

## CURRICULUM VITAE

**EMANUELA PRANDELLI**

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### **Office**

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### **Personal Information**

Date of Birth July 17th, 1970  
Citizenship Italian  
Married, two children

### **Academic Positions**

#### **Bocconi U.**

2015 – present: LVMH Associate Professor of Fashion & Luxury Management  
2005 – present: Associate Professor, Department of Management and Technology  
2001-2005: Assistant Professor, Department of Management and Technology  
1995-1996: Research and Teaching Assistant with Scholarship, Department of Management

#### **Other Institutions**

April 2013 – June 2013 Visiting Professor at WU Vienna University of Economics and Business.  
July 2001-Dec. 2001 Visiting Scholar at the Kellogg Graduate School of Management, Northwestern University, Chicago, IL.  
Febr. 1999 – Sept. 1999 Research Assistant at the Kellogg Graduate School of Management, Northwestern University - Center for Research on Innovation, Technology, and E-commerce  
Sept. 1998 – Febr. 1999 Research Assistant at St. Gallen University, Switzerland – KnowledgeSource-Center for Research on Network Economy and Knowledge Management

## Academic Distinctions and Awards

2021, March	Premio di Eccellenza nella Ricerca Università Bocconi (Research Excellence Awards for the Year 2021).
2021, March	Premio del Club Canova per il miglior libro di management per l'anno 2020, con il libro "Human digital enterprise. Creare e co-creare valore in un contesto omni-data", co-author G. Verona (Best Management Book of the Year Award)
2014, November	Best Teacher of Marketing Department, SDA Bocconi School of Management, Open Market Executive Courses, in 2011-2012-2013
2014, March	Premio di Eccellenza nella Ricerca Università Bocconi (award for distinctive academic research).
2012, August	Runner-up 2012 Carolyn Dexter Award for Best International Paper, Academy of Management Conference, for the paper <i>Exploring and reconfiguring a firm's competence base: a process model of strategic renewal</i> (co-author A. Lipparini, G. Verona)
2012, April	"Innovation Excellence – 2011 Award" - <i>Divisione Formazione Manageriale su misura Imprese</i> (Executive Custom Programs)
2011, December	Runner-up Theo Scholler- Preis 2011, Munich Best Paper Award Innovation Management for the article <i>Psychological Effects of Empowerment Strategies on Consumers' Product Demand</i> (co-authors Fuchs, C., Schreier, M.), published on Journal of Marketing, 2010.
2010-2011	Finalist among the best teachers of the academic year
2009-2010	Finalist among the best teachers of the academic year
2008, January	Best teacher of the Year 2007 Award, Marketing Department, SDA Bocconi School of Management
2006, August	Runner-up for JIM's 2006 Award for the Best Paper published in the Journal of Interactive Marketing in 2005.
2007 June - 2005 July	Università Bocconi - <i>Indennità di Eccellenza nella Ricerca</i> (award for distinctive academic research).
July 2001 - June 2003	Università Bocconi - <i>Indennità di Eccellenza nella Ricerca</i> (award for distinctive academic research)
December 2001	Università Bocconi - <i>Best Management Paper Award</i> for the article <i>Communities of Creation: Managing Distributed Innovation in Turbulent Markets</i> (co-author Mohanbir Sawhney), published on California Management Review
February 2001	<i>Accenture Award</i> (best paper of the year) for the article <i>Communities of Creation: Managing Distributed Innovation in Turbulent Markets</i> (co-

author Mohanbir Sawhney), published on California Management Review.

- October 2000 *Ph.D. Student Finalist* with the Ph.D. Dissertation Proposal for the “Booz Allen & Hamilton/Strategic Management Society PhD Fellowship”, Vancouver, Canada.
- October 1999 *Scholarship* provided by the Marketing Science Institute, Cambridge, CA for the Ph.D. Dissertation Proposal.
- Sept. 1996 – Dec. 2000 *Full Scholarship* for the PhD Program in Management at Bocconi University, Milan.
- March 1994 *Best Graduate Award* for the Academic Year 1992 – 1993 at Bocconi University, Milan.

