



Daniele Dalli

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Job title

Full Professor of Marketing and Consumer Behavior
Phd in Business Administration

Qualifications

1985 Degree in Economics
1990 Assistant Professor (University of Modena)
1990 Phd in Business Administration
1999 Associate Professor (University of Pisa)
2001 Full Professor (University of Pisa)
2005 Tenure (University of Pisa)

Biography

Prof. Dalli serves in the Department of Economics and Management as Full Professor of Marketing and Consumer Behavior. He has been assistant professor at the University of Modena and Reggio Emilia, before joining the University of Pisa as Associate Professor.

He has published in *Journal of Business Research*, *International Journal of Market Research*, *Managing Service Quality*, *Journal of Consumer Behavior*, *Management Decision*, *Journal of Business Ethics*, *Marketing Theory*, *International Journal of Research in Marketing* and other national (Italian) journals. He is the co-author of a Consumer Behaviour textbook for undergraduate and master's courses.

He is the Editor of the Italian Journal *Mercati e competitività*.

Research areas

Critical dimensions of consumer-brand relationships, consumption communities and consumer tribes, consumer resistance, acquisition practices (access vs. ownership)

Selected publications

Journal articles

- Galvagno, M., Dalli, D. (2014). Co-creating value with customers: literature review and bibliometric analysis, *forthcoming in Managing Service Quality*
- Carù, A., Cova, B., Dalli, D. (2014). Mediterranean marketing and southern thinking: retrospects and prospects, *Journal of Consumer Behaviour*, 13 (3): 157-163.
- Corciolani, M., Dalli, D. (2014). Gift-giving, sharing and commodity exchange at Bookcrossing.com: new insights from a qualitative analysis, *Management Decision*: 52 (4): 755-776.
- Sebastiani, R., Montagnini, F., Dalli, D. (2013) Ethical consumption and new business models in the food industry. Evidence from the Eataly case, *Journal of Business Ethics*, 114 (3): 473-488.
- Jafari, A., Firat, F., Suerdem, A., Dalli, D., Askegaard, S. (2012) Non-Western contexts: the invisible half, *Marketing Theory*, 12 (1): 3-12.
- Romani, S., Grappi, S., Dalli, D. (2012) Emotions that drive consumers away from brands: measuring negative emotions toward brands and their behavioral effects, *International Journal of Research in Marketing*, 29 (1): 55-67.
- Cova, B., Dalli, D., Zwick, D. (2011) Critical perspectives on consumers' role as "producers": broadening the debate on value co-creation in marketing processes, *Marketing Theory*, 11 (3): 231-241.
- Cova, B., Dalli, D. (2009) Working Consumers: The Next Step in Marketing Theory? *Marketing Theory*, 9 (3): 315-339.
- Dalli, D., Corciolani, M. (2008) Collective forms of resistance: the transformative power of moderate communities. Evidence from the Bookcrossing case. *International Journal of Market Research*, 50 (6): 757-775.

Book chapters

- Dalli, D., Romani, S. (2012) Mediterranean shoes conquer the world. Global branding from local resources: The Camper case. In L. Peñalosa, N. Toulouse, L. Visconti (Eds.), *Marketing Management: A cultural perspective*, Routledge.
- Cova, B., Dalli, D. (2009) The linking value in experiential marketing. Acknowledging the role of working consumers. In Maclaran, P., Saren, M., Stern, B., Tadajewski, M. (Eds.), *Handbook of Marketing Theory*, Sage, pp. 476-493.
- Dalli, D., Romani, S. (2007) Pasta and the Young Italians: Consumption Experiences and Product Meanings. *Experiential Marketing. An Italo-French Approach*, B. Cova, A. Carù (Eds). London, Routledge, isbn 0415382432

Books

- Dalli, D., Fornari, D. (2014) *Le discontinuità d'impresa. Dal mondo degli orologi al mondo delle nuvole*, Egea.
- Dalli, D., Romani, S. (2011). *Il comportamento del consumatore. Acquisti e consumi in una prospettiva di marketing*, III ed. Angeli.
- Varaldo, R., Dalli, D., Resciniti, R., Tunisini, A. (2009). *Un tesoro emergente. Le medie imprese italiane dell'era globale*, Angeli.