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LECTURER

**Digital Marketing**

**DEBORAH.RACCAGNI@UNIBOCCONI.IT**

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# Biography

Deborah Raccagni is a SDA Professor of Marketing at SDA Bocconi School of Management and Lecturer at the Department of Marketing at Università Bocconi. She is the Program Director in the Major Events Management Diploma Program delivered by SDA Bocconi in Qatar for the Josoor Institute. She is also the Coordinator of Marketing executive courses and the Delegate Director of the Marketing Management Master of Science at Università Bocconi. Deborah is a Faculty Member of FIFA Master, Master in Marketing and Communication (MIMEC) and in many other programs in SDA Bocconi and Università Bocconi.

She has been an Affiliate Professor at Frankling College University in Lugano (Switzerland) and Research Assistant at Roma Tre University (Rome, Italy). She has been a Visiting Scholar and Professor at UCLA. She teaches Event Management, Strategic Marketing, Innovation and Digital Marketing in Master and Executive programs.

Her research examines the impact of digital technologies on value creation from both the customer and business perspectives, with a particular interest in the following industries: sport, food and beverage, arts and cultural institutions, beauty. Deborah obtained her Ph.D. in Business Administration and Management and her M.Sc. in Marketing from Università Commerciale Luigi Bocconi (Milan, Italy). She is married with two children: Rebecca and Simone.

## Teaching domains

Digital Marketing

Customer-Centric Digital Strategies

Content Management

Event Marketing

New Product Development

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## ARTICLES IN SCHOLARLY JOURNALS

PRANDELLI E., VERONA G., RACCAGNI D.

**Diffusion of Web-Based Product Innovation**

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

PRANDELLI E., VERONA G., RACCAGNI D.

**Il ruolo del Web ai fini del coinvolgimento del cliente nei processi di innovazione: teoria e prassi a confronto**

Micro & Macro Marketing, 2003, vol.3, pp.321-352

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## RESEARCH MONOGRAPHS

VICARI S., CILLO P., RACCAGNI D.

**Product Innovation - Dall'idea al lancio del nuovo prodotto**

Egea, Milano, Italy, 2013

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## TEXTBOOKS

BUSACCA B., CHIZZOLI C., RACCAGNI D.

**Customer Value Analysis. Problems and Applications**

Egea, Milano, Italy, 2014

VICARI S., CILLO P., RACCAGNI D.

**Product Innovation and Market Creation**

Egea, Milano, Italy, 2011

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

PIANCATELLI C., MASSI M., RACCAGNI D.

**Marketing Experiential Events Through New Media: The Ferragnez Wedding Case** in *Handbook of Research on New Media Applications in Public Relations and Advertising*  
Elif Esiyok (Eds), IGI Global, chap. 8, pp.133-148, 2020

RACCAGNI D.

**Il valore del content marketing, online** in *Marketing Una Disciplina Fantastica*  
B. Busacca, M. Costabile(Ed), Egea, pp.439-458, 2018

RACCAGNI D.

**Channel management** in *Marketing@Bocconi*  
E. Valdani(Ed), Egea, chap. 19, pp.521-550, 2016

CIRRINCIONE A., RACCAGNI D.

**Identificare il mercato obiettivo: definizione e segmentazione del mercato** in *Marketing@Bocconi*  
E.Valdani (Eds),Egea, chap. 6, pp.139-182, 2016

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## PROCEEDINGS/PRESENTATIONS

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*

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*

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## RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

PIANCATELLI C., RACCAGNI D., MASSERINI S.

**Il ruolo strategico dei social media nel mutato contesto degli eventi**

2021, Harvard Business Review Italia, Italy

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