italian Marketing Association (SIM). University of Salerno.
31. Valesi, R. Andreini, D., **Pedeliento, G.** (2022). Insect-based food consumption: hedonic or ethical motives? A moderation analysis. 19-21 October 2022. XIX Conference of the Italian Marketing Association (SIM). University of Salerno.
32. **Pedeliento, G.** (2022). La sponsorship sportiva in contesti non mainstream: il caso del calcio femminile. Sinergie-SIMA Conference 2022, 30 Jun-1 Jul, Bocconi University, Milan.
33. Mangiò, F., **Pedeliento, G.**, Andreini, D., Zarantonello, L. (2022). Woke brand communication and consumers' social media engagement: a text mining analysis. 15th Global Brand Conference 2020 Academy of Marketing. Brand, Identity and Corporate Reputation Special Interest Group (SIG), 4-6 May, Sheffield Hallam University, Sheffield, England.
34. **Pedeliento G.**, Pinchera V., Merlo, E. (2022). Unravelling the making of high-end fashion's category: A historical analysis of its unfolding aesthetic logics. CONNECT Workshop on Organization Studies & Family Firms, 25 March, University of Bergamo.



35. **Pedeliento, G.**, Leek, S., Christodoulides, G. (2021). Luxury branding in B2B. AUS-Chalhoub Symposium on Luxury Marketing & Branding in collaboration with the Academy of Marketing SIG in Consumer Psychology and Cross-Cultural Research, 15-16 November.
36. Murtas, G., **Pedeliento, G.**, Andreini, D. (2021). From the Ghetto to the Stars: How Luxury Streetwear Conquered the Fashion System. AUS-Chalhoub Symposium on Luxury Marketing & Branding in collaboration with the Academy of Marketing SIG in Consumer Psychology and Cross-Cultural Research, 15-16 November.
37. Mangiò, F., **Pedeliento, G.**, Andreini, D. (2021). *Odi et amo*: exploring consumers' polarized reactions to brand-generated social media content. 14-15 October, 2021. XVIII Conference of the Italian Marketing Association (SIM). Politecnica delle Marche University, Ancona.
38. Murtas, G., **Pedeliento, G.**, Andreini, D. (2021). The emergence and rise of luxury streetwear. 14-15 October, 2021. XVIII Conference of the Italian Marketing Association (SIM). Politecnica delle Marche University, Ancona.
39. Mangiò, F., Murtas, G., **Pedeliento, G.**, Andreini, D., Bettinelli, C. (2021). What do we really know about market system dynamics? A comprehensive literature review. Sinergie-SIMA 2020 Conference, Leveraging intersections in management theory and practice, 10-11 June, University of Palermo.
40. Mangiò, F., **Pedeliento, G.**, Andreini, D. (2021). Branding rhetoric in times of a global pandemic: a text-mining analysis. Online Global Brand Meeting - Academy of Marketing - Brand, Identity and Corporate Reputation Special Interest Group (SIG), 27 May 2021.
41. Mangiò, F., Andreini, D., **Pedeliento, G.** (2020). Branding rhetoric in times of a global pandemic: a text-mining analysis of tweets before, during and after the lockdown, 29-30 October, 2020. XVII Conferenza della Società Italiana Marketing (SIM). LIUC University, Castellanza.
42. **Pedeliento, G.**, Murtas, G., Bettinelli, C., Del Bosco, B., Andreini, D. (2020). From the Ghetto to the Stars: How Luxury Streetwear Conquered the Fashion System. 29-30 October, 2020. XVII Conference of the Italian Marketing Association (SIM). LIUC University, Castellanza.
43. Mangiò, F., Andreini, D., **Pedeliento, G.** (2020). Tweeting during hard times: A text-mining exploration of the rhetorical strategies adopted by brands during Covid-19 lockdown in Italy. Workshop, "Covid-19 and Marketing Research in Italy" (promoted by SIM) and Italian Journal of Marketing.
44. **Pedeliento, G.**, Pinchera, V., Dalli, D. (2020). Art and business. The history of Campari. Sinergie-SIMA 2020 Conference, Companies and Universities working for a better society, 7-8 September - University of Pisa.
45. **Pedeliento, G.** (2020). Off-White e la nascita del luxury streetwear. Sinergie-SIMA 2020 Conference, Companies and Universities working for a better society, 7-8 September - University of Pisa.
46. Mangiò, F., Andreini, D., **Pedeliento, G.** (2019). Stop surveilling me! Consumers' digital rebellion and the phenomenon of Internet anonymous navigation. XVI Conference of the Italian Marketing Association (SIM), 24-25 October, Università Cattolica del Sacro Cuore, Piacenza.
47. **Pedeliento, G.**, Andreini, D., Dalli, D. (2019). A tale of a categorical shift: the Hendrick's revolution and the partitioning of the gin category, 14th Global Brand Conference Academy of Marketing. Brand, Identity and Corporate Reputation Special Interest Group (SIG), 8-10 May, Berlin School of Economics and Law, Berlin, Germany.