### **Institutional roles and services in Bocconi**

- 2018 - Responsible for the Fashion & Luxury Knowledge Center, SDA Bocconi School of Management
- 2016 - Director of Master in Fashion, Design, and Experience (MAFED), SDA Bocconi School of Management
- 2016 - Academic Advisor Fashion, Luxury, & Design Topic, Bocconi Alumni Community
- 2015 - LVMH Associate Professorship in Fashion and Luxury Management (report data 2016: 293 students engaged in the Lectio Inauguralis, 158 students engaged in the case-based competition organized with Loro Piana, 245 students engaged in the networking event; report data 2017: 391 students engaged in the Annual Conference, 160 students engaged in the case-based competition organized with Louis Vuitton, 276 students engaged in the networking event; report data 2018: 280 students engaged in the Annual Conference and in the case-based competition with LVMH, 403 students engaged in networking event)
- 2012 - 2019 Member of the Scientific Committee “Fondazione Tronchetti Provera”
- 2013 - 2018 Academic Director of CEMS-MIM Master Program
- 2013 - 2018 CRIOS Fellow Representative - CRIOS Managing Board.
- 2013 - 2018 Responsible Teaching Activity, Institute of Technology and Innovation Management, Management & Technology Department.
- 2011 – 2017 Responsible Department Seminar Series – Management & Technology Department.

2008 – 2012	Deputy Director KITeS, Research Center on Knowledge, Internationalization and Technology Studies.
2010 – 2011	Rectoral Committee representative for the Technology and Innovation Management Institute – Department reorganization.
2007 – 2010	Rectoral Committee representative for the Technology and Innovation Management Institute – Research Committee.
2007 – 2010	Rectoral Committee representative for the Technology and Innovation Management Institute – Internationalization Committee.
2004 - 2005	Executive Director, Master in New Media.
1999 – 2004	Director of the Internet Center and the E-Shopping Lab of I-LAB, Research Center on Digital Economy.

### **Education**

February 2001	Ph.D. in Management, Bocconi University, Milan Ph.D. Dissertation: <i>From Customer Orientation to Customer Integration: Using Information Technology to Integrate Customers into the Firm's Knowledge Creation Process.</i>
Febr. 1999 – Sept. 1999	<i>Quantitative Modeling</i> and <i>Organizations in their Environments</i> courses in the Ph.D. program; <i>Technology Marketing</i> and <i>Contextual Inquiry and Consumer Experience</i> courses in the MBA program, at the Kellogg Graduate School of Management, Northwestern University, Chicago.
Sept. 1998 – Febr. 1999	<i>Research Methodology</i> courses in the Ph.D. program of St. Gallen University, Switzerland
Sept. 1996 – June 1998	Ph.D. Program in Management, Bocconi University, Milan
Sept. 1989 – March 1994	Laurea <i>summa cum laude</i> in Business Administration at Bocconi University, Milan, Italy - Dissertation: <i>The consumer-product affective relationship: theory and measurement.</i>

### **Research and International Publications**

My research focuses on three core areas:

- Digital strategy and customer engagement
- Open and User Innovation
- Fashion & Luxury Management

Below the core parameters of my current research productivity:

- Google Scholar: N23; Citations= 5019; H=18; i10-index = 21
- ISI Web of knowledge: N=8; Citations=567; H=7

### **International Articles**

“Customization in Luxury Brands: Can Valentino Get Personal?” (co-authors, Moreau, P.; Fuchs, C.; Schreier, M.), *Journal of Marketing Research*, September 2020, Vol. 57(5) 937-947.

“Changing Style in Style-Changing Industries: The Role of Critics as Gatekeepers in High-End Fashion” (co-authors P.Cillo, J. Nunes, I. Scopelliti). In Special Issue of *Advances in Strategic Management* “Style in Strategy and Strategy of Style: Theoretical Developments, Empirical Results, and Research Agenda”, Forthcoming 2020.

