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


Study. *Industrial Marketing Management.*


**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?* ACEI Conference, Minneapolis, Minnesota.
