

Monica Grosso

Channel & Retail

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Curriculum Vitae

SDA Visiting Professor

Degree in Business Administration, Bocconi University, Milan, 2004

Ph.D. in Business Administration and Management, Bocconi University, Milan, 2012

Posizione accademica e/o professionale

Assistant Professor of Marketing, EMLYON Business School, Lione, France

Research Interests

- Channel relationships
- in-store trust
- private label vs. brand
- ecommerce
- mobile commerce

Related Articles

MANAGEMENT CASES

Shop to megastore: the rebirth of Prénatal

AUTHORS

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REQUIRED TIME

5 MIN

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Digital Marketing

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