

Emanuela Prandelli

ASSOCIATE PROFESSOR

Digital Marketing

EMANUELA.PRANDELLI@UNIBOCCONI.IT

Biography

Emanuela Prandelli is an Associate Professor at the Department of Management and Technology at Università Bocconi. She is also LVMH Associate Professor of Fashion and Luxury Management.

At SDA Bocconi, she is the Director of the Master in Fashion, Experience & Design Management (MAFED) and she teaches innovation management, marketing management, digital strategy, and fashion & luxury management. She has coordinated ad-hoc initiatives for several companies operating in the fashion field, fast moving consumer goods industry, publishing and consumer electronics. Since 2022, she is Associate Dean for Global Executive Summer Programs.

Her research activities focus on collaborative marketing and open innovation, digital business and social media marketing. She has a special interest in exploring these topics in fashion and luxury. She mainly relies on experimental design research methods.

She is the author of numerous books and articles on her topics of interest. She has published several international articles in leading international journals, such as Journal of Marketing, Journal of Marketing Research, Journal of Interactive Marketing, Organization Studies, California Management Review, MIT Sloan Management Review, the Journal of Business Venturing, European Management Journal, Advances in Strategic Management, among others. She is a reviewer for several specialized journals such as Journal of Interactive Marketing, Journal of Marketing, Organization Studies, Research Policy. In 2021 she won the Best Management Book of the Year Award by Canova Club with the book published in 2020 and entitled “Human digital enterprise”, co-author G. Verona. She won the “Innovation Excellence Award” in 2022 and in 2012 and the award for best teacher of the Marketing Department at SDA Bocconi in 2014 and 2008. She got the award for distinctive academic research from Bocconi University for the results achieved during the periods 2001-2003, 2005-2007, and 2013-2014, and 2020. She won the 2001 Accenture Award for the best paper published in California Management Review in 2000. She also was Runner-up for the 2012 Carolyn Dexter Award for the Best International Paper, Academy of Management Conference, for the Theo Scholler-Preis 2011, Munich Best Paper Award Innovation Management, and for the JIM’s 2006 Award for the Best Paper published in the Journal of Interactive Marketing in 2005. Her Ph.D. Dissertation was prized by Booz Allen & Hamilton and financed by the Marketing Science Institute of Cambridge.

She served as a Research Assistant at St.Gallen University and at the Research Center on Technology, Innovation, and eCommerce Kellogg School of Management, Northwestern University, where she was also a Visiting Professor. She was also a visiting Professor at WU, Vien.

Emanuela holds a Ph.D. in Management from Università Bocconi.

Teaching domains

Digital Marketing

Marketing Management

New Product Development

Omnichannel strategy

Omnichannel Customer Experience

ARTICLES IN SCHOLARLY JOURNALS

PRANDELLI E.

Personalizzare il prodotto ma con moderazione

Economia & Management, 2023, no. 3, pp.38-42

PAGE M. C., PRANDELLI E., SCHREIER M., HIEKE S.

Customization in Luxury Brands: Can Valentino Get Personal?

Journal of Marketing Research, 2020, vol.57, no. 5, pp.937-947

CILLO P., PRANDELLI E.

A ogni campagna di marketing il suo influencer - An Influencer for Every Marketing Campaign

Economia & Management, 2020, no. 4, pp.75-80

CILLO P., NUNES J. C., PRANDELLI E., SCOPELLITI I.

Changing Style in Style-changing Industries: The Role of Critics as Gatekeepers in High-end Fashion

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PRANDELLI E., VERONA G.

Le cinque regole del business in Rete

Economia & Management, 2019, no. 2, pp.67-71

PRANDELLI E.

Big data e mercato: l'affare è servito

Economia & Management, 2016, no. 3, pp.10-13

VERONA G., PRANDELLI E., PASQUINI M.

In user's shoes: An experimental design on the role of perspective taking in discovering entrepreneurial opportunities

Journal of Business Venturing, 2016, vol.31, no. 3, pp.287-301

PRANDELLI E.

Tecnologie digitali nelle maglie del business

Economia & Management, 2016, no. 4, pp.11-27

PRANDELLI E., VERONA G., PASQUINI M.

Quando l'imprenditore assume la prospettiva del cliente. L'empatia aiuta a cogliere le opportunità di mercato.

Economia & Management, 2014, no. 3, pp.73-94

FUCHS C., PRANDELLI E., SCHREIER M., DAHL D.

