

CURRICULUM VITAE (Brief)
Elisa RANCATI

University of Milano Bicocca
Department of Economics, Management and Statistics
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EDUCATION

University of Milano Bicocca, Milan, Italy
 PhD in Marketing Management, 2000-2003
 Major: Marketing Management

Manchester Metropolitan University, Manchester, United Kingdom
 MA in Marketing Management, 1999-2000

University of Bergamo, Bergamo, Italy
 Bachelor degree in Management, 1999

PROFESSIONAL POSITIONS

University of Milano Bicocca, Milan, Italy
 Assistant Professor, 2006 - present

University of Milano Bicocca, Milan, Italy
 International Coordinator, 2007-2015

COURSES TAUGHT

Principles of Marketing Management
Marketing Metrics
Market-driven Management
Tourism Marketing
Marketing and AI

TEACHING INTERESTS

Marketing
Management
Tourism Marketing

RESEARCH INTERESTS

Tourism Marketing
Digital strategies and digital transformation

SKILLS AND COMPETENCIES

Digital Marketing

- Social Media Marketing (Advanced)
- Email Marketing (Intermediate)
- SEO (Intermediate)

Analytics

- Google Analytics (Intermediate)

IT Skills

- MS Office (Expert)
- SPSS (Expert)

Language Skills

- English: C1 (Proficient User – Advanced)
- French: A2 (Independent User – Intermediate)

PUBLICATIONS (from 2014)

Rancati, E. (2024). Tourism content marketing per la resilienza dei borghi "Bandiera Arancione". Torino : Giappichelli Editore.

Rancati, E., D'Agata, A. (2022). Metaverse in Tourism and Hospitality: Empirical Evidence on Generation Z from Italy. EUROPEAN SCIENTIFIC JOURNAL, 18(34) [10.19044/esj.2022.v18n34p122].

Rancati, E., Fedrici, S. (2021). Territorial Marketing Applied of Great Events: The Case Study of Cortina d'Ampezzo. EUROPEAN SCIENTIFIC JOURNAL, 17(5) [10.19044/esj.2021.v17n5p37].

Rancati, E., D'Agata, A. (2019). Effects of Country of Origin in Product Categories: A Study Concerning Italy and Great Britain. EUROPEAN SCIENTIFIC JOURNAL, 15(34), 1-8 [Doi:10.19044/esj.2019.v15n34p1].

Capatina, A., Bleoju, G., Rancati, E., Hoareau, E. (2018). Tracking precursors of learning analytics over serious game team performance ranking. BEHAVIOUR & INFORMATION TECHNOLOGY, 37(10-11), 1008-1020 [10.1080/0144929X.2018.1474949].

Theodoulidis, B., Diaz, D., Crotto, F., Rancati, E. (2017). Exploring corporate social responsibility and financial performance through stakeholder theory in the tourism industries. TOURISM MANAGEMENT, 62, 173-188 [10.1016/j.tourman.2017.03.018].

Rancati, E., Capatina, A. (a cura di). (2017). Key challenges and opportunities in web entrepreneurship. IGI GLOBAL [10.4018/978-1-5225-2466-3].

Gordini, N., Rancati, E. (2017). Gender diversity in the Italian boardroom and firm financial performance. MANAGEMENT RESEARCH REVIEW, 40(1), 75-94 [10.1108/MRR-02-2016-0039].

Codignola, F., Rancati, E. (2016). The Blending of Luxury Fashion Brands and Contemporary Art. In A. Vecchi, C. Buckley (a cura di), Handbook of Research on Global Fashion Management and Merchandising (pp. 50-76). Hershey, Pennsylvania : IGI Global [10.4018/978-1-5225-0110-7.ch003].

Bleoju, G., Capatina, A., Rancati, E., Lesca, N. (2016). Exploring organizational propensity toward inbound-outbound marketing techniques adoption: The case of pure players and click and mortar companies. JOURNAL OF BUSINESS RESEARCH, 69(11), 5524-5528 [10.1016/j.jbusres.2016.04.165].

Gordini, N., Rancati, E. (2015). I fattori di adozione del mobile payment. Prime evidenze empiriche nel settore dei trasporti pubblici della città di Milano. ECONOMIA E DIRITTO DEL TERZIARIO, 3, 483-498.

Rancati, E., Gordini, N. (2015). Content marketing: conceptualizing and measuring. Evidence from a sample of Italian firms. In EMAC 2015: Collaboration in Research.

Mariani, P., Rancati, E., Gordini, N. (2015). Determinants of student satisfaction in higher education: The case of Bicocca University of Milan. In Conference on “Choice and preference analysis for quality improvement” and seminar on experimentation (pp.22-23). Bari : Università degli Studi di Bari Aldo Moro.

Rancati, E., Gordini, N. (2015). Gli Strumenti di Misurazione delle Strategie di Content Marketing: Un Confronto tra Imprese Italiane e Inglesi. MERCATI E COMPETITIVITÀ(1), 45-74 [10.3280/MC2015-001004].

Rancati, E., Codignola, F., Capatina, A. (2015). Inbound and outbound marketing techniques: A comparison between Italian and Romanian pure players and click and mortar companies. In Serie International Conference Risk in Contemporary Economy, ISSN 2067-0532 ISSN-L 2344-5386 (pp.232-238). Dunarea de Jos University of Galati, Romania Faculty of Economics and Business Administration International Conference Risk in Contemporary Economy Center for Interdisciplinary Scientific Research Development Strategies for Competitive Economic Systems.

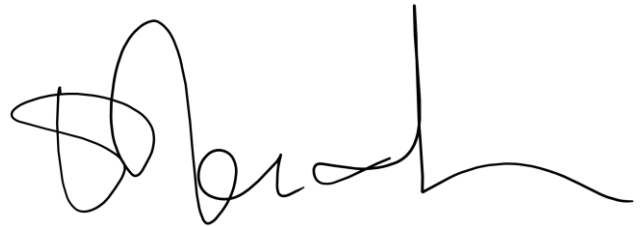
Gordini, N., Rancati, E. (2015). Entrepreneurship and growth of small family firms. Evidence from a sample of the artistic craftsmen of Florence. SINERGIE, 33(98), 169-194 [10.7433/s98.2015.11].

Rancati, E. (2014). Managing human capital in cultural organizations: the case of two Italian museums. EUROPEAN SCIENTIFIC JOURNAL, 10(25) [10.19044/esj.2014.v10n25p%p].

Rancati, E., Gordini, N. (2014). Content Marketing: Theoretical Aspects and Empirical Evidence. EUROPEAN SCIENTIFIC JOURNAL, 10(34), 92-104.

Gordini, N., Rancati, E. (2014). Imprenditorialità e crescita delle piccole imprese familiari manifatturiere. Analisi di un campione di artigiani artistici fiorentini. In Manifattura: quale futuro? (pp.593-610) [10.7433/SRECP.2014.38].

Date 30.04.2025

A handwritten signature in black ink, appearing to be 'E. Rancati', written in a cursive style.