



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Dipartimento
di Scienze Aziendali

Dr. Gabriele MURTAS

Postdoctoral Research fellow
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SUMMARY

Gabriele Murtas is a postdoctoral research fellow in Marketing at the Department of Management, University of Bergamo (Italy). He served as a visiting Ph.D. student at the School of Business Administration, American University of Sharjah (UAE). His research focuses on the evolution of the luxury industry and the implementation of innovative marketing strategies in luxury brands. Early outputs of his research have been published in outlets such as the Journal of Strategic Marketing, AMS Review, Journal of Global Fashion Marketing, and Journal of Consumer Behaviour.

EDUCATION

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|-------------------|--|
| 10/2020 – 12/2023 | Ph.D. in Marketing, Business and Law (XXXVI cycle). Graduated with honors. University of Bergamo (Italy). |
| 09/2017 – 09/2019 | M.Sc. in International Management, curriculum Management and Marketing. Graduated Magna cum Laude. University of Bergamo (Italy). |

VISITING

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| 03/2023 – 04/2023 | Visiting scholar at the School of Business Administration, American University of Sharjah (UAE). AACSB accredited. Supervisor: Prof. George Christodoulides. |
| 02/2022 – 05/2022 | Visiting scholar at the School of Business Administration, American University of Sharjah (UAE). AACSB accredited. Supervisor: Prof. George Christodoulides. |



PROFESSIONAL AFFILIATIONS

03/2023 – 09/2025

Board member of the Italian Management Association (SIMA), specifically within the section dedicated to young researchers (NextGen). NextGen aims to connect young Italian researchers through online and in-person events, providing educational and networking opportunities.

TEACHING EXPERIENCE

As Professor

2025-2026

Lecturer in Communicating Luxury, ESCP Business School (Turin Campus).

2025-2026

Lecturer in Advanced Luxury Marketing, ESCP Business School (Turin Campus).

2025-2026

Lecturer in Business Management, University of Bergamo (Italy)

2025-2026

Lecturer in Advanced Marketing, University of Bergamo (Italy)

2024-2025

Lecturer in Advanced Luxury Marketing, ESCP Business School (Turin Campus).

2023-2024

Lecturer in Marketing Strategies, University of Bergamo (Italy).

As Module Instructor

2025-2026

Guest Lecturer on Branding and Digital Marketing (15-hour module), Master's program in Sport Management, University of Bergamo (Italy).

As Teaching Assistant

2024-2025

Teaching Assistant for CREOLAB - Entrepreneurial Laboratories, University of Bergamo (Italy).



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| | Teaching Assistant for the course Market Research held by Prof. Elisavet Manoli, University of Bergamo (Italy). |
| 2023 - 2024 | Teaching Assistant for CREOLAB - Entrepreneurial Laboratories, University of Bergamo (Italy). |
| | Teaching Assistant for the course Market Research held by Prof. Elisavet Manoli, University of Bergamo (Italy). |
| 2022 - 2023 | Teaching Assistant for the course Market Research held by Profs. Daniela Andreini & Giuseppe Pedeliento, University of Bergamo (Italy). |
| 2021 - 2022 | Teaching Assistant for the course Digital Business Model held by Prof. Daniela Andreini, University of Bergamo (Italy). |
| | Teaching Assistant for the course Market Research held by Profs. Daniela Andreini & Giuseppe Pedeliento, University of Bergamo (Italy). |
| 2020 - 2021 | Teaching Assistant for the course Management Decision held by Prof. Daniela Andreini, University of Bergamo (Italy). |
| | Teaching Assistant for the course Market Research held by Profs. Daniela Andreini & Giuseppe Pedeliento, University of Bergamo (Italy). |
| <i>Lectures by invitation</i> | |
| 28/03/2025 | "Basics of quantitative and qualitative research" as part of the course "CREOLAB - Entrepreneurial laboratories" held by Prof. Mara Bergamaschi. University of Bergamo, Italy. |
| 20/02/2024 | "Co-branding strategies in luxury fashion" as part of the course "Luxury Brand Management" held by Prof. Isabella Maggioni. ESCP Business School - Turin Campus. |



