



## Rossella Gambetti

Rossella Gambetti was appointed Full Professor of Corporate Communication and Branding at Università Cattolica del Sacro Cuore in Milan in December 2021, where she is Director of the International Postgraduate Master programme in Corporate Communication and member of the scientific committee of the Research Lab on Business Communication (LABCOM).

Rossella is also Research Fellow of the Jayne and Hans Hufschmid Chair of Strategic Public Relations and Business Communication at the Annenberg School for Communication and Journalism at the University of Southern California, Los Angeles, and Business

Development Director at Netnografica LLC, a research boutique specialized in qualitative social media research based in Los Angeles.

Rossella is an interpretive scholar, whose main research areas are focused on the interplays between consumer culture and technology and how these are shaping consumption, sociality, communication and branding.

Rossella has been visiting scholar at the following universities: University of Southern California (Annenberg School for Communication and Journalism); Northwestern University, Chicago (Medill School of Journalism); Michigan State University, East Lansing (MI) (Department of Advertising, Public Relations and Retailing); Aoyama Gakuin University, Tokyo (Department of Marketing).

After graduating with honors in Foreign Languages and Literatures at the Università Cattolica del Sacro Cuore, Rossella received a Ph.D. in “Marketing and corporate communication” at the Università IULM and a second-level postgraduate master in “Qualitative research methods applied to social sciences and marketing” at Università Cattolica del Sacro Cuore.

To date, Rossella has authored and/or co-authored a total of 7 books and 70 academic papers published in reputable international journals by prominent academic publishers.