

Alessandra Ricci

FELLOW

Marketing Management

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Biography

Alessandra Ricci is Fellow of Marketing Management at SDA Bocconi School of Management.

She has worked as a postdoctoral research fellow at IULM University in Milan, Italy. She has conducted research and/or taught at several institutions, including IULM University, Bocconi University, the University of Gastronomic Sciences in Pollenzo, and the Catholic University of Milan. Her research focuses on the high-end sector, including artisanship, luxury, Made-in-Italy, from both marketing and sustainability/value creation perspectives. Additionally, she has professional expertise in cultural heritage management and tourism.

She received a Bachelor degree from Bocconi University in Economics and Management for Arts, Culture and Communication, a Master of Science degree in Economics and Management of Art, Culture and Entertainment from the Catholic University of the Sacred Heart of Milan and a Doctorate Degree (Ph.D.) in Management and Innovation from The Catholic University of the Sacred Heart of Milan.

Teaching domains

SME Marketing

Digital Marketing

Management of Creativity

Event Marketing

Marketing Management

ARTICLES IN SCHOLARLY JOURNALS

RICCI A., MASSARA F., DE MATTEO F.

Artification in the Industrial Sector: Exploring Florim Ceramiche's Integration of Art Into Business

Journal of Philanthropy and Marketing, 2024, vol.29, no. 4, pp.e1884

EDITED BOOKS

MULHOLLAND J., RICCI A., MASSI M. (EDS.)

The Artisan Brand: Entrepreneurship and Marketing in Contemporary Craft Economies

Edward Elgar Publishing, Great Britain, 2022

DALLOCCCHIO M., RICCI A., VIZZACCARO M. (EDS.)

Costruttori di Valore. Il ruolo strategico del saper fare italiano

Marsilio Editore, Venezia, Italy, 2016

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

MULHOLLAND J., MASSI M., RICCI A.

Introduction to The Artisan Brand in *The Artisan Brand: Entrepreneurship and Marketing in Contemporary Craft Economies*

Jon Mulholland, Alessandra Ricci, Marta Massi (Eds), Edward Elgar Publishing, chap. 1, pp.1-12, 2022

PIANCATELLI C., RICCI A.

New business models for craft: the case of Artemest in *The Artisan Brand: Entrepreneurship and Marketing in Contemporary Craft Economies*

Jon Mulholland, Alessandra Ricci, Marta Massi (Eds), Edward Elgar Publishing, chap. 9, pp.136-155, 2022

RICCI A., MASSI M.

Understanding of the concept of 'craft' from the perspective of Italian consumers in *The Artisan Brand: Entrepreneurship and Marketing in Contemporary Craft Economies*

Jon Mulholland, Alessandra Ricci, Marta Massi (Eds), Edward Elgar Publishing, chap. 2, pp.14-25, 2022

DALLOCCCHIO M., RICCI A.

Introduzione all'M&A in *Mergers & Acquisitions - II Ed.*

M. Dalloccchio, G. Lucchini, C. Pirrone (Eds), Egea, chap. 1, pp.1-22, 2021

DALLOCCCHIO M., RICCI A.

Introduzione all'M&A in *Mergers & Acquisitions*

M. Dalloccchio, G. Lucchini, M. Scarpelli (Eds), Egea, pp.1-17, 2014

PROCEEDINGS/PRESENTATIONS

RICCI A.

Digital Marketing and Artisanship: evidence of the Conceptualisation of the Craftsmanship within craft guilds' websites

XVIII^a SIM Conference, October 14-15, 2021, Ancona, Italy

RESEARCH REPORTS

DALLOCCHIO M., ALBERTI S., MARTINOLI G., RICCI A., TETI E., VIZZACCARO M.

RUSSIA. Opportunità di crescita e raccolta per le imprese italiane

2013, Egea, Milano, Italy