“Luxury Customer Experience and Engagement What Is the Impact of In-Store Technology?” (co-authors, Cillo P. et al.) In B. Kahn (ed.), “Online Luxury Retailing: Leveraging Digital Opportunities - Research, Industry Practice, and Open Questions“, Baker Retailing Center, The Wharton School, University of Pennsylvania, 2016, pp. 34-44.

“In user's shoes: An experimental design on the role of perspective taking in discovering entrepreneurial opportunities” (co-authors M. Pasquini, G. Verona), *Journal of Business Venturing*, 2016, 31, pp. 287-301 (**currently 17 citations Google Scholar, 18 citations ISI Web of Knowledge**).

“All that is Users Might not be Gold: How Labeling Products as User-designed Backfires in the Context of Luxury Fashion Brands”, (co-authors, Dahl, D.; Fuchs, C.; Schreier, M.), *Journal of Marketing*, September 2013, Vol. 77, pp. 75-91 (**currently 184 citations Google Scholar, 18 citations ISI Web of Knowledge**).

“Psychological Effects of Empowerment Strategies on Consumers' Product Demand” (co-authors, Fuchs, C.; Schreier, M.), *Journal of Marketing*, January 2010, pp. 65-79 (**currently 460 citations Google Scholar, 34 citations ISI Web of Knowledge**).

“Internet-Enabled Co-Production: Partnering or Competing with Customers?” (co-authors, U. Schultze, P.I. Salonen, M. Van Alstyne), *Communications of the Association for Information Systems*, Volume 19 Article 15, April 2007, pp. 294-324 (**currently 45 citations Google Scholar, 22 citations ISI Web of Knowledge**).

“Web-based Product Innovation” (coauthors G. Verona, D. Raccagni), *California Management Review*, Summer 48 (4), 2006, pp. 109-135 (**currently 260 citations Google Scholar, 22 citations ISI Web of Knowledge**).

“Innovation and virtual environments: towards virtual knowledge brokers” (coauthors M. Sawhney, G. Verona), *Organization Studies*, 27(6), 2006, pp. 765-788 (**First article in the issue, currently 350 citations Google Scholar, 51 citations ISI Web of Knowledge**).

“Collaborating to Create: The Internet as a Platform for Customer Engagement in Product Innovation” (coauthors M. Sawhney, G. Verona), *Journal of Interactive Marketing*, 19(4), 2005, pp. 3-17 (**First article in the issue, Runner-up for best paper of the journal, currently 1581 citations Google Scholar**).

“The Power of Innomediation” (coauthors M. Sawhney, G. Verona), *MIT Sloan Management Review*, Winter, 44 (2), 2003, pp. 77-82, (**currently 239 citations Google Scholar, 34 citations ISI Web of Knowledge**).

“A dynamic model of customer loyalty for sustaining competitive advantage on the Web” (co-author G. Verona), *European Management Journal*, 20 (3), 2002, pp. 299-309 (**currently 75 citations Google Scholar**).

“Communities of Creation: Managing Distributed Innovation in Turbulent Markets” (co-author M. Sawhney), in *California Management Review*, Vol. 42, n. 4, Summer, 2000, pp. 24-54 (**currently 987 citations Google Scholar, 158 citations ISI Web of Knowledge**).

### **Refereed International Books**

*Collaborating with Customers to Innovate. Conceiving and Marketing Products in the Network Age*, (coauthors M. Sawhney, G. Verona), July 2008, Edgar, Sheffield Brightman

### **Chapters in Referred International Books**

“From Software to Hardware: The Changing Technology of Open Source” (co-author G. Verona). In A. Capaldo (ed.), *Advances in Strategy and Organization. Selected Papers from 'Second Tuesday' Seminars*. McGraw Hill: Milano, 2012, pp. 197-221.

“Co-developing New Products with Customers” (co-author G. Verona). In A. Carù & K. Tollin (eds.), *Strategic Market Creation: A New Perspective on Marketing and Innovation Management*, John Wiley & Sons, Ltd., 2008, pp. 362-388.

“Collaborative Innovation: Web-based tools for customer involvement in new product development” (co-author G. Verona). In C. Wankel (ed.), *21st Century Management: A Reference Handbook*, Sage Publications, Thousand Oaks, CA, 2007.