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| 7-13-14/12/2023 | "How to present a research paper" as part of the course "Market research" held by Prof. Elisavet Manoli. University of Bergamo, Italy. |
| 10-11-15/12/2023 | "The basics of the luxury branding strategy" as part of the course "Advanced marketing" held by Prof. Giuseppe Pedeliento. University of Bergamo, Italy. |
| 4-5/10/2023 | "Research design strategy" and "In-depth interviews" as part of the course "Market research" held by Prof. Elisavet Manoli. University of Bergamo, Italy. |
| 6/03/2023 | "Off-White and the rise of luxury streetwear" as part of the course "Luxury branding" held by Prof. George Christodoulides. American University of Sharjah, UAE. |
| 9-13/12/2022 | "The basics of the luxury branding strategy" as part of the course "Advanced marketing" held by Prof. Giuseppe Pedeliento. University of Bergamo, Italy. |
| 29/11/2022 | "Off-White and the rise of luxury streetwear" as part of the course "Advanced marketing" held by Prof. Giuseppe Pedeliento. University of Bergamo, Italy. |
| 21/02/2022 | "Off-White and the rise of luxury streetwear" as part of the course "Luxury branding" held by Prof. George Christodoulides. American University of Sharjah, UAE. |
| 11/12/2021 | "The case study methodology" as part of the course "Market Research" held by Prof. Giuseppe Pedeliento. University of Bergamo, Italy. |
| 17/11/2020 | "The history of sneakers" as part of the course "History of consumption" held by Prof. Valeria Pinchera. University of Pisa, Italy. |

METHODS TRAINING

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| 07/2025 | "Experimental Methods" held by Profs. Giampaolo Viglia, Giandomenico Di Domenico, Giovanni Pino e Haiming Hang. Portsmouth University, UK. July 14-17, 2025. |
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| 11/2024 | "The Basics of fsQCA" held by Prof. Laura Mariani. University of Bergamo, Italy. November 11-12, 2024. |
| 09/2024 | "The Basics of PLS-SEM" held by Profs. Fabio Cassia, Francesca Magno. University of Bergamo, Italy. September 3-9-12, 2024. |
| 12/2021 | "2021 Seminar on Qualitative Methods and Research Design" held by Profs. Eric Arnould, Craig Thompson, Henri Weijo, Gokcen Coskuner-Balli, & Maud Herbert. Université de Lille, France. December 6-10, 2021. |
| 09/2021 | "Basics of qualitative research" held by Prof. Luca Visconti. University of Calabria, Italy. August 30 – September 3, 2021. |
| 07/2021 | "Qualitative Data Analysis: Methodologies for Analysing Text and Talk – Thematic analysis" held by Prof. Lea Sgier. Essex University, UK. July 12-23, 2021. |
| 01/2021 | "Designing the research: designing research effectively to optimize final results" held by Profs. Stefano Bresciani, Alfredo De Massis, Daniele Dalli. SIMA-SIM School of Research Methods. January 25-29, 2021. |

AWARDS

1. Best paper award for the paper titled "Investigating the customer journey in second-hand fashion platforms: Implications for luxury brand management" (with Pedeliento, G.) presented during the Italian Marketing Association (SIM) conference, IULM University (Italy), October 17-18, 2024.
2. Honorable mention for the thesis titled "*Luxury Fashion in Transition: Three Essays on Its Evolutionary Dynamics*" at the 2024 Global Fashion Management Conference in Milan, July 2024.
3. Second place award for the 'Best Doctoral Thesis in Marketing' by the Italian Marketing Association (SIM - Società Italiana Marketing) for the thesis titled "*Luxury Fashion in Transition: Three Essays on Its Evolutionary Dynamics.*" Rome, May 2024.
4. Best paper award for the paper titled "Web 3.0: Challenges and Opportunities for Luxury Branding" (with Pedeliento, G.) presented during the Italian Marketing Association (SIM) conference, University of Salerno (Italy), October 20-21, 2022.
5. Best paper award for the paper titled "From the ghetto to the stars: How luxury streetwear conquered the fashion system" (with Pedeliento, G., & Andreini, D.)



presented during the 2021 AUS-Chalhoub Symposium on Luxury Marketing & Branding (University of Sharjah, UAE), November 15-16, 2021.

