

Andrea Ordanini

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Marketing Management

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Biography

Andrea Ordanini is Full Professor at the Marketing Department of Università Bocconi, where he holds the BNP Paribas Chair in Marketing and Service Analytics. He has been the Marketing Department Director from 2013 to 2019.

His teaching activity is focused on Marketing Analytics and Services Marketing with particular attention to music and art industries both at the graduate and the business school. He is faculty member of the DBA program.

Andrea's research focuses on services marketing and cultural products consumption. He published his papers on the most relevant marketing journals like the Journal of Marketing, Marketing Science and the Journal of Consumer Research. He is a Developmental Editor at the Journal of Marketing, and an Associate Editor at the Journal of Product Innovation Management” and the Journal of Service Research.

He received a degree in Business Administration from Università Bocconi, a PhD in Business Administration from Università di Pavia and he has been Visiting Researcher at the London School of Economics and Political Sciences and at the University of California at Irvine.

Teaching domains

B2B Marketing

Service Marketing

Big Data and AI Marketing

ARTICLES IN SCHOLARLY JOURNALS

NANNI A., ORDANINI A.

Unintended consequences of in-store technology for frontline employees: An empirics-first approach

Journal of the Academy of Marketing Science, 2025, vol.53, pp.129–149

SPANJOL J., NOBLE C. H., BAER M., BOGERS M. L. A. M., BOHLMANN J., BOUNCKEN R. B., BSTIELER L., DE LUCA L. M., GARCIA R., GEMSER G., GREWAL D., HOEGL M., KUESTER S., KUMAR M., LEE R., MAHR D., NAKATA C., ORDANINI A., RINDFLEISCH A., SEIDEL V. P., SORESCU A., VERGANTI R., WETZELS M.

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Digital signage for promoting price discounts: First insights into customer spending on distant and nearby discounted products

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VALSESIA F., NUNES J. C., ORDANINI A.

I am not talking to you: Partitioning an audience in an attempt to solve the self-promotion dilemma

Organizational Behavior and Human Decision Processes, 2021, vol.165, pp.76-89

NUNES J. C., ORDANINI A., GIAMBASTIANI G.

The Concept of Authenticity: What It Means to Consumers

Journal of Marketing, 2021, vol.85, no. 4, pp.1-20

NIJJSSEN E. J., ORDANINI A.

How important is alignment of social media use and R&D-Marketing cooperation for innovation success?

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KIM C., KANNAN P. K., TRUSOV M., ORDANINI A.

Modeling Dynamics in Crowdfunding

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COLM L., ORDANINI A., BORNEMANN T.

Dynamic Governance Matching in Solution Development

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POLYAKOVA A., ESTES Z. C., ORDANINI A.

Free upgrades with costly consequences

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ORDANINI A., NUNES J. C., NANNI A.

The featuring phenomenon in music: how combining artists of different genres increases a song's popularity

Marketing Letters, 2018, vol.29, no. 4, pp.485-499

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When Service Customers Do Not Consume in Isolation: A Typology of Customer Copresence Influence Modes (CCIMs)

Journal of Service Research, 2017, vol.20, no. 3, pp.223-239

ORDANINI A., NUNES J. C.

From fewer blockbusters by more superstars to more blockbusters by fewer superstars: How technological innovation has impacted convergence on the music chart

International Journal of Research in Marketing, 2016, vol.33, no. 2, pp.297-313

VALSESIA F., NUNES J. C., ORDANINI A.

What Wins Awards Is Not Always What I Buy: How Creative Control Affects Authenticity and Thus Recognition (But Not Liking)

Journal of Consumer Research, 2016, vol.42, no. 6, pp.897-914

RUBERA G., CHANDRASEKARAN D., ORDANINI A.

Open innovation, product portfolio innovativeness and firm performance: the dual role of new product development capabilities

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ORSINGHER C., HOGREVE J., ORDANINI A.

Building on the past: advancing theory in services through meta-analysis

Journal of Service Management, 2016, vol.27, no. 1, pp.37-42

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NUNES J. C., ORDANINI A.

I like the way it sounds: The influence of instrumentation on a pop song's place in the charts

Musicae Scientiae, 2014, vol.18, no. 4, pp.392-409

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VAN DER HEIJDEN G. A. H., ORDANINI A., SCHEPERS J. J. L., NIJSSEN E. J., ORDANINI A.

Don't just fix it, make it better! Using frontline service employees to improve recovery performance

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Challenging the orthodoxy of value co-creation theory: A contingent view of co-production in design-intensive business services

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Whether to Integrate R&D and Marketing: The Effect of Firm Competence

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Economies of Scope through Multi-unit Skill Systems: The Organization of Large Design Firms

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The Ties That Bind: How Cooperative Norms and Readiness to Change Shape the Role of Established Relationships in Business-to-Business E-Commerce

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Marketing Letters, 2010, vol.21, no. 2, pp.191-206

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How does the application of an IT service innovation affect firm performance? A theoretical framework and empirical analysis on e-commerce

Information & Management, 2010, vol.47, no. 1, pp.60-67

ORDANINI A., MAGLIO P. P.

