

Curriculum vitae - Lucio Lamberti

Overview:

Lucio Lamberti (Como, Feb. 11th 1981), Ph.D. in Management, Economics and Industrial Engineering at Politecnico di Milano (2009), is Associate Professor of “Multichannel Customer Strategy” at the Department of Management, Economics and Industrial Engineering, Politecnico di Milano, where he collaborates with the research group “Strategic Management, Innovation and Organization”.

He currently is:

- Visiting Professor of International Marketing at Solvay Business School (Belgium)
- Coordinator of Ph.E.E.L., the interdepartmental Physiology, Emotions and Experience Lab of Politecnico di Milano
- Director of International Relations at MIP Politecnico di Milano Graduate School of Business
- Member of the Gruppo di Lavoro Usabilità (GLU) at the Italian Ministry of Public Administration
- Member of the Editorial Board of the Journal of Strategic Marketing

He has formerly been:

- Visiting Professor Shanghai TongJi University
- Visiting Ph.D. Candidate at the Antai College (Shanghai JiaoTong University)

Teaching:

Formerly lecturer in Business Economics and Organization at Politecnico di Milano, he is currently Professor in Multichannel Marketing at the M.Sc. in Management Engineering at Politecnico di Milano, *ad hoc lecturer* in Management Control Systems and Business Ethics at Politecnico di Milano, executive and postgraduate trainer in marketing and strategic management at MIP Politecnico di Milano Graduate School of Business, after some experiences with Promos – Milan Chamber of Commerce -, and Emilia-Romagna Region. He has directed and participated as trainer in more than 30 executive education programs with important companies such as ABB, Sorgenia, Edison, Telecom, TIM, Vodafone, Zegna, Novartis, Sandoz, Olympus, Hyundai, ITT Veam and SAP.

Institutional roles:

He is the Director of International Relations and member of the managerial board at MIP Politecnico di Milano Graduate School of Business, Coordinator of Ph.e.e.l., the Physiology, Emotion and Experience Laboratory of Politecnico di Milano, member of the Usability Workgroup (GLU) by the Italian Department of Public Administration (Ministry for Public Administration and Innovation),

coordinator, from 2009 to 2011, of the inter-academic board supporting Milan Municipality and Milan Chamber of Commerce in Destination Marketing. He is the program manager of the framework agreement between Politecnico di Milano and RAI (Italian National Television). He has founded and directs the International Master in Multichannel Marketing Management (IM4) at MIP Politecnico di Milano Graduate School of Business.

As Director of International Relations at MIP, he has founded and directs the Master in Commodity Goods Innovation and Marketing (MCGIM) in collaboration with the University of Chinese Academy of Sciences, as well as the TopWin MBA program, in collaboration with Wintop, a leading Chinese company in the field of lifelong education.

Research activities:

Lucio's research interests are in the field of Marketing and Strategic Management, with a special focus on: (i) the definition of customer-centric and service-centered marketing plans; (ii) the use of big data in marketing and CRM processes; (iii) the study of applied biometrics to customer behavior analysis and; (iv) destination and Public sector marketing. As for the first point, besides the scientific research (including his Ph.D. Thesis, defended in 2009, on the definition of measures of customer centricity and the impact of customer centricity on marketing performance measurement), Lucio Lamberti has collaborated with (among the others) Banca Intesa Sanpaolo (finance), Sorigenia, A2A Energia and Edison (utilities), CRAI SeCom (retailing), Metro (retailing) Carpanelli (furniture), Biobasic Europe (cosmetics), Almirall (pharmaceutical), Luxor Group (mechanics), BluNext Group (software), P-Learning (e-learning), Mediamarket (retailing), Olympus Medical, and RCS Multimedia in the analysis of the customer behaviors and in detecting new levers to improve customer satisfaction. With reference to the second stream, Lucio Lamberti collaborates with the Multichannel Marketing Observatory (www.multicanalita.it), the E-Government Observatory and the Digital Innovation in Retail Observatory of Politecnico di Milano; he also collaborated with companies such as A2A Energia, Artsana, ENEL Energia, Intesa San Paolo, Mopar (FCA Group), Google, SAP in developing data-driven marketing and CRM processes. In particular, he has developed relevant expertise in the fields of data monetization and data enrichment, with specific focus on the merging of market research data in CRM systems and in developing advanced analytics for customer management.