48. Andreini, D., **Pedeliento, G.** (2019). Brand experience! Here we go again, 14th Global Brand Conference Academy of Marketing. Brand, Identity and Corporate Reputation Special Interest Group (SIG), 8-10 May, Berlin School of Economics and Law, Berlin, Germany. Paper selected for the Science Slam.
49. **Pedeliento, G.**, Andreini, D. (2019). Are accidental entrepreneurs really accidental? A cross comparison of six consumer-established new ventures. Workshop on 'Consumer entrepreneurship and its reflections on branding theory and practice', Università Cattolica del Sacro Cuore, Milan, 28 May.
50. **Pedeliento, G.**, Rombolà, E., Andreini, D. (2018). Carrions and parasites: online consumers' reactions to controversial advertisements. XV Conference of the Italian Marketing Association (SIM), 17-18 October, Aldo Moro University, Bari.
51. **Pedeliento, G.**, Andreini, D., Veloutsou, C., Apa, R. (2018). Integration in and identification with brand communities. A comparison between consumer generated and marketer generated communities, 4th International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR) 2018, 3-4 September, University of Calabria.
52. **Pedeliento, G.**, Andreini, D., Dalli, D. (2018). From mother's ruin to 'ginnaissance'. Emergence, settlement, and resettlement of the gin category. XVIII World Economic History Congress, 29 July - 3 August, Boston.
53. **Pedeliento, G.**, Andreini, D., Apa, R. (2018). Integration in brand communities. A comparison between consumer generated and marketer generated communities, 13th Global Brand Conference Academy of Marketing. Brand, Identity and Corporate Reputation Special Interest Group (SIG), 2-4 May, Northumbria University, Newcastle, England.
54. Andreini, D., **Pedeliento, G.**, Bergamaschi, M. (2018). On the way to business blockchainization: An empirical analysis of successful ICOs, Sinergie-SIMA 2018 Conference, Transformative business strategies and new patterns for value creation, 14-15 June 2018 - Ca' Foscari University Venezia.
55. Andreini, D. Romano, **Pedeliento, G.** (2018). The development of process-based innovation in manufacturing companies: the results of the collaboration between the University of Bergamo and SIAD. The 2018 UIIN (University-Industry Interaction Conference). 20-22 June, London South Bank University, Londra, England.
56. Andreini, D., Solerio, C., **Pedeliento, G.**, Zarantonello, L. (2017). Brand experience: a multi-perspective analysis, Proceedings of the 12th Global Brand Conference Academy of Marketing. Brand, Identity and Corporate Reputation Special Interest Group (SIG), 26-28 April, School of Business and Economics, Linnaeus University, Kalmar, Sweden (pp. 36-41). ISBN: 978-91-88357-69-4.
57. **Pedeliento, G.** (2016). Nationalism and autarky in the contemporary (liberal) marketplace: The emergence and rise of Futurist Mixology. XIII Conference of the Italian Marketing Association (SIM), 20-21 October, Cassino and Southern Lazio University. ISBN: 978-88-907662-6-8.
58. **Pedeliento, G.**, Andreini, D., Bergamaschi, M., Klobas, J. (2016). How online recommendation agents affect consumers' search and post-purchase evaluation of professional services: evidences from the notary sector. XIII Conference of the Italian Marketing Association (SIM), 20-21 October, Cassino and Southern Lazio University. ISBN: 978-88-907662-6-8.
59. **Pedeliento, G.**, Dalli, D., Andreini, D. (2015). Mothers' Ruin and Madame Genève. the troubled past and the shining present of gin. A historical-constructivist perspective. XII Conference of the Italian Marketing Association (SIM), 22-23 October, Turin. ISBN: 978-88-907662-4-4.



