

Stefania Masè

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I earned my Ph.D. through a dual-degree program at Macerata University and Sorbonne University, underscoring my dedication to cross-cultural perspectives. My research delves into the intersection of marketing, aesthetics, and consumer behavior, yielding valuable insights into the ever-evolving landscapes of luxury brands, digital dating services, and family business contexts. I am also a member of the Successful Transgenerational Entrepreneurship Practices (STEP) Project Global Consortium, contributing my expertise to advance knowledge in the realm of family businesses.

For the fourth consecutive year, I hold the position of Head of Master in International Management at IPAG, part of the French Program Grande Ecole, where I oversee the programs at both the Nice and Paris campuses. As an educator, I champion an active learning approach in my teaching, fostering an environment of innovation and inclusivity in diverse, multicultural classrooms. My students greatly benefit from creative teaching methodologies and commitment to nurturing the next generation of professionals.

Education

2016: Ph.D., Double degree in Management and Accounting & Commerce International et Europe (*Macerata U. & Sorbonne U.*)

2010: Master's degree in Advertising and Corporate Communication (*Macerata U.*)

2009: Specialization in International Trade (*Macerata U.*)

Academic Experience

Since 2023: Associate Professor of Marketing at IPAG Nice, France

Since 2021: Member of the Successful Transgenerational Entrepreneurship Practices (STEP) Project Global Consortium

Since 2018: Head of Master in International Management, IPAG Nice and Paris Campuses

2018 - 2022: Assistant Professor of Marketing at IPAG Nice, France

2016 - 2018: Lecturer (ATER) at IAE Bayonne, Pau University, France

Activities with Other Universities

2016 – 2023: Adjunct Professor, Master courses at Macerata University, Italy

2018 – 2022: Summer School Fashion, Design & Luxury Industry Management, Excelia BS, La Rochelle, France

2019: International Week at Metropolia University, Helsinki, Finland

2016: Lecturer Summer School on Arts, fashion and culture at China Center, Macerata U.

2014: Lecturer Italian language, Service Interuniversitaire d'Apprentissage des Langues, Sorbonne U.

Articles

- Calabro, A., Conti, E., Masè, S. (2023). Trapped in a “golden cage”! The legitimization of women leadership in family businesses. *Journal of Family Business Strategy*. <https://doi.org/10.1016/j.jfbs.2023.100569> [ABS #2; FNEGE #3; HCERES #B]
- Minina, A., Masè, S., Smith, J. (2022). Commodifying love: value conflict in online dating. *Journal of Marketing Management*. 38(1/2), 98-126. <https://doi.org/10.1080/0267257X.2022.2033815> [ABS #2; FNEGE #3; HCERES #B]
- Minina, A., Masè, S., Smith, J. (2020). Navigating the Marketplace of Love: Value Conflict in Online Dating Community. NA - *Advances in Consumer Research* Volume 48 | 2020 [ABS #2]
- Masè, S., Cedrola, E., Davino, C., Cohen-Cheminet, G. (2020). Multivariate Statistical Analysis of Artification Effect on Customer-Based Brand Equity in Luxury Brands. *International Journal of Arts Management*, Vol. 22, Iss. 3, (Spring 2020): 55-66. [ABS #1; FNEGE #4; HCERES #C]
- Masè, S., Cedrola, E. & Cohen-Cheminet, G. (2018). Is Artification Perceived by Consumers of Luxury Products? The Research Relevance of a Customer-Based Brand Equity Model. *Journal of Global Fashion Marketing* 9 (3), 223 - 236. [ABS #1]
- Cedrola, E. & Masè, S. (2014). La vocazione territoriale tra approccio sistemico e situazionista: analisi di una collaborazione culture driven tra aziende del made in Italy attraverso il caso del Contratto di Rete Polo Alta Moda Area Vestina, *Il Capitale Culturale*, 10; Macerata, EUM; pp. 585 – 612. [Journal recognized on Italian Academic Journals list]

Books

- Masè, S. (2020). Art and Business. Perspectives on Art-based Management. International Series in *Advanced Management Studies*, Springer International Publishing. 10.1007/978-3-030-51769-4.

