Years at SKEMA Business School: 8

Isabella SOSCIA
Innovation
Sophia-Antipolis

CV

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.

Expertise

Consumer behavior, Consumption emotions, Survey, Experiment.

Qualification

Scholarly Academic

Academic Degrees

Ph.D. University Bocconi, Italy, 2012.

Work Experience

Professor in Marketing, SKEMA Business School (2012 - Present), Sophia-Antipolis, France.

Intellectual contributions

Articles in Journals


**Consumer Marketing.**


**Articles in Proceedings.**


**Books, Monographs, Compilations, Manuals.**


**Chapters, Cases, Readings, Supplements.**


EIASM (European Institute for Advanced Studies in Management) workshop, Braga, Portugal.

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