“Knowledge Management and the Emerging Organizational Models of Distributed Innovation: Towards a Taxonomy” (co-authors M. Sawhney, G. Verona). In Renzl B., Matzler K., Hinterhuber H. (eds.) *The Future of Knowledge Management*, Palgrave Macmillan, Houndmills, Hampshire, 2006, pp. 137-160.

“Beyond Customer Knowledge Management: Customers as Knowledge Co-Creators” (co-author M. Sawhney), in *Knowledge Management and Virtual Organization*, Idea Group Publishing, Hershey, PA, 2000, pp. 258-281.

## **Italian Publications**

### **Articles**

“A ogni campagna marketing il suo influencer”, *Economia & Management*, 2020 N.4, pp.75-80 (coautore P. Cillo)

“Le Cinque Regole del Business in Rete”, *Economia & Management*, 2019, n.2, pp. 9-13 (coautore G. Verona)

“Big Data e mercato, l’affare è servito”, *Economia & Management*, 2016, n.3, pp. 9-13.

“Tecnologie digitali nelle maglie del business”, *Economia & Management*, 2016, n. 4, pp. 11-17.

“Social CRM: Quando i big data rafforzano i legami con i clienti”, *Economia & Management*, n.1, 2015, pp. 7-12 (coautore P. Cillo)

“Quando l’imprenditore assume la prospettiva del cliente. Il perspective taking aiuta a cogliere le opportunità latenti nel mercato”, *Economia & Management*, n.3, 2014 (coautori Verona G., Pasquini M.)

“Come la critica influenza le scelte di cambiamento delle imprese: un’analisi longitudinale sull’innovazione stilistica nel settore della moda”, *Finanza, Marketing, Produzione*, Special Issue (1), 2012, pp. 69-72 (co-author P. Cillo)

“Collaborare con i clienti per innovare”, *Economia & Management*, n.5, 2008 (coautori Sawhney M., Verona G.)

“Il ruolo dei broker tecnologici: Un’analisi esplorativa”, *Economia & Politica Industriale*, n. 3, Settembre, 2005 (coautori G. Verona, E. Barbi).

“Piccole e media imprese e mercati globali: il ruolo del web marketing”, *Lecco Economia*, Banca Popolare di Lecco- Deutsche Bank, giugno, 2005.

“Il ruolo del Web ai fini del coinvolgimento del cliente nei processi di innovazione: teoria e prassi a confronto”, *Micro & Macro Marketing*, n. 3, 2003, pp. 321-359 (coautori G. Verona, D. Raccagni).

“La Rete e l’assorbimento della conoscenza del cliente per l’innovazione” (coautore G. Verona), *Economia & Management*, n. 4, Settembre, 2003

“A dynamic model of customer stickiness for the buyer-seller relationship in the frictionless economy” (co-author G. Verona), in *Finanza Marketing Produzione*, n. 1, 2001.

“Affiliation o Lock-in? Strategie di marketing per competere in Internet” (co-autore G. Verona), in *Economia & Management*, n. 4, July, 2001.

“Il profilo dell’utenza individuale Internet in Italia”, *Economia & Management*, n. 5, settembre, 2000 (coautore E. Valdani).

“Net Marketing: gestire le relazioni in un mondo senza consumatori” (co-autore S. Micelli), in *Economia & Management*, n. 4, luglio, 2000.

“Fare leverage sulla conoscenza tacita dei consumatori: Verso una nuova economia cognitiva” (co-autore G.von Krogh), in *Sinergie*, Vol. 51, n. 1, gennaio-aprile, 2000.

“L’efficacia delle promozioni nel settore della stampa quotidiana: Un’indagine empirica”, in *Micro & Macro Marketing*, n. 3, dicembre, 1998.

“Verso il prodotto relazionale. Alcune evidenze empiriche dal settore dell’abbigliamento giovane” (co-autore S. Saviolo), in *Economia & Management*, n. 6, novembre, 1996.