60. **Pedeliento, G.**, Villa E. M. (2015). How Moleskine became a cultural icon: The journey of a brand for contemporary nomads. XII Conference of the Italian Marketing Association (SIM), 22-23 October, Turin. ISBN: 978-88-907662-4-4.
61. **Pedeliento, G.**, Dalli, D., Andreini, D. (2015). Local David(s) out-localize global Goliath(s): Evidences from the super-premium market for gin. Paper selected for the Brand Camp 3. 20-22 March. University of Innsbruck, Innsbruck (Austria). Brand Research Laboratory, Association for Consumer Research (ACR).
62. Salo, J., **Pedeliento, G.** (2015). Mobile game advertising recall in pre-and post-game experience. Journal of International Conference on Marketing & Business Development. 1(1), pp. 261-273. Bucharest (Romania), University of Economic Studies Publishing House - ISSN: 2344 - 5130.
63. **Pedeliento, G.**, Dalli, D., Andreini, D. (2014). The local(s) as the new global? Local brands in the new premium market for spirits: the case of Gin Mare from Spain. Annual Meeting of the Mediterranean Marketing Network, 18-19 November, Bocconi University, Milan.
64. Upadhyay, A., **Pedeliento, G.** (2014). Understanding scope and boundaries of regional innovation, Innovation KT Conference, Innovation Through Knowledge Transfer, University of Greenwich, Londra, (UK).
65. **Pedeliento, G.**, Andreini, D. (2013). An exploratory investigation of the users' influence in the purchasing process of trucks, XXIX IMP Conference, Georgia State University, Atlanta (USA).
66. Andreini, D., **Pedeliento, G.** (2013). The role of peer-to-peer communication in online sponsorship. Bicentenary AIDEA Conference, University of Salento, Lecce.
67. Andreini, D., **Pedeliento, G.** (2013). Multi-channel retailing as a source of competitive advantage: a consumer perspective. X Conference of the Italian Marketing Association (SIM). Bicocca University, Milan.
68. **Pedeliento, G.** (2012). Project marketing: a structurationist perspective, XXVIII IMP Conference, 13-15 September, Università Cattolica del Sacro Cuore, Rome.
69. Andreini, D., **Pedeliento, G.** (2012). The extended self in a business-to-business context: and inquiry into trucks and truck drivers. XXVIII IMP Conference, 13-15 September, Università Cattolica del Sacro Cuore, Rome.
70. **Pedeliento, G.**, Trio, O., Andreini, D. (2012). I processi di internazionalizzazione delle imprese di costruzioni italiane: analisi teorica ed evidenze empiriche. XXIV Sinergie Conference, Salento University, Lecce - ISBN 978-88-907394-0-8.
71. Sihvonen, A., **Pedeliento, G.**, Tikkanen, H., Salo, J., Hietanen, J., Mattila, P., Parvinen, P. (2011). Managerial storytelling: how we write up managerial and academic stories in B2B case study research. XXVII IMP Conference, University of Strathclyde, Glasgow.
72. Andreini, D., **Pedeliento, G.**, Signori, S. (2012). The customer satisfaction in a non profit context: the role of social responsibility and its communication. XII EURAM (European Academy of Management) Conference, Rotterdam.