All That Is Users Might Not Be Gold: How Labeling Products as UserDesigned Backfires in the Context of Luxury Fashion Brands

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PRANDELLI E., CILLO P.

Come la critica influenza le scelte di cambiamento delle imprese: un'analisi longitudinale sull'innovazione stilistica nel settore della moda

Finanza, Marketing e Produzione, 2012, vol.30, no. 1, pp.69-92

FUCHS C., PRANDELLI E., SCHREIER M.

The Psychological Effects of Empowerment Strategies on Consumers' Product Demand

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VERONA G., PRANDELLI E., SAWHNEY M.

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SCHULTZE U., PRANDELLI E., SALONEN P. I., VAN ALSTYNE M.

Internet-Enabled Co-Production: Partnering or Competing with Customers?

Communications of the Association for Information Systems, 2007, vol.19, no. 15, pp.294-324

PRANDELLI E., VERONA G., RACCAGNI D.

Diffusion of Web-Based Product Innovation

California Management Review, 2006, vol.48, no. 4, pp.109-135

VERONA G., PRANDELLI E., SAWHNEY M.

Innovation and Virtual Environments: Towards Virtual Knowledge Brokers

Organization Studies, 2006, vol.27, no. 6, pp.765-788

SAWHNEY M., PRANDELLI E., VERONA G.

Collaborating to create: The Internet as a platform for customer engagement in product innovation

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VERONA G., PRANDELLI E., BARBI E.

Il ruolo dei broker tecnologici: Un'analisi esplorativa

Economia e Politica Industriale - Journal of Industrial and Business Economics, 2005, vol.31, no. 3, pp.65-95

PRANDELLI E., VERONA G., RACCAGNI D.

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VERONA G., PRANDELLI E.

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SAWHNEY M., PRANDELLI E., VERONA G.

The Power of Innomediation

Mit Sloan Management Review, 2003, vol.44, no. 2, pp.77-82

VERONA G., PRANDELLI E.

A Dynamic Model of Customer Loyalty to Sustain Competitive Advantage on the Web

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Economia & Management, 2001, no. 4, pp.73-89

SAWHNEY M., PRANDELLI E.

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VALDANI E., PRANDELLI E.

Il profilo dell'utenza individuale Internet in Italia

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PRANDELLI E., MICELLI S.

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PRANDELLI E., SAVIOLO S.

Verso il prodotto relazionale. Alcune evidenze empiriche dal settore dell'abbigliamento giovane

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RESEARCH MONOGRAPHS

PRANDELLI E., VERONA G.

Human Digital Enterprise: Creare e co-creare valore in un contesto omnidata

Egea, Milano, Italy, 2020

PRANDELLI E., VERONA G.

La nuova impresa digitale

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Il Vantaggio Competitivo in Rete. Dal Web 2.0 al Cloud Computing

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Carocci Editore, Roma, Italy, 2006

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Marketing in rete. Oltre Internet verso il nuovo marketing

McGraw-Hill Italia, Italy, 2006

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Marketing in Rete. Analisi e decisioni nell'economia digitale

McGraw-Hill Italia, Italy, 2002

PRANDELLI E.

Oltre la notizia. Economia e gestione delle imprese editrici di quotidiani in Italia

Etas Libri, Milano, Italy, 1999

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

PRANDELLI E.

I nuovi paradigmi della customer experience: il settore della moda in *Manager del Futuro*

E. Baglieri(Ed), Egea, chap. 7, pp.109-121, 2022

CILLO P., PRANDELLI E.

La costruzione di risorse di fiducia nelle relazioni parasociali: il ruolo di influencer reali e virtuali nei contesti digitali in *Innovazione e Management: Omaggio a Salvio Vicari*

G. Bertoli, S. Castaldo, P. Cillo, G. Troilo, G. Verona (Eds),Egea, pp.315-326, 2022

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Far leva sulla creatività dei consumatori per alimentare con continuità il processo innovativo: evidenze empiriche dal settore moda in *Marketing, una disciplina fantastica: omaggio a Enrico Valdani*

Busacca Bruno, Costabile Michele (Eds),Egea, pp.187-212, 2018

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B. Kahn (Eds),Baker Retailing Center, the Wharton School - University of Pennsylvania, pp.33-44, 2016

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From Software to Hardware: The Changing Technology of Open Source in *Advances in Strategy and Organization. Selected Papers from 'Second Tuesday' Seminars*

