



MARKETING & COMMUNICATION

MELANIE FLORENCE BONINSEGNI

Lecturer in Marketing

CONTACT

Email: m.boninsegni@ipag.fr

Phone: +33 1 5363 3600

Campus: Paris

BIOGRAPHY

Melanie F. Boninsegni is a Lecturer of Marketing at IPAG Business School, where she is in charge of developing research and teaching activities for marketing. Her research focuses on service marketing, relationship management, artificial intelligence, and empirical methods. Prior to joining IPAG, she was a Research and Teaching Assistant for the Chair of Marketing at the University of Fribourg, Switzerland. She earned a Master degree of Science in Management from the University of Geneva, and she is currently in her last year of Ph.D.

EDUCATION

Since 2014: Ph.D. candidate in Marketing, University of Fribourg, Switzerland (Exp. Graduation December 2020)

2017: Diploma in Higher Education & Technology, University of Fribourg, Switzerland

2014: Master of Science in Management, University of Geneva, Switzerland

TEACHING AREAS

- Innovation and Digital Marketing
- Mix Marketing and Communication

RESEARCH AREAS

- Service Marketing
- Relationship Management
- Artificial Intelligence
- Empirical Methods

TEACHING PROGRAMS

Undergraduate Programs

PROFESSIONAL EXPERIENCES

Since 2020: Marketing Research Interim, AGILIS, Fribourg, Switzerland

Since 2016: Reviewer, EMAC Annual Conferences

Since 2014: Research & Teaching Assistant, University of Fribourg, Switzerland

2019: Visiting Scholar, Pennsylvania State University, State College, US

SELECTED PUBLICATIONS

Boninsegni, M. F., Furrer, O., Mattila, A. S. (2020), "Dimensionality of Frontline Employee Friendliness in Service Encounters", *Journal of Service Management*, (RANG 3 CRNS), forthcoming.