



MARKETING

## **Ilaria Dalla Pozza**

Professor of Marketing

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## **Biography**

Ilaria Dalla Pozza is Professor of Marketing at IPAG Business School, where she is responsible for the development of research activities for marketing in the insurance and bancassurance sector. She holds a master's degree in engineering and a doctorate in marketing from Politecnico di Milano, Italy. Prior to joining IPAG, she was an assistant professor at the University of Connecticut (USA). Ilaria develops research in the areas of digital and omnichannel customer relationship management and customer value. She is specialised in marketing in the insurance industry. She is a speaker on topics of marketing in the insurance industry. She is the founder of the Association for Insurance Marketing, an international network of insurance marketing researchers.

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## **Education**

2006: Ph.D in Marketing, Politecnico di Milano, Italy

2002: Master Degree in Management Economics and Industrial Engineering, Politecnico di Milano, Italy

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## Teaching Areas

Principles of Marketing, Customer Relationship Management, Marketing Innovation, Digital Marketing

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## Research Areas

Digital and omnichannel customer relationship management, Social media, Churn, Insurance marketing

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## Professional experiences

Ilaria is on the editorial board of International Journal of Bank Marketing.

Every year she organizes the International conference for marketing in the insurance industry (ICMI), that welcomes researchers from around the world working in marketing in the insurance industry.

She regularly works on research projects with the main French insurance groups

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## Selected publications

Kumar, V., Rajan, B., Gupta, S., & Dalla Pozza, I. (2019). Customer engagement in service. *Journal of the Academy of Marketing Science*, 47(1), 138-160. (RANG 1 CNRS)

Dalla Pozza, I., Texier, L., & Robson, J. (2018, June). Creating Customer Value through Multichannel Service Delivery: A Study of the French Insurance Market: An Abstract. In *Academy of Marketing Science World Marketing Congress* (pp. 443-444). Springer, Cham.

Dalla Pozza, I., Goetz, O., & Sahut, J. M. (2018). Implementation effects in the relationship between CRM and its performance. *Journal of Business Research*, 89, 391-403. (RANG 2 CNRS)

Dalla Pozza, I., Brochado, A., Texier, L., & Najar, D. (2018). Multichannel segmentation in the after-sales stage in the insurance industry. *International Journal of Bank Marketing*.

Dalla Pozza, I., & Texier, L. (2017). Vers un nouveau concept de proximité dans la relation conseiller-client: le cas de la banque et de l'assurance. *Gestion 2000*, 34(1), 141-156.

Dalla Pozza, I., Heitz-Spahn, S., & Texier, L. (2017). Generation Y multichannel behaviour for complex services: the need for human contact embodied through a distance relationship. *Journal of Strategic Marketing*, 25(3), 226-239.

Wang, C., & Dalla Pozza, I. (2015). Evaluate and understand customer lifetime duration: an example from telecom. *Gestion 2000*, 32(2), 79-101.

Dalla Pozza, I. (2014). Customer experiences as drivers of customer satisfaction. *Gestion 2000*, 31(3), 115-138.

Ilaria, D. P. (2014). Multichannel management gets "social". *European Journal of Marketing*, 48(7), 6-7.

Dalla Pozza, I., & Texier, L. (2014). Managing multichannel strategies in the service sector: the example of the French insurance industry. *Journal of Applied Business Research (JABR)*, 30(3), 863-868.

Kumar, V., Dalla Pozza, I., & Ganesh, J. (2013). Revisiting the satisfaction–loyalty relationship: empirical generalizations and directions for future research. *Journal of retailing*, 89(3), 246-262.

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