As for the third stream, Lucio has participated to the foundation of and he is coordinating the Physiology, Emotion and Experience Laboratory (Ph.E.E.L.) of Politecnico di Milano, involving the

School of Management, the School of Design and the Department of Electronics, Information and Bioengineering. The research group of Ph.E.E.L. has several research collaborations with such universities as Harvard Business School, University of Michigan and MIT, among the others. The framework agreement between RAI and Politecnico di Milano, which is operatively coordinated by Lucio Lamberti, deals with the study of applied biometrics to the audiences in order to support RAI in embracing the changes and the opportunities of a transformation from TV to media company. Ph.E.E.L. currently employs 10 researchers from the areas of bioengineering, marketing and design, and runs state of the art projects with such players as Automobili Lamborghini, Huawei, Rai, Publitalia, Ermenegildo Zegna, Sealed Air and Esselunga, among the others.

As for the fourth stream, Lucio has participated in several consultancy, research and technology transfer projects including: the introduction of methods for assessing usability in Public Sites (for Emilia-Romagna Region and for the Ministry for Public Administration), the participation in the Sino-Italian Research and Training Center on Exhibition and Convention Industry with Shanghai JiaoTong University and Shanghai Institute of Technology, the collaboration with Bureau of Shanghai World Expo Coordination together with Fiera Milano, and the above-mentioned activities on Milan city territorial marketing plans and the participation to the Usability Workgroup.

International activities:

As the Director of International Relations at MIP Politecnico di Milano Graduate School of Business (since 2016), Lucio Lamberti has directed and managed an expansion of the international activities of the School, with a special (but not exclusive) focus on China. Among the main accomplishments in this area, the following are the most relevant:

1. Launch of the Master in Consumer Good Innovation and Marketing (MCGIM), developed in collaboration with the University of the Chinese Academy of Sciences (UCAS) and ESSCA Business School (France) in Yiwu. The master (a two years, triple-degree course) aims at supporting the nurturing of managerial, marketing and innovation talents in Yiwu to support the uncommoditization of local productions;
2. Launch of the TopWin MBA, an MBA master run in collaboration with Wintop, a leading education consulting and training company operating in China;
3. Launch of the ITEX project, a collaboration and faculty exchange project between Politecnico di Milano and Chongqing Jiaotong University to favor research collaboration and teaching innovation programs in Chongqing;

4. Contribution to the design and launch of the Global Executive Master in Luxury, in collaboration with University of Wollongong Dubai;
5. Establishment of incoming study tours with important international Universities and Business Schools around the world, including: Rotterdam School of Management (Netherlands), EADA (Spain), Centrum (Peru), Toulouse Business School (France), IIT Dehli (India), Purdue University (USA), Carl Lindner College – University of Cincinnati (USA), Tsinghua University, Tongji University, Sichuan University, SASAC (P.R. China), National Tsinghua University and Taiwan Tech (Taiwan, Province of China), Republican Graduate School of Business and Management Tashkent (Uzbekistan)

Publishing and media exposure:

Besides these projects, Lucio Lamberti is involved in scientific production including a book on the evolution of European and Chinese trade fair industries, and several scientific publications at a national and international level on books, journals and conference proceedings.

He is guest editor of a special issue on “Marketing and Supply-Chain Management: exploring the interface” for the Business Process Management Journal.

He is member of the editorial board of the Journal of Strategic Marketing.

He is ad-hoc reviewer for top scientific journals such as Journal of Product Innovation Management, Journal of the Academy of Marketing Science, Journal of Business Research, Tourism Management, Journal of Business Ethics, European Management Journal, European Journal of Marketing, and others.

Given his expertise in marketing, digital marketing, artificial intelligence and business strategy, Lucio Lamberti has been collaborating with important media such as Il Sole 24 Ore (main Italian business newspaper), Corriere della Sera, Rai (TG1 and TGR), and TgCom24, among the others.

Financed projects and technology transfer:

He has coordinated the exploitation WP in the FP7 Project Chronious (FP7-ICT-2007-1-216461).

He is co-PI in a project on stress monitoring through mobile devices financed by Huawei within the HIRP initiative (a worldwide call for ideas).

He has coordinated the project called E.V.A., granted by Lombardy Region (2011-2013), aimed at extending the value of Valtellina Apple Farming to increase, in case through innovative business models, the profitability of apple farmers in order to avoid running phenomena of farming abandonment and countryside abandonment.

He has supported the start-up of Rulex, recently appointed as one of the top 50 most innovative AI start-ups worldwide, and the market exploitation of a patented technology (M-Stekio) for cooktops by the engineering studio 3-P Engineering.

