



MARKETING

Stefania MASÈ

Associate Professor of Marketing and Communication

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Biography

Dr. Stefania Masè is an Associate Professor at IPAG Business School, where she is in charge of the Master in International Management program and teaches courses in marketing and research methods. She holds a dual Ph.D. from the University of Macerata in Italy and Sorbonne University (Faculty of Humanities) in France, combining research in management with aesthetic philosophy.

Her research, influenced by Institutional Theory, explores the connections between institutions, consumer behavior, and the aesthetic dimensions of marketing. Her work is published in international journals and presented at conferences in France and abroad.

Part of her research has also been consolidated in her book *Art and Business: Perspectives on Art-Based Management*, published by Springer in 2020. Her field of study spans various contexts, including luxury brands, online dating platforms, and, more recently, family businesses through her active participation in the Successful Transgenerational Entrepreneurship Practices (STEP) Project Global Consortium.

Education

2016 : Ph.D., Management and Accounting (Macerata U., Italie) & Commerce International et Europe (Sorbonne U., France)

2010: Master's degree in advertising and communication (Macerata U., Italie)

2009: Specialization in International Trade (Macerata U., Italie)

Teaching Areas

- Principes de Marketing
- Methodologies de la recherche
- Gestion des marques du luxe
- Art & Business

Research Areas

- Marketing
- Consumer culture theory
- Institutional theory in marketing
- Family and family business

Professional experiences

- 2023: Associate Professor of Marketing at IPAG Nice, France
- 2021: Member of the Successful Transgenerational Entrepreneurship Practices (STEP) Project Global Consortium
- 2018: Academic Director of the Master in International Management, IPAG Nice and Paris Campuses
- 2018 – 2022: Assistant Professor of Marketing at IPAG Nice, France
- 2016 – 2018: Teaching and Research Assistant (ATER) at IAE Pau-Bayonne, France

Selected publications

- Colapinto, C., Masè, S. (2025). Introducing Twin Transitions in Family Businesses: A Triple Bottom Line Perspective. *BEER Business Ethics, the Environment & Responsibility*. DOI: 10.1111/BEER.12786
- Calabro, A., Conti, E., Masè, S. (2024). Trapped in a “golden cage”! The legitimization of women leadership in family businesses. *Journal of Family Business Strategy*. 15(2). <https://doi.org/10.1016/j.jfbs.2023.100569>
- 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>
- 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
- 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.
- 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.
- Cedrola, E.; Trabaldo Togna, L. A.; Masè, S. (2020) Eccellenze del Distretto Tessile Biellese: Ermenegildo Zegna (163 – 186). In Cedrola, E., & Togna, L. A. T. (2020). *Eccellenze italiane. Internazionalizzazione ed ecosostenibilità del distretto tessile biellese*
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