“La gestione della Customer Satisfaction alla Xerox Corporation”, in *Micro & Macro Marketing*, n. 3, dicembre, 1995.

### **Refereed Italian Books**

*Human Digital Enterprise* (coauthor G.Verona), 2020, Egea, Milano.

*La nuova impresa digitale* (coauthor G.Verona), 2019, Egea, Milano.

*Il Vantaggio Competitivo in Rete* (coauthor G. Verona), 2011. McGraw Hill, Milano.

*Marketing in Rete. Oltre Internet verso il Nuovo Marketing* (coauthor G. Verona), 2006. McGraw Hill, Milano (second edition)

*Collaborative Innovation* (coauthor G. Verona), 2006. Carocci, Roma

*Marketing in Rete. Analisi e decisioni nell’economia digitale*, (coauthor G.Verona), McGraw Hill, Milano, 2002.

*Oltre la notizia. Economia e gestione delle imprese editrici di quotidiani in Italia*, Etaslibri, Milano, 1999.

### **Chapters in Refereed Italian Books**

“Lusso – globalizzazione della domanda e dell’offerta. Nuovi comportamenti di consumo e crescente competizione all’interno della singola industria. Verso l’economia dell’esperienza: cresce la competizione tra settori”, *Enciclopedia Treccani*, 2020, pp. 52-56.

“Far leva sulla creatività dei consumatori per alimentare con continuità il processo innovativo: evidenze empiriche dal settore moda”(coautore P. Cillo). In “Marketing, una disciplina fantastica: omaggio a Enrico Valdani”, Egea, 2018.

“L’analisi iniziale: lo scenario di riferimento” (co-author Caratelli M.). In U. Filotto (ed.), “La Banca Diretta. Comportamenti e aspettative dei clienti tra banca online e banca tradizionale.” Bancaria Editrice, Roma, 2014.



“Innovation in Symbolic Industries: The Influence of Critical Audience Evaluation on Fashion Companies’ Behavior” (co-author P. Cillo). In "Prodotto, consumatore e Politiche di mercato. Quarant'anni dopo." Scritti in onore di Stefano Podestà, 2012.

“Il marketing digitale: dal marketing interattivo al marketing collaborativo” (coautore G. Verona). In S. Castaldo (ed.), *Marketing e Fiducia*, Il Mulino, 2009, pp.381-401.

“Reti Virtuali e Brokering di Innovazione” (coautore G. Verona). In Fiocca R, *Rileggere l’Impresa*, Etas, Milano, 2007, pp.151-174.

“La gestione delle comunità virtuali per lo sviluppo di relazioni e conoscenze” (coautore G. Verona), in S. Vicari (a cura di) *Vendite e Trade Marketing*, Egea, Milano, 2005, pp. 396-419.

“I canali digitali” (coautore G. Verona), in S. Vicari (a cura di) *Vendite e Trade Marketing*, Egea, Milano, 2005, pp. 22-43

“Democrazia informativa e media user empowerment: verso nuove logiche di partecipazione distribuita nei processi di comunicazione”, (coautore E. Valdani), in *Tecnologia dell’informazione e nuovi media*. ISIMM, Roma, 2002.

“Le opportunità di apprendimento congiunto tra impresa e consumatori nell’Economia della Virtualità” (co-autore B. Busacca), in *Economia della Virtualità*, S. Vicari (ed.), Egea, Milano, 2001.

“L’innovazione di prodotto nella Net Economy” (co-autore E. Baglieri), in *Il Management nell’Era della Connessione*, S. Vicari (ed.), Egea, Milano, 2001.

“La metamediazione: gestire le interazioni in un’economia virtuale” (co-autore P. Cillo), in *Il Management nell’Era della Connessione*, S. Vicari (ed.), Egea, Milano, 2001.

“Tecnologie dell’informazione, società e democrazia”, in *Le complessità da gestire*, IRSE, Pordenone, 2000.

“La reingegnerizzazione dei processi di marketing orientata alla Time-Based Competition” (co-autore R. Fiocca), in *I Processi di Marketing*, E. Valdani, F. Ancarani (a cura di), Egea, Milano, 1997.