CONFERENCES AND WORKSHOPS

1. Italian Marketing Association (SIM), Napoli Parthenope University (Italy). September 10-12, 2025. "Understanding Consumer Behavior Toward Different Second-Hand Luxury Resale Channels" (with Pedeliento, G. & Biraglia, A.) and "How traditional fan values influence the adoption of new technologies in sports" (with Manoli, E.)
2. Workshop on digital data in Management and Organization studies research (Bocconi University, Milan). June 16, 2025. "The discursive constitution of hype by online users: a computational investigation" (with Mangiò, F., & Pedeliento, G.)
3. EMAC Conference, Esic University (Madrid, Spain). May 27-30, 2025. "Investigating the consumer journey in purchasing pre-owned luxury on second-hand platforms" (with Pedeliento, G.)
4. Italian Marketing Association (SIM), IULM University (Italy). October 17-18, 2024. "Investigating the customer journey in second-hand fashion platforms: Implications for luxury brand management" (with Pedeliento, G.) and "The athlete brand is in the eyes of the commenter: Audience perceptions of athletes' self-presentation on social media" (with Mangiò, F., Pedeliento, G., & Manoli, E.)
5. European Association for Sport Management (EASM), University Gustave Eiffel (Paris). September 3-6, 2024. "Football Fan Tokens Supporters And Detractors: Uncovering Football Fans' Views Towards Fan Tokens" (with Manoli, E., Dixon, K., & Antonopoulos, G. A.)
6. 2024 Global Fashion Management Conference (University of Milan, Italy). July 11-14, 2024. "Beyond second-hand luxury: Unraveling the consumer journey in 'pre-owned' fashion platforms" (with Pedeliento, G.)
7. 25th AMS World Marketing Congress (Mauritius). June 25-29, 2024. "Luxury Addiction: Scale Development and Validation" (with Stathopoulou, A., & Christodoulides, G.)
8. Italian Marketing Association (SIM), University of Florence (Italy). October 20-21, 2023. "Investigating Market Dynamics of Status Change: The Rise of Streetwear" (with Pedeliento, G.) and "Alert: this scam is so dope! The discursive constitution of market hypes by online communities" (with Mangiò, F., Pedeliento, G., & Colicev, A.)
9. Global Marketing Conference (Seoul, South Korea). July 20-22, 2023. "Development and validation of a scale to measure luxury addiction" (with Christodoulides, G., & Stathopoulou, A.)
10. 24th AMS World Marketing Congress (University of Kent, UK). July 11-14, 2023. "What are they talking about? A computational multi-platform analysis of consumers' online discourses on NFTs" (with Mangiò, F., Pedeliento, G., & Andreini, D.)
11. 16th Global Brand Conference (University of Bergamo, Italy). May 3-5, 2023. "What the ... NFTs!: A multiplatform analysis of online discourses on NFTs" (with Mangiò, F., Pedeliento, G., & Andreini, D.)
12. Monaco Symposium on Luxury 2023 (International University of Monaco, Principality of Monaco). April 4-6, 2023. "Web 3.0: Challenges and Opportunities for Luxury Branding" (with Pedeliento, G.)