D. Baglieri (Eds),McGraw-Hill Education, pp.197-221, 2012

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Carù A., Borghini S., Golfetto F., Pace S., Rinallo D., Visconti L., Zerbini F. (Eds),Egea, pp.429-443, 2012

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K. Tollin, A. Carù (Eds),John Wiley & Sons, pp.362-388, 2008

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C. Wankel (Eds),SAGE Publications, pp.14-23, 2007

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Reti virtuali e brokering di innovazione in *Rileggere l'impresa. Relazioni, risorse e reti: un nuovo modello di management*

R. Fiocca (Eds),Etas Libri, pp.151-174, 2007

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Renzl B., Matzler K., Hinterhuber H. (Eds),Palgrave Macmillan, pp.137-160, 2005

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BAGLIERI E., PRANDELLI E.

La progettazione e lo sviluppo dei nuovi prodotti in *Il management nell'era della connessione*

S.Vicari (Eds),Egea, pp.337-389, 2001

BUSACCA B., PRANDELLI E.

Le opportunità di apprendimento congiunto tra impresa e consumatori nell'Economia della Virtualità in *Economia della virtualità*

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S. Vicari (Eds),Egea, pp.127-161, 2001

SAWHNEY M., PRANDELLI E.

Beyond Customer Knowledge Management: Customers as Knowledge Co-Creators in *Knowledge Management and Virtual Organizations*

J. Malhotra (Eds),IGI Global, pp.258-281, 2000

FIOCCA R., PRANDELLI E.

La reingegnerizzazione dei processi di marketing orientata alla Time-Based Competition in *I processi di marketing*

E. Valdani, F. Ancarani (Eds),Egea, 1997

ARTICLES IN NATIONAL/INTERNATIONAL NEWSPAPERS

PRANDELLI E.

Nuove tendenze e l'energia contagiosa

Il Giorno, 23 April, 2023

ARTICLES UPON REQUEST/INVITATION

CILLO P., PRANDELLI E.

Social CRM: quando i big data rafforzano i legami con i clienti

2015, Economia & Management, Milano

PROCEEDINGS/PRESENTATIONS

NUNESM J., DREZE X., CILLO P., PRANDELLI E., SCOPELLITI I.

How Fashion Designers Develop New Styles: Creative Epiphany Versus Market Feedback

73rd Annual Meeting of the Academy of Management 'Capitalism in Question' - August 9-13 2013, Orlando, FL, United States of America

CILLO P., DREZE X., NUNES J., PRANDELLI E., SCOPELLITI I.

The Effect of Critical Evaluation on Aesthetic Innovation: Debunking the Myth of Designer as Dictator

42nd EMAC Annual Conference 'Lost in Translation: Marketing in an Interconnected World' - June 4-7 2013, Istanbul, Turkey

VERONA G., PRANDELLI E., PASQUINI M.

Taking the Perspective of the User: untangling the Role of Empathy and User knowledge in Entrepreneurship research

9th International Open and User Innovation Workshop - July 4-6, 2011, Wien, Austria

CILLO P., PRANDELLI E.

Innovation patterns in global fashion: firms' behavior and the influence of critical audience evaluation

Strategic Management Society Conference - September 12-15, 2010, Roma, Italy

CILLO P., PRANDELLI E.

Identity and conduct in global fashion: the influence of critical audience evaluation on firms' innovation patterns

26th EGOS Colloquium - July 1-3 2010, Lisbon, Portugal

VERONA G., PRANDELLI E., DI STEFANO G.

An evolutionary approach to user innovation: how Ducati motor reinvented itself through the internet

Academy Of Management Conference - August 3-8, 2007, Philadelphia, United States of America

VERONA G., PRANDELLI E., SAWHNEY M.

Sharing the pie of ditributed innovation: towards a contingent model

Strategic Management Society Conference: 'Strategy and Govenance in a World of institutional Change' - October 29-November 1, 2006, Wien, Austria

PRANDELLI E., SAWHNEY M., VERONA G.

Collaborating to Create: The Internet as a Platform for Customer Engagement

Academy of Management Conference, August 11-16, 2006, Atlanta, United States of America

VERONA G., PRANDELLI E.

User community at Ducati

4th International Workshop on User Innovation - July 13-14 2006, Munich, Germany

PRANDELLI E., RACCAGNI D., VERONA G.

Web-based product innovation: How much customer knowledge companies actually import

24th SMS Annual International Conference, October 31–November 3, 2004, San Juan, Puerto Rico, United States of America

SAWHNEY M., PRANDELLI E., VERONA G.