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Decisional Alternatives in the New Service Development

Decision Sciences, 2009, vol.40, no. 3, pp.601-625

ARBORE A., GUENZI P., ORDANINI A.

Loyalty building, relational trade-offs and key service employees: the case of radio DJs

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ORDANINI A., RUBERA G., DEFILLIPPI R.

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ORDANINI A., PASINI P.

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European Management Journal, 2008, vol.26, no. 5, pp.289-297

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Long Range Planning, 2008, vol.41, no. 1, pp.17-32

ORDANINI A., SILVESTRI G.

Recruitment and selection services: Efficiency and competitive reasons in the outsourcing of HR practices

The International Journal of Human Resource Management, 2008, vol.19, no. 2, pp.372-391

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MOLTENI L., ORDANINI A.

Consumption Patterns, Digital Technology and Music Downloading

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CORROCHER N., ORDANINI A.

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ORDANINI A., POL A.

Infomediation and competitive advantage in b2b digital marketplaces

European Management Journal, 2001, vol.19, no. 3, pp.276-285

RESEARCH MONOGRAPHS

COLM L., ORDANINI A.

Forgiare il Futuro. L'effectuation Theory e il Percorso Imprenditoriale di Luccioni

Egea, Milano, Italy, 2021

ORDANINI A.

Information Technology and Small Businesses

Edward Elgar Publishing, Great Britain, 2006

BRAMANTI A., ORDANINI A.

ICT e distretti industriali. Una governance per la competitività di imprese e territori

Etas Libri, Milano, Italy, 2004

EDITED BOOKS

ORDANINI A. (ED.)

ICT e piccole e medie imprese

Egea, Milano, Italy, 2005

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

NANNI A., ORDANINI A.

Technology in Service in *The Palgrave Handbook of Service Management*

Bo Edvardsson, Bård Tronvoll (Eds), Springer International Publishing, pp.869-886, 2022

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Facing Supply Chain Disruptions: Strategies to Ensure Relational Continuity in *The Impact of COVID-19 on Supply Chain Management*

Richard Wilding (Eds), Proud Pen, chap. 4, pp.55-72, 2021

ORDANINI A.

Le tappe principali del dibattito sul marketing dei servizi in *Marketing, una disciplina fantastica: omaggio a Enrico Valiani*

Busacca Bruno, Costabile Michele (Ed), Egea, pp.393-405, 2018

MARELLI A., ORDANINI A.

What Makes Crowdfunding Projects Successful 'Before' and 'During' the Campaign? in *Crowdfunding in*

Europe

Dennis Brüntje, Oliver Gajda (Eds), Springer International Publishing, pp.175-192, 2016

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A conceptual framework for analyzing value-creating service ecosystems: an application to the recorded-music market in *Toward a better understanding of the role of value in markets and marketing*

S. Vargo, R. Lusch (Eds), Emerald Group Publishing Limited, pp.171-205, 2012

PACE S., CARÙ A., ORDANINI A.

Service management in *M@rketiing Management*

E. Valdani (Eds), Egea, pp.409-431, 2011

ORDANINI A., SCHREIER M.

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Gap di progettazione: come innovare e sviluppare nuovi servizi in *Cliente & Service Management*

E. Valdani(Ed), Egea, pp.237-255, 2009

ARBORE A., ORDANINI A.

Environmental Drivers of E-Business Strategies Among SMEs in *Handbook of Research on Global Diffusion of Broadband Data Transmission*

Yogesh K. Dwivedi, Anastasia Papazafeiropoulou, Jyoti Choudrie (Eds), IGI Global, chap. 31, pp.493-503, 2008

ORDANINI A., ARBORE A.

External Pressures for Adoption of ICT Services Among SMEs in *Handbook of Research on Global Diffusion of Broadband Data Transmission*

Yogesh K. Dwivedi, Anastasia Papazafeiropoulou, Jyoti Choudrie (Eds), IGI Global, chap. 33, pp.524-535, 2008

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ICT e PMI: un binomio ancora inesplorato in *ICT e piccole e medie imprese*

A. Ordanini(Ed), Egea, pp.1-7, 2005

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L'adozione delle ICT nelle piccole imprese: l'emergere di un modello 'ibrido' in *ICT e piccole e medie imprese*

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L'evoluzione delle telecomunicazioni mobili in Italia: dinamica recente e prospettive in *L'industria della comunicazione in Italia*

Fondazione Rosselli - Istituto di Economia dei Media (Eds), Edizioni Angelo Guerini e Associati, pp.67-80, 2004

COMMENTS, DISCUSSIONS, REPLIES IN JOURNAL

DOMEGAN C., HAASE M., HARRIS K., HEUVEL W. V. D., KELLEHER C., MAGLIO P. P., MEYNHARDT T., ORDANINI A., PEÑALOZA L.

Value, values, symbols and outcomes

2012, Marketing Theory

PROCEEDINGS/PRESENTATIONS

SOLINAS E., VALSESIA F., NUNES J. C., ORDANINI A.