### **Major research grants**

2015 – LVMH Grant

2017 Competitive advantage in the digital transformation age: Big data, team leader with G. Verona). DIR - Divisione Ricerche Claudio Dematté SDA Bocconi School of Management.

2010-2012 Taking the Perspective of the User: Untangling the Role of Empathy and User Knowledge in Entrepreneurship Research and Practice (team leader E. Prandelli). DIR - Divisione Ricerche Claudio Dematté SDA Bocconi School of Management

- 2008 – 2010 The impact of customer empowerment in product creation and selection on brand attachment and willingness to pay (team leader E. Prandelli). DIR - Divisione Ricerche Claudio Dematté SDA Bocconi School of Management.
- 2008 – 2010 Identity and Conduct in Global Fashion: The Influence of Critical Audience Evaluation on Firms' Innovation Patterns. DIR - Divisione Ricerche Claudio Dematté SDA Bocconi School of Management (team leader P.Cillo).
- 2007-2009 PRIN: Capacità dinamiche per la open innovation (team leader S. Vicari) - MIUR – PRIN 2007 –2007jw8mpx\_004 - funds €22.059). Project title: “Il ruolo delle capacità dinamiche in ambienti in continua evoluzione e il loro influsso sulle strategie innovative e sui processi organizzativi”.
- 2003-2005 PRIN: Innovazione e Mercato: il ruolo delle nuove tecnologie nell'integrazione della conoscenza dei consumatori nel processo di sviluppo dei nuovi prodotti (team leader: S. Vicari) - MIUR - PRIN 2003 - 2003133874\_001 - funds € 41.300).
- 2003 - 2005 From relationship marketing to collaborative marketing. The impact of virtual customer environments (VCEs) on value creation (team leader E. Prandelli), Istituto di Economia delle Aziende Industriali e Commerciali, Università Bocconi. Finanziamento in qualità di Ricerca di Base.
- 1999 Scholarship provided by the Marketing Science Institute, Cambridge, CA for the Ph.D. Dissertation Proposal From Customer Orientation to Customer Integration: Using Information Technology to Integrate Customers into the Firm's Knowledge Creation Process
- 1996 –2000 Full Scholarship for the PhD Program in Management at Bocconi University, Milan.

#### *Teaching Activities at Bocconi University*

- 2016 – present Teaching activity and responsible for the course Fashion & Luxury Management (graduate course)
- 2008 - present Teaching activity and responsible for the course Digital Strategy.  
Teaching activity for the course Technology and Innovation Management
- 2010 - 2015 Teaching activity for the course Management of Fashion Companies
- 2008 - 2018 Teaching activity and responsible for the course New Product Development and Open Innovation  
Teaching activity for the course Advanced Topics in eMarketing e eCommerce (graduate course)

- 2008 - 2015 Teaching activity for the course Community-based Innovation and Strategy (graduate course); since 2014 Bocconi Campus Abroad at UCLA, Los Angeles
- 2005-2008 Teaching activity for the course *Technology Marketing* – Ph.D. in Management
- Teaching activity and responsible for the course *E-business & the global market (Internet Marketing)*
- Teaching activity and responsible for the course *E-marketing* (graduate course)
- Teaching activity for the course *E-business and Innovation Management*
- Teaching activity for the course *Technology and Innovation Management*
- 2003-2005 Teaching activity for the course *Technology Marketing* – Ph.D. in Management
- Teaching activity and responsible for the course *Technology Marketing* – Master in Marketing & Communication
- Teaching activity and responsible for the course *E-business & the global market (Internet Marketing)*
- Teaching activity and responsible for the course *E-marketing* (graduate course)
- Teaching activity for the course *E-business and Innovation Management*
- Teaching activity for the course *Marketing*
- 2001-2003 Teaching activity and responsible for the course *Technologies for cultural activities and communication*
- Teaching activity and responsible for the course *E-business & the global market (Internet Marketing)*
- Teaching activity in the course *Marketing*
- 2000-2001 Teaching activity and responsible for the course *E-business & the global market (Internet Marketing)*
- Teaching activity in the course *Marketing*
- 2000-2001 Teaching activity and responsible for the course *E-commerce*
- Teaching activity in the course *E-commerce*
- Teaching activity in the course *Innovation Management*
- Teaching activity in the course *Marketing*