In the area of technology transfer and consultancy, Lucio is particularly active in projects supporting Italian organizations, associations and companies in business development in China, with a special reference to the furniture/design and the agrifood industry. Furthermore, he is scientific responsible for several TT projects with such companies as Huawei, Google, SAP and Haier.

Main publications

BOOKS (AUTHOR)

Lamberti L., Noci G., Guo J., Zhu S., Bing Y. (2007). *A Sino-European Comparison of the Exhibition and Convention Industry*. Milano: Polipress

BOOK CHAPTERS

Benedetti M., Ghezzi C.M., Lamberti L., Russo C. (2009). Towards a user-centric e-government service design: evidences from Italy. In A.R. Shark e Toporkoff, S. (eds.) *Beyond e –Government Measuring Performance: A Global Perspective*. BookSurge Publishing

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Fava, I., Lamberti, L., Noci, G., Zhu, S., Bing, Y., Yingying, H. (2009). Macroscopic Analysis of Russian & Czechoslovakian Convention Economy. In Guo, J., Zhu, S. (eds.). *Annual Report on China's Convention and Exhibition Economy*. Shanghai: Shanghai Social Science Press (2009), pp. 136-140.

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Lamberti L., Maggiolini P. (2012). Perché fare CSR? Una Visione Manageriale in P. Maggiolini (ed.) "Ciò che è bene per la società è bene per l'impresa. Una rivisitazione di teorie e prassi della Responsabilità Sociale d'Impresa", Franco Angeli pp. 123-152

Lamberti L., Noci G. (2011). Dalla Moda del Verde alla Moda Verde. In M. Ricchetti, L.M. Frisa (eds.) *Il bello e il buono: le ragioni della moda sostenibile*. Firenze: Marsilio, pp. 109-118

Lamberti L., Noci G., Fava, I. (2009). Assessing and monitoring the performances of a sustainable event. In Raj, R. e Musgrave, J. (eds.) *Sustainable Event Management*. Leeds: CABI.

Lamberti L., Pini, F.M. (2009). La Misurazione delle Attività di Open Marketing. In Boaretto, A., Noci, G., Pini, F.M. (eds.) *Open Marketing*. Milano: ETAS Libri.

SELECTED PAPERS ON INTERNATIONAL JOURNALS

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Lamberti, L., Pero, M. (2019). Special issue editorial: Managing the supply chain management–marketing interface. *Business Process Management Journal*, 25 (2), pp. 246-249.

Bettiga, D., Lamberti, L., Lettieri, E. (forthcoming). Individuals' adoption of smart technologies for preventive health care: a structural equation modeling approach. *Health Care Management Science*.

- Zare S., Bettiga D., Lamberti L. (2019) "Does one design fit them all? Study of drivers of co-creation interest along different consumer segments" *Journal of Strategic Marketing*, 27(7), 630-650.
- Ananda, A.S., Hernández-García, Á., Lamberti, L. (2018). SME fashion brands and social media marketing: From strategies to actions. *International Journal of Web Based Communities*, 13 (4), pp. 468-498.
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- Bettiga, D., Lamberti, L. and Noci, G. (2018) " Investigating social motivations, opportunity and ability to participate in communities of virtual co-creation" *International Journal of Consumer Studies* 42(1), 155-163.
- Bettiga, D., Lamberti, L. (2017) " Exploring the Adoption process of Personal technologies: a Cognitive-affective approach". *Journal of High Technology Management Research*.
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- Ananda, A.S., Hernández-García, Á., Lamberti, L. (2016). N-REL: A comprehensive framework of social media marketing strategic actions for marketing organizations. *Journal of Innovation & Knowledge*, 1, 170-180
- Chen, S., Lamberti, L. Multichannel marketing: the operational construct and firms' motivation to adopt (2016) *Journal of Strategic Marketing*, 24 (7), pp. 594-616.
- Chen, S., Lamberti, L. Entering the dragon's nest: Exploring chinese upper-class consumers' perception of luxury (2015) *Qualitative Market Research*, 18 (1), pp. 4-29.
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- Chen S., Lamberti L. (2013). Segmenting Chinese Tourists by the Expected Experience at Theme Parks. *International Journal of Engineering Business Management*, 5(22), 1-9.
- Chiesa V., Frattini F., Lamberti L., Noci G. (2009). Exploring the approach to management control in radical innovation projects. *European Journal of Innovation Management*, 12(4), 416-443
- Lamberti L., Lettieri E. (2009). CSR practices and corporate strategy: evidence from a longitudinal case study. *Journal of Business Ethics*, 87 (2), 153 – 168.
- Lamberti L., Lettieri E., (2011) "Gaining legitimacy in converging industries: Evidence from the emerging market of functional food". *European Management Journal*, Volume 29, Issue 6, December, Pages 462-475
- Lamberti L., Noci G. (2009). Marketing power and CMO power: could market orientation break the link? An exploratory case study. *Journal of Strategic Marketing*, 17(5), 327-343.
- Lamberti L., Noci G. (2009). Online experience as a level of customer involvement in NPD: an exploratory analysis and a research agenda. *Euromed Journal of Business*, 4(1), 69-87.
- Lamberti L., Noci G. (2012) "CSR as a strategic lever in medium-sized companies: evidence from Italy". *Business Ethics: a European Review*, 21(4), 402-416
- Lamberti L., Noci, G. (2010). "Marketing strategy and marketing performance measurement system: Exploring the relationship". *European Management Journal*, 28(2), 139-152.
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- Lamberti, L., & Paladino, A. (2013). Moving forward with service dominant logic: Exploring the strategic orientations of a service-centred view of the firm. *International Journal of Business Science and Applied Management*, 8(1).
- Lamberti, L., Noci, G., Jurong G., Shichang Z. (2011), "Mega-events as drivers of community participation in developing countries: The case of Shanghai World Expo" *Tourism Management*, 32(6), 1474-1483.

