
LECTURER

Digital Marketing

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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

ARTICLES IN SCHOLARLY JOURNALS

ANTONELLI L., RACCAGNI D.

Al di là della vittoria: il fan engagement tra identità e comunità

Economia & Management, 2023, no. 4, pp.95-98

PIANCATELLI C., MASSI M., RACCAGNI D.

Battere la concorrenza con Metaverso e NFT. Come utilizzare strumenti innovativi per coinvolgere i clienti nel mondo digitale

Harvard Business Review Italia, October, 2022

PIANCATELLI C., RACCAGNI D., MASSERINI S.

Il ruolo strategico dei social media nel mutato contesto degli eventi

Harvard Business Review Italia, March, 2021

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

RESEARCH MONOGRAPHS

VICARI S., CILLO P., RACCAGNI D.

Product Innovation - Dall'idea al lancio del nuovo prodotto

Egea, Milano, Italy, 2013

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

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

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