73. Andreini, D., **Pedeliento, G.**, Signori, S. (2011). The customer satisfaction in a non profit context: the role of social responsibility and its communication, XXXVII MACROMARKETING Conference, Berlin - ISBN 978-3-941240-50-6.
74. Andreini, D., **Pedeliento, G.**, Signori, S. (2011). La customer satisfaction nelle associazioni di promozione sociale: il ruolo della responsabilità sociale e della sua comunicazione. XVI AIDEA, Cagliari University - ISBN 978 88-906627-06.
75. Upadhyay, A., **Pedeliento, G.** (2010). Regional innovation: a strategic tool. EIASM - European Institute for Advanced Studies in Management - Conference, University of Ghent, Ghent.
76. **Pedeliento, G.**, Norsa, A. (2010). The stakeholder management in real estate. ERES - European Real Estate Society - Conference, Bocconi University, Milan.

ATTIVITÀ DI TERZA MISSIONE (principali incarichi)

- Continental Italia S.p.A. (automotive supplies)
Training for the sales network aimed at illustrating the distinctive characteristics of the target segments addressed by the company's offering, based on empirical evidence collected in the field.
- Volvo Truck S.p.A. (automotive)
Design and execution of applied studies and research using qualitative and quantitative methodologies, enabling a value-based repositioning of the brand in the Italian market, as well as a profound rethinking of sales strategies from a value-based selling perspective. In addition to research activities, the assignment also included a series of internal training initiatives.
- Friends Società Benefit S.r.l. (public utilities)
Development of the brand and digital identity of this new operator in the public utilities sector, along with the delivery of advisory services related to digital indexing optimization (SEO), the design of effective customer journeys for conversion generation, target understanding, and identification of key value drivers.
- OICE / Confindustria (business association)
Conducting a study on the member companies to understand their main internationalization strategies and to outline forecasts regarding the international presence of Italian project-based enterprises abroad.
- Iveco - CNH Industrial (agricultural machinery)
Execution of a meta-analysis aimed at identifying the most appropriate operational approaches for the development of sustainable aftermarket packaging.
- CNH Industrial, REMAN Division (agricultural machinery)
Development of applied research projects aimed at identifying the main drivers behind the purchase of remanufactured products.
- MAN Truck & Bus S.p.A. (automotive)
Conducting applied research to measure customer perceptions of after-sales service quality through qualitative and quantitative methodologies.
- LCS S.p.A. (automated warehouses)



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Dipartimento
di Scienze Aziendali



MARKETING
LHOB
Dipartimento
di Scienze Aziendali

Design of the branding strategy and brand architecture for the group and its associated operating entities. The assignment includes a revision of the corporate identity, competitive and demand analysis, and the development of a brand strategy aligned with current and future market conditions.

- Forteq S.p.A. (automotive supplies)
Identification and analysis of national and international competitors, and development of a system for tracking and monitoring competitive dynamics.
- NEXT S.r.l. (consulting)
Design of the market strategy for an innovative university spin-off consulting company adopting a philosophy-based strategic approach.
- Rangoni & Affini (automotive dealer)
Development of a system for monitoring customer-perceived quality in after-sales services and implementation of corrective actions.
- Stucchi S.p.A. (quick couplings)
Quantification and assessment of the economic and environmental impact of flat-face quick coupling technology in the agricultural machinery sector.
- Softlab S.p.A. (Information Technology)
Preparation of a report and organization of a conference presenting the level of awareness among companies regarding the application of the NIS2 regulation.

Bergamo, January 2026

I hereby consent to the processing of the personal data contained in my curriculum vitae in accordance with Legislative Decree No. 196/2003, as amended by Legislative Decree No. 101/2018, and with Article 13 of the GDPR (EU Regulation 2016/679).