Teaching activity in the course *Strategic Marketing*  
1995-1996 Lecturer in the course *Consumer Behavior*

### **Invited Lectures**

2020 September Rutgers Business School, Center for Business of Fashion: “Customization strategies in luxury markets”.

2018 November Rutgers Business School, Center for Business of Fashion: “Digital Strategy and customer engagement in Fashion and Luxury Business”.

2015 January IAE Grenoble, Ecole Universitaire de Management: “The Effect of Critical Evaluation on Aesthetic Innovation: Debunking the Myth of Designer as Dictator”

2011 March Imperial College London: “Democracy Effects in the Market”

2005 May IULM Milano: “Customer empowerment e potenzialità dell’interazione in ambiente digitale”

2006 November University of Malmo: “Managing distributed and Collaborative Innovation”

2004 July Universidade de Coimbra: “Communities of Creation: Managing distributed and collaborative innovation”

2002 May Università di Padova: “Nuovi paradigmi del consumo: dalla delega all’interazione”

2001 July – December Visiting Professor at the Center for Research on Innovation, Technology, and E-commerce of Kellogg School of Management della Northwestern University, Chicago, Illinois - Teacher of the course Product Development in the Networked Economy del Master in Business Administration (MBA)

### **Teaching Activities at the Graduate School of Business Administration, Bocconi University**

Ideator and coordinator of several custom executive learning programs about fashion and luxury management, digital strategy, innovation, and marketing management topics. Among the most relevant clients:

- In the fast moving consumer goods industry, Artsana and Johnson & Johnson;
- In the fashion industry, Miroglio and Zegna;
- In the publishing industry, RCS Group and Mondadori;
- In the Energy industry, Enel;
- In the consumer electronics, Esprinet, IBM, and Philips,
- In the Telco, Microsoft, Tim, and Vodafone.

Teaching activity in several open market courses, especially about Web Marketing and Innovation (Internet Marketing, New Product Development, New Service Development, Customer loyalty and relationship management, Communication Management) and Marketing Management (Marketing Management Consumer Markets, Marketing Management Service Markets, Strategic Marketing).

In detail:

- 2013 - Teaching activity and responsible for the course *Digital Strategy*, MBA Program.
- 2011 - Teaching activity and responsible for the course *Value creation from a customer perspective*, Luxury Track, MBA Program (in partnership with Bvlgari).
- 2003 - Teaching activity and responsible for the course *Marketing Management*, Master in Fashion, Design and Experience program.
- 2000 - Teaching activity and coordinator of *Marketing Management*, executive program
- 2000-2011 Teaching activity and responsible for the course *Marketing* and the course *E-commerce*, MBA program
- 2003-2005 Teaching activity and coordinator of *Basic Internet Marketing*, executive program
- 2001-2005 Teaching activity in the course of *E-commerce*, MIEM program
- 2002 Teaching activity and responsible for the course *Consumer Behavior*, Master in Fashion Management program.
- Teaching activity and coordinator of *Technology Marketing* and *Media & New Media Marketing*, Master in Marketing and E-commerce program
- Teaching activity and coordinator of *Media & New Media Marketing*, executive program
- Teaching activity and coordinator of *Internet Marketing*, executive program
- Teaching activity and assistant coordinator of *Sales Force Incentive Management*, executive program
- Assistant coordinator of *Sales Force Management*, *Creative Marketing Management* and *Trade Marketing*, executive programs
- Teaching activity in *Fashion & Design Management*, MBA program
- 1994-1996 Teaching activity in *Fashion & Design Management*, executive program.

### **Editorial membership**

- 2001 - Ad hoc reviewer for Journal of Marketing, Research Policy, Organization Studies, Journal of Business Venturing, Journal of Product Innovation Management, California Management Review, Journal of Interactive Marketing.