

# Alice Margonari

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## EDUCATION

**Bocconi University, Ph.D. merit fellowship (4 years)**, Milan, Italy  
*Ph.D. in Marketing – Consumer Behavior Track*

September 2023 - Present

**Bocconi University**, Milan, Italy  
*Master of Science in Marketing Management*, March 2019  
Final Grade: 110/110

September 2013 – March 2019

**National Chengchi University, Taipei, Taiwan** – Semester Abroad

**Bocconi University**, Milan, Italy  
*Bachelor in Business Administration*, September 2016

## RESEARCH EXPERIENCE

**Bocconi University**, Milan, Italy  
*Research Assistant, Professor Adam Eric Greenberg*

October 2020 – August 2023

- Performed reviewed literature, experiments design and statistical analysis for academic CB papers

*Pool Subject Lab Manager, Marketing Department*

- Responsible for the lab management, lab presentation, participants' recruitment, slots organization and running of the experiments

*Teaching Assistant, Marketing Department*

- Bachelor courses: Introduction to Marketing
- Master of Science courses: Brand Management, Consumer Behavior and CCT, Pricing Analytics, Semiotics, Sales Management

## INDUSTRY EXPERIENCES

**Engie Italia**, Milan, Italy  
*Product Specialist*

September 2019 – September 2020

Conducted business intelligence activities, pricing and offering strategies, data modelling and business planning

**Tradelab Programmatic Desk**, Milan, Italy  
*Internship - Client Account Strategist*

March 2018 – September 2018

**Greenlight for Business Association**, Bocconi University, Milan, Italy  
*Communication of strategies to increase sustainability on Campus.*

September 2016 – September 2017

## RESEARCH INTERESTS

**Research Areas:** Judgement and Decision Making, Pro-social Behavior, Framing Effects.

**Research Methods:** Online Experiments; Lab Experiments; Web Scraping.

## COMPUTER / PROGRAMMING SKILLS

Proficient: STATA, R, Spss, Excel

## HOBBIES:

- Classical Guitar, studied for 12 years
- Film making