

## CV – David Jarach (Updated March, 2014)

<b>PERSONAL INFORMATION</b>	
Name, surname	David Jarach
Date and Place of Birth	18 febbraio 1972, Milan
Address and contact	Milan, XXXXXX
Nationality	Italian
Mother tongue	Italian
Other languages	English (bilingual)
<b>STUDIES</b>	
Laurea	Economia Aziendale, Università Bocconi, 1995. Post-graduation certificates in strategic marketing and statistics, SDA Bocconi.
<b>SDA POSITION</b>	
Current SDA Position	SDA Senior Professor - Marketing Department Member of Executive Courses, MBA and EMBA faculties
Beginning of collaboration with SDA	1995
<b>ACADEMIC POSITION</b>	
Current academic position	Professor, Università Bocconi. Collaboration started in 1996.
Collaboration with Bocconi University or other Universities. Courses of the last 5 years (min.15 hours)	International Marketing, Services marketing & management, International Marketing Research, Marketing management, Marketing Management-Advanced, Pricing Management, New Products and product development, Transportation Marketing
<b>RESEARCH INTERESTS</b>	
Research interests	<ul style="list-style-type: none"> <li>• Air Transportation Marketing</li> <li>• Services Marketing</li> <li>• Pricing</li> <li>• Marketing of places/place branding</li> <li>• International marketing</li> </ul>
Main research activities	<ul style="list-style-type: none"> <li>• Place branding</li> <li>• Main future trends in the European airline business</li> </ul>
<b>INTERNATIONAL ACTIVITIES</b>	
	<ul style="list-style-type: none"> <li>• Visiting Professor, Aerospace MBA, Toulouse Business School</li> <li>• Visiting Professor, Services Marketing, ESIC, Madrid</li> <li>• Visiting Professor, Aviation MBA, Donau University, Krems (from 2015)</li> </ul>
<b>PUBLICATION</b>	
Books	<ul style="list-style-type: none"> <li>• “The airport retailing business and the impact of updated security measures: the European perspective”, in A. Thomas (a cura di), Aviation Security Management, Praeger, 2008;</li> <li>• Airport Marketing, Chinese edition, CAAC China, 2008;</li> <li>• Airport Marketing, Ashgate Publishing, 2005</li> <li>• Marketing aeroportuale, EGEA, 2002</li> <li>• Compagnie aeree e deregulation (coaut. E.Valdani), EGEA, 1997;</li> <li>• L'impresa-aeroporto, EGEA, 2012.</li> </ul>
Articles	<ul style="list-style-type: none"> <li>• “When legacy carriers converge with low-cost carriers”, Journal of Air Transport Management (2008);</li> <li>• “The airport retailing business and the impact of updated security measures: the European perspective”, in A. Thomas (a cura di), Aviation Security Management, Praeger, 2008;</li> <li>• “How to survive in an increasingly hostile environment: the case of airports”, Journal of Airport Management, 2006</li> <li>• “Aviation-related airport marketing in an overlapping catchment area”, Journal of Air Transportation, 2005</li> <li>• “Future scenarios for the European airline industry”, Journal of Air Transportation, 2004</li> <li>• “The digitalization of market relationships in the airline business: the impact and prospects of e-business, Journal of Air Transport Management, 2002</li> <li>• “Sistemi di logistica integrata: hub territoriali e logistica internazionale”, EGEA, pagg.242-272, 2002</li> <li>• “Il sistema logistico di Rotterdam: un modello di riferimento”, in E.Ottimo,</li> </ul>

	<p>R.Vona Sistemi di logistica integrata: hub territoriali e logistica internazionale, EGEA, 2002;</p> <ul style="list-style-type: none"> <li>• “The evolution of airport management practices”, in Journal of Airport Transport Management, 2001</li> <li>• “Le logiche dell’e-business nel settore del trasporto aereo”, in (a cura di) C.Demattè, E-business, ETASLIBRI, 2001;</li> <li>• “Le infrastrutture aeroportuali come fattore di attrazione territoriale”, in (a cura di) E.Valdani, F.Ancarani, Strategie di marketing per il territorio, Egea, 2000</li> <li>• “Il caso di Rotterdam”, in (a cura di) E. Valdani, F.Ancarani, Strategie di marketing per il territorio, Egea, 2000;</li> <li>• “Il piano di marketing esterno”, in (a cura di) E.Valdani, F.Ancarani, Strategie di marketing per il territorio, Egea, Milano, 2000;</li> <li>• “Strategie e condotte gestionali nel settore aeroportuale: verso l’adozione di un profilo market-oriented e lo sviluppo dell’aeroporto commerciale”, Commercio n° 66, 1999;</li> <li>• “La reingegnerizzazione dell’offerta logistica: la logica dei network hub &amp; spokes”, in Commercio, n.64, 1998</li> <li>• “Come vendere un’area geografica: strategie di marketing per il territorio”, (coaut. E.Valdani), in (a cura di) V.Perrone, L’occupazione possibile, ETASLIBRI, 1998</li> <li>• “La deregulation del trasporto aereo in Europa: il caso Italia”, (coaut. E.Valdani), Economia &amp; Management, settembre 1996;</li> <li>• “Price management”, in E.Valdani (a cura di), Marketing management, EGEA 2011;</li> <li>• “Intuire i trend di mercato di oggi e di domani”, in E.Valdani (a cura di), Marketing management, EGEA 2011;</li> <li>• “Airport retail reengineering”, Economia &amp; Management, 2012;</li> <li>• “Politiche di mercato e strategie di frontiera: traiettorie di sviluppo del settore delle aerolinee”, in “Scritti in onore di Stefano Podestà”, EGEA 2013;</li> <li>•</li> </ul>
Conference papers	<ul style="list-style-type: none"> <li>• “Future outcomes for the European airline industry: an empirical analysis through interviews with European senior executives”, ATRS, 2008;</li> <li>• “Aviation-related airport marketing in an overlapping catchment area”, ATRS, 2004;</li> <li>• “Future scenarios for European airlines”, ATRS, 2003;</li> <li>• “Loyalty schemes for airports: a possible implementation”, ATRS 2001 e ETC, Cambridge, 2001;</li> <li>• “Airline alliances: an empirical perspective”, CTRF, 1998;</li> </ul>
<b>OTHER SCIENTIFIC/PROFESSIONAL ACTIVITIES</b>	
Membership in the editorial board of Italian and international journals	<ul style="list-style-type: none"> <li>• Member of the Editorial Board of Journal of Air Transportation;</li> <li>• Member of the Editorial Board of Journal of Airport Management (until 2013);</li> <li>• Member of the Editorial Board of the Journal of Transportation Security;</li> <li>• Member of the Editorial Board of Journal of Innovative Marketing</li> </ul>
Main national professional activities	<ul style="list-style-type: none"> <li>• Columnist for economic dailys “IlSole24Ore” e “Italia Oggi” over air transportation issues. Frequently interviewed over the topic by the main domestic and international media. Managing partner of an all-aviation consulting company, founded in 1999.</li> </ul>