

# ALICE VENTURINI

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## SUMMARY

- PhD in Marketing (IULM University, Milan). Research fellow in Semiotics of Advertising (University of Modena and Reggio Emilia, Italy). Visiting scholar in Parsons Paris – The New School. Teaching experience at IULM University and IED University, Milan.
- My research mainly focuses on the fashion and luxury sectors, exploring consumer culture and emerging communication venues (e.g., the metaverse, AI-generated advertising) within this fields. Due to the topic under investigation, I primarily use qualitative methods, including semiotic analysis, netnography and in-depth interviews.

*Early staged researcher (3 years) with expertise in:*

Fashion branding – Luxury branding – AI advertising – Qualitative research

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## ACADEMIC EXPERIENCE

### RESEARCH FELLOW

Nov 2023 – ongoing

Semiotics of Advertising | University of Modena and Reggio Emilia

- **Research project:** semiotic analysis of the languages and narratives shaped by artificial intelligence (AI) to understand how AI is transforming the production and circulation of advertising
  - **Additional activities:** lecturing; exam and thesis supervision
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## EDUCATION

### PHD (Thesis in Marketing)

Nov 2020 – Oct 2024

Communication, Markets and Society | IULM University | Milan, Italy

- **Thesis title:** *Brands Over Heels. Understanding the Consumer-Brand Relationship in the Hyperconnected Environment* (discussed on Feb 12th, 2025)
  - **Research areas:** fashion branding, metaverse, brand activism
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## ABROAD EXPERIENCE

### VISITING SCHOLAR

Jan 2023 – May 2023

Fashion Studies | Parsons Paris – The New School | Paris, France

- **Research areas:** fashion and museums, fashion retailing, fashion heritage, qualitative research

- **Supervisor:** Prof. M. Pecorari

## SUMMER SCHOOL

Ago 2022

Introduction to Qualitative Research Methods | USI | Lugano, Switzerland

- **Key topics:** thick description; grounded theory; ethnography
  - **Course instructor:** Prof. M. Gibbert
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## TEACHING

### THEORY AND METHODS OF MASS MEDIA

Sep 2025 – ongoing

Adjunct Professor/Instructor of Record | MA in *Visual Communication* | IED | Milan

### VISUAL CULTURE AND FASHION IMAGES

Mar 2026 – ongoing

Teaching Assistant | MA in *Fashion Communication & Luxury Strategies* | IULM University | Milan

### CINEMA, FASHION & DESIGN

Mar 2024 – Feb 2025

Teaching Assistant | BA in *Fashion & Creative Industries* | IULM University | Milan

### SOCIOLOGY OF CONSUMPTION & CORPORATE CULTURE

Apr 2021 – Feb 2024

Teaching Assistant | BA in *Corporate Communication & Public Relations* | IULM University | Milan

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## INVITED SEMINARS

### Advertising in the Age of AI

Apr 2026

BA in *Communication Science* | University of Teramo

### How to design and develop retail spaces: the creation of the concept

Mar 2024

Executive course in *Retail Design: Designing Spaces for Exhibitions and Sales* | Fondazione Architetti Firenze

### Fashion film: digital narratives between art and advertising

Mar 2024

MA in *Media, Public and Corporate Communication* | University of Bologna

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## PUBLICATIONS

**Venturini, A.** (2026). “Challenging Beauty Norms in the Digital Age: An Analysis of Dove’s ‘The Code’ Campaign”. In M. Boero & R. Piccolo (Eds.), *Marketing Semiotics Research: Consumption Trends, AI, and the Economics of Experience* (pp. 181–208). IGI Global Scientific Publishing

**Venturini, A.** (2025). “The thin line between the real and the unreal: A semiotic approach toward AI-generated content within the fashion domain”. *Ocula*, 26(33), 148–164 [**ANVUR Class-A journal**]

Columbano, M; **Venturini, A.** (2025). “The devil’s avatar wears Prada: a consumption values’ perspective on purchase intention in immersive environments”. *Proceedings of the 54<sup>th</sup> Annual EMAC Conference*, Madrid, Spain

**Venturini, A.**; Columbano, M.; Bergianti, F. (2025). “Retro Rewind: Vicarious Nostalgia and the New Cassette Culture”. *Proceedings of the XXII SIM Conference*, Naples, Italy