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- Lamberti L., Noci G., Guo J., Zhu S., Bing Y. (2007). Maestri in Happening. *L'Impresa*, 5 (dicembre), 28-31.
- Lamberti L., Noci G. (2007). Muoversi nella Tana del Dragone. *L'Impresa*, 5 (luglio-agosto), 29-32.

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- Reali P., Cerutti S., Bianchi A.M., Bettiga D., Lamberti L., Mazzola A., Pillan M. (2017) "Integrated data analysis for the quantification of emotional responses during video observation," IEEE 3rd International Forum on Research and Technologies for Society and Industry (RTSI), Modena, 2017, pp. 1-5
- Chiesa V., Frattini F., Lamberti L., Noci, G. (2009), Management Control in Radical Innovation Projects: Evidence from a Multiple Case Study. Proceedings of the 16th International Product Innovation Management Conference, Enschede, 7-9 June 2009
- Lamberti L., Lettieri E., Pini F. M. (2007). Marketing strategy and corporate social responsibility: towards a convergence in the healthy food market to boost market innovation and corporate value. Proceedings of the 36th EMAC Conference, Reykjavik, 23-25 May.
- Lamberti L., Noci G. (2007). The role of online customer experience in NPD: an exploratory study in the toy sector. Proceedings of the 14th International Product Innovation Management Conference, Oporto, 10-12 June.
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- Gentile C., Lamberti L., Noci G., Spiller N. (2006). Il Marketing Esperienziale come elemento incentivante all'instaurazione di rapporti di collaborazione lungo la supply-chain: un'indagine esplorativa nel contesto dei beni di lusso. Proceedings of the XVII Riunione Scientifica Annuale dell'Associazione Italiana di Ingegneria Gestionale, Roma 12-13 October.
- Lamberti L., Noci, G. (2007). The Impact of Customer-centric Strategies on Marketing Performance Measurement Systems: an Exploratory Study. Proceedings of the XVIII Riunione Scientifica Annuale dell'Associazione Italiana di Ingegneria Gestionale, Milan, 11-12 October.
- Lamberti L., Pero P. (2012). The supply chain management-marketing interface in product development: An exploratory study. Proceedings of the 19th Euroma Conference, Cambridge
- Chen S., Lamberti L., Pero P. (2013). How to build legitimacy through sustainable Supply Chain Management. Proceedings of the 20th Euroma Conference, Dublin
- Lamberti L., Paladino A. (2011). Segmenting e-government users to improve market penetration and social effectiveness: Evidence from Italy. Proceedings of the Marketing and Public Policy Conference, Washington DC
- Lamberti L., Paladino A., Noci G. (2010) Exploring the Strategic Orientations of a Service-Centred View of the Firm. Proceedings of the 39^o EMAC Conference, Copenhagen , 1-4 June.
- Spiller N., Lamberti L. (2012). The impact of co-creation adoption strategies in NPD on the strategic orientation-firm performance relationship. Proceedings of the 2012 AMA Winter Education Conference, St. Petersburg (FL)

Bettiga D., Lamberti L., G. Noci. (2016). Do mind and body agree? Unconscious versus conscious emotions in product attitude formation. Proceedings of the 2017 Riunione Scientifica Annuale AiIG, Bergamo (Italy)