I want you to like me, so I'll wait to share the bad - The influence of self-presentation concerns on consumer ratings

2022 AMA Winter Academic Conference, February 18-20, 2022, Las Vegas, United States of America

GIAMBASTIANI G., ORDANINI A., NUNES J. C.

Is Gossip Always Bad for Human Branding? Unexpected Consequences of Celebrity Gossip

EMAC Annual Conference, May 24-27, 2022, Budapest, Hungary

ORDANINI A., NANNI A.

When technology hurts: unexpected evidences from a multimethod analysis in high-touch services

2019 AMA Winter Academic Conference: Understanding Complexity, Transforming the Marketplace - February 22-24 2019, Austin, TX, United States of America

GIAMBASTIANI G., ORDANINI A., NUNES J. C.

Gossip: how the relationship with the source shapes the retransmission of personal content

ACR 2018: Trust in doubt - October 11-14 2018, Dallas, TX, United States of America

ORDANINI A., RUBERA G., PARASURAMAN A.

The Effects of Creativity on Intention-To-Buy a New Service: A Configurational Analysis

INFORMS Annual Meeting, November 13-16, 2011, Charlotte, NC, United States of America

RUBERA G., CHANDRASEKARAN D., ORDANINI A.

Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities

33rd INFORMS Marketing Science Conference - June 9-11, 2011, Houston, TX, United States of America

RUBERA G., ORDANINI A., CHANDRASEKARAN D.

Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities

AMA Winter Conference - February 18-20, 2011, Austin, TX, United States of America

GUENZI P., ARBORE A., ORDANINI A.

Exploring relational trade-offs in the presence of key employees: the case of the radio industry

36th EMAC Conference - May 23-26, 2007, Reykjavik, Iceland

ARBORE A., GUENZI P., ORDANINI A.

Investigating the overall contribution of interpersonal relationship to customer-to-firm relationship: the case of key employee

36th EMAC Conference - May 22-25, 2007, Reykjavik, Iceland

RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

ORDANINI A.

"Crowd funding" As Emerging Trend

2009, Mit Sloan Management Review, United States of America

Grants & Honors

Excellence in Research Award – Università Commerciale Luigi Bocconi , 2022

Hunt/Maynard Award for the Most Significant Yearly Contribution to Marketing Theory: The Concept of Authenticity: What It Means to Consumers (with J. Nunes and G. Giambastiani), 2022

Excellence in Research Award – Università Commerciale Luigi Bocconi , 2021

Best Paper Award, Services Marketing Track – American Marketing Association Winter Conference, Austin, TX: When Technology Hurts: Unexpected Evidence from a Multi-Method Analysis in High-Touch Services (with A. Nanni) , 2019

Excellence in Research Award – Università Commerciale Luigi Bocconi , 2019

Excellence in Teaching Innovation – PhD School – Università Commerciale Luigi Bocconi , 2019

Emerald Citation of Excellence Award for articles published in 2014: When the Recipe Is More Important Than the Ingredients: A Qualitative Comparative Analysis (QCA) of Service Innovation Configurations. “Journal of Service Research” , (with A. Parasuraman, and G. Rubera) , 2017

“Teaching Excellence” Award – Università Commerciale Luigi Bocconi , 2016

Excellence in Research Award – Università Commerciale Luigi Bocconi , 2015

“Journal of Service Research” 2011 Best Article Award: Service Innovation Viewed Through a Service-Dominant Logic Lens: A Conceptual Framework and Empirical Analysis (with A. Parasuraman) , 2012

“Teaching Excellence” Award – Università Commerciale Luigi Bocconi , 2012

Best Paper Award, Overall Conference – American Marketing Association ServSig International Conferences, Porto, PT: Crowdfunding: transforming customers into investors through innovative service platforms (with M. Pizzetti, L. Miceli, and A. Parasuraman) , 2010

Best Paper Award, Research Methods Track – American Marketing Association Winter Conference, New Orleans, LO: Exploring the Power of Qualitative Comparative Analysis: A Replication and Extension of a Prior Study on Accelerating New Product Development (with E. Nijssen and F. Langerak) , 2010

Best Paper Award, Overall Conference – American Marketing Association Winter Conference, Tampa, FL: Service Innovation in The Service Dominant Logic: In Search of a Framework (with A. Parasuraman) , 2009

Best Practitioner Presentation Award Finalist – 18th Frontiers in Service Conference, University of Hawaii: A “Financial” Innovation in Promotion Services: the case of LoyaltyShares™ (with E. Philips) , 2009

Highly Commended Paper – 11th Symposium on Service Excellence in Management, Wolsfburg, GER: The Moderating Role of Customer Co-Production on the link between Service Creativity and Intention-to-buy (with G. Rubera and A. Parasuraman) , 2009

Emerald Literati Award for a Highly Commended Paper Published on the “International Journal of Production and Operation Management”: Strategic Capabilities and Internet Resources in Procurement: A Resource-Based View of B-to-B Buying Process (with G. Rubera) , 2008

Excellence in Research Award – Università Commerciale Luigi Bocconi , 2007

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