Book Chapters

- Cedrola E., Silchenko K., Masè S. (2019) *Arena Water Instinct: Process Innovation Built-in the Company DNA*. In: Jin B., Cedrola E. (eds) *Process Innovation in the Global Fashion Industry*. Palgrave Studies in Practice: Global Fashion Brand Management. Palgrave Pivot, New York.
- Cedrola, Elena, Fantini, G. & Masé, S. (2018). *Cultural distances, linguistic differences, and marketing: what challenges?* in *Linguistica e comunicazione d'impresa*. Eum: Macerata.
- Masè, S. & Cohen-Cheminet, G. (2018). *From Art to Daily Life: Repetto, a Paris-Based Craft Enterprise Growing into a Global Brand Based on Meaning-Driven Innovation*. Ed. by Jin, B. & Cedrola, E. (2018) *Fashion Brand Internationalization*. Palgrave MacMillan: UK.
- Masè S., Cedrola E. (2017) *Louis Vuitton's Art-Based Strategy to Communicate Exclusivity and Prestige*. In: Jin B., Cedrola E. (eds) *Fashion Branding and Communication*. Palgrave Studies in Practice: Global Fashion Brand Management. Palgrave Pivot, New York.
- Masè, S., Silchenko, K. (2017). *The Prada Trend: Brand Building at the Intersection of Design, Art, Technology, and Retail Experience*. Ed. by Jin B.; Cedrola E., *Fashion Branding and Communication: Core Strategies of European Luxury Brands*. vol. 2, p. 125-153, New York: Palgrave Macmillan US, ISBN: 978-1-137-52342-6, doi: 10.1057/978-1-137-52343-3_5

Cedrola, E., Masè, S. (2015). The Italian Network Contract of “Polo Alta Moda Area Vestina”: From a Territorial Net to a System of Excellences. In: (a cura di): Michele Bonazzi;Valentina Di Simone, Redesigning worldwide connections. vol. 1, p. 61-76, Newcastle:Cambridge Scholars Publishing, ISBN: 9781443883801

Peer-Reviewed Conference Proceedings

- Masè, S., Minina, A., Smith, J. (2021). How Digital Services Are Reshaping the Dating Practice: An Institutional Theory Perspective on the Digital Dating Service Ecosystem. The 2021 Naples Forum on Service. A Service Lens on Changing Business and Society. Capri, Villa Orlandi, Italy 6 – 9 September 2021. Available at <https://naplesforumonservice.com/wp-content/uploads/2021/09/Mase.pdf>
- Cedrola, E., Masè, S., Pistolesi, S. (2021) Arte popolare come eredità culturale di una marca in cerca di autenticità: il caso Dolce & Gabbana. [Folk art as a cultural heritage of a brand in search of authenticity: The case of Dolce & Gabbana]. Electronic Conference Proceedings of Sinergie - Sima Management Conference, Leveraging intersections in management theory and practice, Palermo, June 10-11, 2021, University of Palermo. ISBN 97888943937-9-8. Available at <http://www.sijm.it>
- Masè, S., Cedrola, E., Cohen-Cheminet, G., Sharma, P. (2019). Art for Marketing, Marketing for the Arts: A 30-Year-Long Relationship via the Art-based management perspective, in Proceedings of the 48th EMAC Annual Conference, May 28-31 2019. Hamburg: EMAC.
- Cedrola, E., Cohen-Cheminet, G. & Masè, S. (2017). Is the artification process perceived by final consumers of luxury products? Results from an experiment based on the application of the Customer-based Brand Equity Model. Conference SIMktg- GAMMA Joint Symposium, 2017 Global Fashion Management Conference in Vienna.
- Masè, S. & Cedrola, E. (2015). “Ar(Re)tailoring: Retailers new art galleries?” in J. C. Andreani. Proceedings of the 14th International Congress Marketing Trends; Parigi, ESCP Europe; pp. 1 - 15 (ISBN: 9782953281125)
- Cedrola, E., Masè, S. & Cohen-Cheminet, G. (2015). Le aziende del lusso a sostegno dell’arte: una visione strategica della relazione arte e impresa. in Società Italiana di Marketing Il Marketing al servizio delle città. Beni culturali e rivitalizzazione urbana; Roma, Società Italiana di Marketing; pp. 1 – 6 (ISBN: 9788890766244)
- Cedrola, E. & Masè, S. (2013), “Nets and networks supporting firms’ internationalization process.” in J.C. Andreani, U. Collesei the proceedings of the International Conference Marketing Trends, 2012; Paris, Paris-Venice: Marketing Trends Association; pp. 1 – 33 (ISBN: 9782953281125).