Beyond Customer Integration: The Internet as a Platform to Integrate Product Innovation

Academy of Management Conference, August 6-11, 2004, New Orleans, United States of America

SAWHNEY M., PRANDELLI E., VERONA G.

Innovation and virtual environments: Towards Virtual Knowledge Brokers

Academy of Management Conference, August 6-11, 2004, New Orleans, United States of America

SAWHNEY M., PRANDELLI E., VERONA G.

Collaborative marketing: Involving customers through Web-based Product Development

34th EMAC Conference, May 18-21, 2004, Murcia, Spain

SAWHNEY M., PRANDELLI E., VERONA G.

Innovation and virtual environments: Towards Virtual Knowledge Brokers

EURAM Conference, May 5-9, 2004, St. Andrews, Great Britain

PRANDELLI E., SAWHNEY M., VERONA G.

Collaborative marketing: Involving customers through the Web

23rd SMS Annual International Conference, November 9-12, 2003, Baltimore, Maryland, United States of America

SAWHNEY M., PRANDELLI E., VERONA G.

Mediated Innovation and Virtual customer environments: Theory and Evidence

23rd SMS Annual International Conference, November 9-12, 2003, Baltimore, Maryland, United States of America

PRANDELLI E., SAWHNEY M., VERONA G.

Mediated innovation: Involving customer through the web

Academy of Management Meeting, August 1-6, 2003, Seattle, WA, United States of America

PRANDELLI E., RACCAGNI D., SAWHNEY M., VERONA G.

Collaborative marketing and innovation: Involving customers through the web

Marketing Science Conference, June, 2003, Baltimore, United States of America

PRANDELLI E., VERONA G., SAWHNEY M.

The emergence of mediated innovation: theory and evidence

Marketing Science Conference, June, 2003, Baltimore, United States of America

PRANDELLI E., SAWHNEY M., VERONA G.

The emergence of mediated innovation: An exploratory study of virtual customer environments

EURAM Conference, April 3-5, 2003, Milano, Italy

PRANDELLI E., SAWHNEY M., VERONA G.

Beyond customer integration: Innovation towards a multiple product innovation strategy

22nd SMS Annual International Conference, September 22 – 25, 2002, Paris, France

PRANDELLI E., SAWHNEY M., VERONA G.

Innomediation: Exploiting the power of mediated innovation

22nd SMS Annual International Conference, September 22 – 25, 2002, Paris, France

PRANDELLI E., VERONA G.

Affiliation or lock in? How to stick customers in the frictionless economy

21st SMS Annual International Conference, October 21-24, 2001, San Francisco, CA, United States of America

PRANDELLI E., VERONA G.

The impact of ICT on the new product development process

21st SMS Annual International Conference, October 21-24, 2001, San Francisco, CA, United States of America

Grants & Honors

Teaching Award – SDA Bocconi School of Management , 2022

Club Canova Award for the best management book of the year 2020, with the book 'Human digital enterprise. Creare e co-creare valore in un contesto omni-data', co-authored by G. Verona , 2021

DIR Research grant – SDA Bocconi School of Management , 2017

Award for distinctive academic research – Università Commerciale Luigi Bocconi , 2014

Best Teacher of Marketing Department, SDA Bocconi School of Management, Open Market Executive Courses, in 2011–2012–2013 – SDA Bocconi School of Management , 2014

Excellence in Innovation Award (Executive Custom Programs) – SDA Bocconi School of Management , 2012

Innovation Excellence Award in custom executive programs – ABMA William A. Cordes , 2012

Best teacher of the Year – SDA Bocconi School of Management , 2008

Best teacher of the Marketing Department – SDA Bocconi School of Management , 2007

Award for distinctive academic research – Università Commerciale Luigi Bocconi , 2005

Award for distinctive academic research – Università Commerciale Luigi Bocconi , 2001

Award for the best paper – Accenture Management Consulting , 2001

Best Management Paper Award for the article Communities of Creation: Managing Distributed Innovation in Turbulent Markets (co-author Mohanbir Sawhney), published on California Management Review – Università Commerciale Luigi Bocconi , 2001

Ph.D. Student Finalist with the Ph.D. Dissertation Proposal for the “Booz Allen & Hamilton/Strategic Management Society PhD Fellowship”, Vancouver, Canada – Strategic Management Society , 2000

Scholarship for the Ph.D. Dissertation Proposal – Marketing Science Institute , 1999