13. 4th Brand Meaning Co-creation workshop. "The paradoxical role of second-hand marketplaces in the luxury realm: do they co-create or co-destroy value?" (with Pedeliento, G.)
14. Italian Marketing Association (SIM), University of Salerno (Italy). October 20-21, 2022. "Web 3.0: Challenges and Opportunities for Luxury Branding." – Winner of the best paper award (with Pedeliento, G.)
15. 53rd Association for Consumer Research – ACR (Denver, USA). October 20-22, 2022. "From the 'ghetto' to the 'stars': how streetwear conquered the luxury fashion system" (with Pedeliento, G.)
16. Doctoral Colloquium of the Italian Marketing Association (SIM), University of Salento (Italy). November 21-23, 2021. "Why can't we be friends? Linking category studies and market system dynamics. The case of luxury streetwear."
17. 2021 AUS-Chalhoub Symposium on Luxury Marketing & Branding (University of Sharjah, UAE). November 15-16, 2021. "From the ghetto to the stars: How luxury streetwear conquered the fashion system" – Winner of the best paper award (with Pedeliento, G., & Andreini, D.)
18. Italian Marketing Association (SIM), University of Ancona (Italy). October 14-15, 2021. "The emergence and rise of luxury streetwear" (with Pedeliento, G. & Andreini, D.)
19. Italian Management Association (SIMA), University of Palermo (Italy). June 9-11, 2021. "What do we really know about market system dynamics? A comprehensive literature review" (with Mangiò, F., Pedeliento, G., & Andreini, D.)
20. Italian Marketing Association (SIM), Carlo Cattaneo University (Italy). October 28-30, 2020. "From the ghetto to the stars: How luxury streetwear conquered the fashion system" (with Pedeliento, G., Bettinelli, C., Andreini, D., & Del Bosco, B.)

PUBLICATIONS

Articles in scientific journals

1. Murtas, G., & Pedeliento, G. (2025). Investigating the Customer Journey in Second-Hand Fashion Platforms: Implications for Luxury Brand Management. *Journal of Consumer Behaviour*, 1-18. (ABS 2*). <https://doi.org/10.1002/cb.2442>
2. Murtas, G., Mangiò, F., Pedeliento, G., & Manoli, A. E. (2024). Audience perceptions of athletes' brand self-presentation on social media. *European Sport Management Quarterly*, 1-23. (ABS 3*). <https://doi.org/10.1080/16184742.2024.2424299>
3. 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*, 1-25. (ABS 1*). <https://doi.org/10.1080/20932685.2023.2249476>
4. Pedeliento, G., Mangiò, F., Murtas, G., & Andreini, D. (2023). Market system dynamics (MSD): A process-oriented review of the literature. *AMS Review*, 1-23. (ABS 2*). <https://doi.org/10.1080/0965254X.2022.2160484>
5. Murtas, G., Pedeliento, G., Mangiò, F., & Andreini, D. (2022). Co-branding strategies in luxury fashion: the Off-White case. *Journal of Strategic Marketing*, 1-20. (ABS 2*). <https://doi.org/10.1080/0965254X.2022.2160484>



Case studies

1. Negri, F., & Murtas, G. (2025). Il caso Dole – SIM Premio Marketing 2026 XXXVIII Edizione. ISBN 978-88-947829-4-3.
2. Pedeliento, G., Murtas, G., Merisio, M., Maiorana, A., Bertolazzi, M., Ghezzi, M., & Poli, D. (2022). Il calcio femminile: la sponsorship sportiva in contesti non mainstream. *Pearson Management&Marketing Cases*.
3. Pedeliento, G., Mangiò, F., Littlewood, A. V., Murtas, G., & Manfrini, G. N. (2021). A New Paradigm in the Luxury Fashion Industry: Off-White and the Rise of Luxury Streetwear. *SAGE Publications: SAGE Business Cases*.
4. Pedeliento, G., Mangiò, F., Littlewood, A. V., Murtas, G., & Nicoloso Manfrini, G. (2020). Off-White e la nascita del Luxury Streetwear. *Pearson Management&Marketing Cases*.

Book chapters

1. Murtas, G., & Christodoulides, G. (2025). Managing Luxury Brands: Strategies in Brand Management. In: *Zarantonello, L., Andreini, D. (eds) The Sage Handbook of Brand Management*. SAGE. Forthcoming.
2. Murtas, G., Pedeliento, G., & Andreini, D. (2022). To Pack Sustainably or Not to Pack Sustainably? A Review of the Relationship between Consumer Behaviour and Sustainable Packaging. In: *Luceri, B., Martinelli, E. (eds) Managing Sustainability. International Series in Advanced Management Studies*. Springer, Cham. https://doi.org/10.1007/978-3-031-12027-5_9

Conference proceedings (peer reviewed)