Speech and Conferences without Proceedings

- Masè, S., Thevenin, V. (2023) *From Veganuary to Veganism: consumption profiles for a lifestyle phenomenon*. 12th International Business Meeting in Business and Management, 6-7 July, 2023, Nice, France
- Cano-Rubio, M., Masè, S., Lasio, V., Samara, G. (2023) *Past has gone down in family business' future*. Global Family Business Summit, 27-28 April 2023, Valentia, Spain.
- Cano-Rubio, M., Masè, S., Lasio, V., Samara, G. (2022) *Roots for future: Theorizing legacy through family social capital stock and flow*. 11th International Business Meeting in Business and Management, 7-9 July, 2022, Nice, France

- Masè, S., Cedrola, E., & Cohen-Chéminet, G. (2019). Territorial and Family Personality Traits: Social Innovation to eternize Genius in Luxury Family Firms. *4th International Family Business Research Forum*, Monaco.
- Masè S., Huaman Ramirez R, Cedrola E. (2019). Measurement Scale of Aesthetic Style: Scale Refinement and its Effect on Brand Quality and Brand Loyalty. In: (a cura di): IPAG, 10th International Research Meeting in Business and Management. p. 1-15, Nice:IPAG, Nizza, 8 - 10 July 2019
- Masè, S., Cedrola, E., & Cohen-Cheminet, G. (2018) *Art-Based Secondary Associations for Luxury Brands*. Third Monaco Symposium on Luxury 12 and 13/04/2018 International University of Monaco, Monaco
- Masè, S., Cedrola, E., & Cohen-Cheminet, G. (2017) *The Process of Artification for Luxury Brands*. Colloque Luxe: enjeux, défis et perspectives, 8 December, 2018, ISTECH, Paris
- Masè, S. & Cedrola, E. (2016). *The Process of Artification for Luxury Brands Searching for a New Balance between Ethics and Aesthetics*. Visualizing Consumer Culture Conference 21 October, 2016, Sorbonne Nouvelle U. – Paris 3 and Sorbonne U., France
- Masè, S. & Cedrola, E. (2013). The Italian Network Contract of Polo Alta Moda Area Vestina: From a Territorial Net to a System of Excellence, World Complexity Science Academy IV Conference, 16 December, 2013, Tenerife, Spain. pp. 1-16
- Masè, S. & Cedrola, E. (2013). *Field survey in the textile apparel industry: Brand value and consumer recognition ability*. Conference Valeurs et responsabilité face à la globalization, Sorbonne U., Paris, France

Ad hoc Journal and Conference reviewer

Journals

Marketing Theory

Journal of Product and Brand Management

Conferences

International Research Meeting in Business and Management (IRMBAM) – Currently in charge of the track “Marketing and Branding” for IRMBAM 2023

Marketing Trends Conference

Teaching details

As an Associate Professor at IPAG Business School, I regularly engage in a variety of teaching activities. The majority of my classes are international in scope, welcoming students from diverse backgrounds and countries, spanning from Germany to the Ivory Coast, Mexico, Switzerland, and of course, Italy and France. These international classrooms create a diverse and enriching learning environment. The majority of these classes are conducted in English, with French and Italian lessons also being offered. My teaching philosophy is centered on active learning, fostering a deeper understanding of the subject matter by enabling students to apply their knowledge in real-world scenarios.

Throughout the years, I've had the opportunity to experiment with different teaching formats, including face-to-face, hybrid, and online instruction. I've leveraged various platforms like the Metaverse and Microsoft Teams, Moodle, and T-Book among others, to enhance the learning experience. Following is a list of most significant teaching activities.

- Digital Economy, Master of Sciences, IPAG online, 24h 5th-year students, in English (2021 – 2023)

- Digital Economy, Programme Grande Ecole, 32h 5th-year students, in English (2020-2023)
- Introduction to Research Methods, Programme Grande Ecole, 36h 4th-year students, in English and French (2021-2023)
- Luxury Brand Management & Environment, Bachelor's in business administration, 32h 3rd-year students, in English (2022 – 2023)
- Market Research, Bachelor's in business administration, 24h 2nd-year students, in English (2021-2023)
- Market Research, Programme Grande Ecole, 24h 2nd-year students, in English (2021-2023)
- Mix Marketing and Communication, Programme Grande Ecole, 24h 1st-year students, in English. (2020-2023)
- Principles of Marketing, Programme Grande Ecole, 24h 1st-year students, in English. (2020-2023)
- Strategic Marketing Planning, Bachelor's in business administration, 32h 3rd-year students, in English (2020-2023)

Other teaching activities I ensure regularly

- Marketing Environment (with a focus on International and Intercultural Marketing) and Pricing, Master in Marketing e Direzione Aziendale, online, Macerata U., in Italian (2018-2023)
- Summer School Fashion, Design, and Luxury Industry, Excelia Academy, in English (2018-2022)