Biography:
Dr. Isabella Soscia is permanent associate professor of marketing at Skema Business School. She obtained her Ph.D. in Management from Università Bocconi, Italy. During her Ph.D., she was visiting scholar at University of Michigan. Following her doctoral studies in Milano, Isabella started her academic career in 2003 in Università Bocconi. She was hired in 2012 by SKEMA Business School and became tenured. Her research interests are marketing communication and consumer behavior, with a special focus on consumption emotions. Her publications concern these topics.

Skills & Interests

Teaching Skills
Isabella Soscia has taught an e-learning class (Marketing Research) when she was assistant professor at Bocconi.

Languages
Italian, English, and French.

Citizenship:
Italy

Qualification
Academically Qualified

Academic Degrees
Ph.D. University Bocconi, Italie, 2012
INTELLECTUAL CONTRIBUTIONS

Articles in Journals


Articles in Proceedings


Books, Monographs, Compilations, Manuals


Chapters, Cases, Readings, Supplements


Conference Presentations

Soscia, I. & Turrini, A. (2000). To be or not to be when the scene changes: tragedy or comedy for the theatres in Milan? 11th ACEI Conference, Minneapolis, Minnesota.