1. Christodoulides, G., Mrad, M., Murtas G., Cervellon, M. C., Holmqvist, J. (2025). Sustainable Luxury: Embracing the Circular Economy. Proceedings of the European Marketing Academy, 54th, (124328). May 25-20, 2025.
2. Manoli, E., Murtas, G., Dixon, K. & Antonopoulos, G. A. (2024). Football Fan Tokens Supporters And Detractors: Uncovering Football Fans' Views Towards Fan Tokens. European Association for Sport Management (EASM), University Gustave Eiffel (Paris). September 3-6, 2024.
3. Mangiò, F., Murtas, G., Pedeliento, G. & Andreini, D. (2023). What are they talking about? A computational multi-platform analysis of consumers' online discourses on NFTs. 24th AMS World Marketing Congress (University of Kent, UK), July 11-14, 2023.
4. Murtas, G., & Pedeliento, G. (2023). Web 3.0: Challenges and Opportunities for Luxury Branding. 2023 Monaco Symposium on Luxury. April 4-6, 2023.
5. Murtas, G., & Pedeliento, G. (2022). From the 'ghetto' to the 'stars': how streetwear conquered the luxury fashion system. 53rd Annual ACR Conference (Denver, USA), October 20-22, 2022.

Articles and mentions in generalist press

1. Nss research & development. (2022). Iridescent METAVERSE. <https://data2.nssmag.com/files/32153/nss-r-d-iridescent-metaverse-english.pdf>
2. Murtas, G. How sneakers became collector's items. (2021). *The Way Magazine*. <https://www.thewaymagazine.it/trends/come-le-sneakers-sono-diventate-oggetti-da-collezione/>



3. Martino, F. (2021). How many articles talk about women's streetwear? *Nss Magazine*. <https://www.nssmag.com/en/fashion/26521/streetwear-male-dominated>
4. Martino, F. (2021). Which brands were the most mentioned in 2020 rap songs? *Nss Magazine*. <https://www.nssmag.com/en/fashion/24780/fashion-rap-gucci-givenchy>
5. Martino, F. (2021). What are the most mentioned brands in Kanye West's songs? *Nss Magazine*. <https://www.nssmag.com/en/pills/25800/kanye-west-songs-fashion-brands>

CONFERENCE ORGANIZATION

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| 2024 | Coordinating team member for the 2024 "Festival del Management" (SIMA – Società Italiana Management) hosted at the Bocconi University. March 7-8, 2024 |
| 2022-2023 | Coordinating team member for the 2023 Global Brand Conference (Brand, Identity, and Corporate Reputation SIG – Academy of Marketing) hosted at the University of Bergamo. May 3-5, 2023. |

CHAIR

- Chaired the "Sustainable Luxury and Fashion" workshop at the 2024 Academy of Marketing annual conference in Cardiff.
- Served as a Track Chair of the "Luxury Services" Session at the 2024 AMA SERVSIG conference in Bordeaux.
- Chaired the "Fashion, Tourism & Gaming" Session at the 2023 AoM Global Brand Conference in Bergamo.

ROLES IN ACADEMIC JOURNALS

- Member of the Editorial Review Board of the Italian Journal of Marketing (from January, 2025)

REVIEWER

- International Marketing Review (3 ABS)
- Journal of Strategic Marketing (2 ABS)
- Journal of Consumer Behaviour (2 ABS)
- Cogent Business and Management (1 ABS)
- Marketing Intelligence and Planning (1 ABS)
- Journal of Product and Brand Management (1 ABS)



- Italian Journal of Marketing
- AIDEA 2026 (Milano, Italy)
- Management&Marketing cases (Pearson)
- 47th AMS conference (New Orleans, USA)
- 16th Global Brand Conference (Bergamo, Italy)
- 17th Global Brand Conference (Edinburgh, UK)
- Monaco Symposium on Luxury 2023 (Monaco)
- 2024 AMA Global Marketing SIG (Verona, Italy)

OTHER EXPERIENCES

04/2018 – 04/2020

Marketing intern at UGO s.r.l., a start-up specialized in clubbing events. Notable achievements: drafting the business plan that secured investments totaling €500,000 for expansion in the Netherlands.

Bergamo, 12/12/2025

Dr. Gabriele Murtas