**Venturini, A.**; Bergianti, F. (2024). “When brands burst into consumers’ spontaneous practices: mapping consumers’ reaction to brands’ entrance in the FantaSanremo competition”. *Proceedings of the XXI SIM Conference*, Milan, Italy

**Venturini, A.**; Simunovic, D. (2024). “From Attire to Aesthetic: How Fashion Films Redefine Brand Narratives”. *Proceedings of the XXI SIM Conference*, Milan, Italy

Columbano, M.; **Venturini A.** (2024). “Investigating Consumption Values and Purchase Intentions in Metaverse Shopping: A Pilot Study”. *Proceedings of the 23rd International Marketing Trends Conference*, Venice, Italy

**Venturini, A.**; Columbano, M. (2023). “‘Fashioning’ the metaverse: A qualitative study on consumers’ value and perceptions of digital fashion in virtual worlds”. *Journal of Global Fashion Marketing*, 15(1), 6–22 [ABS-1 ranked journal]

Bergianti, F.; **Venturini, A.** (2023). “I do it (also) for me: a qualitative study on the identity aspects underlying consumption on second-hand fashion apps”. *Proceedings of the 22nd International Marketing Trends Conference*, Paris, France

**Venturini, A.** (2023). “Fashion influencer e brand personality: verso una relazione influencer-consumatore”. In M. A. Polesana (Ed.), *Influencer e social media*. Franco Angeli, Milano

**Venturini, A.** (2022). “Let’s get phygital! Nuovi scenari emergenti nel fashion system”. In F. Massara & M. A. Polesana (Eds.), *Rapporto IULM 2022 sulla Comunicazione d’Impresa*. Franco Angeli, Milano

**Venturini, A.** (2021). “Contaminazioni cinematografiche negli spot pubblicitari Dolce&Gabbana: il caso The One (2017)”. *Ocula* [ANVUR Class-A journal]

**Venturini, A.** (2021). “Oltre il testimonial: i diversi ruoli dell’influencer nel settore lusso”. In M. A. Polesana & T. Vagni (Eds.), *L’influenza digitale. Studi, teorie, ricerche*. Guerini, Milano

**Venturini, A.** (2020). “Il marketing esperienziale del made in Italy: il caso Dolce&Gabbana”. *Filosofi(e) Semiotiche*, 7(1), 189–199

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## WORKING PAPERS

**Venturini, A.** (forthcoming). “David versus Goliath: a netnographic analysis of how consumers navigate their relationship with brands involved in social media firestorms”. *Journal of Product & Brand Management* [ABS-1 ranked journal] (under third round of review)

Buffo, S.; Tonucci, G.; **Venturini, A.** (forthcoming). “Fashion Films: From Screen to Feed. How Digital Platforms Mediate Brand Imagery and Audience Engagement”. *Film, Fashion & Consumption* [ANVUR Class-A journal] (under review)

Bianchi, C.; **Venturini A.** (forthcoming). “Dagli spot d’autore all’intelligenza artificiale: un approccio semiotico alla creazione di forme di incanto nella pubblicità contemporanea”. *The Enchanted Meaning. Proceedings of the FBK-ISR Final Symposium*. Aracne (accepted)

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## RESEARCH LABS

**Fashion film and social media: how Instagram and YouTube influence brand narratives and community sentiment within the fashion market** Mar 2025 – ongoing  
IULM University | Milan

**Fashion Film and OBC (Online Brand Communities): investigating the relationship between imagery and engagement for digital fashion brands** Mar 2023 – Feb 2025  
IULM University | Milan

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## LANGUAGES

*Italian* native speaker  
*English* C1  
*French* B2

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## ACADEMIC ASSOCIATIONS

AISS (*Associazione Italiana Studi Semiotici*) 2025 – ongoing  
ANR (*Association for Netnographic Research*) 2024 – ongoing  
SIM (*Società Italiana Marketing*) 2021 – ongoing

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## OTHER ACTIVITIES & INTERESTS

### HOBBIES

Pottery making | photography | gemmology | contemporary art & design

### LICENSES

Driver's license | boat license