

# Luana Carcano

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## Biography

Luana Carcano is Fellow of Strategy and Entrepreneurship at SDA Bocconi School of Management.

At SDA Bocconi, she has been the Coordinator of the MBA full-Time Track in Luxury Business Management and she was MAFED Program Manager (2003–2006) and Young Fashion Entrepreneurs Awards coordinator. She conducted research and training projects for some of the major players in the luxury industry.

Her research activities focus on design and execution of strategies, business and corporate level, on management in luxury and premium businesses, on differentiation strategies and on growth and competitiveness strategies.

She is the author of numerous books and articles on the subject. Her works have been published in *The Journal of Corporate Citizenship*, *Finanza*, *Marketing* and *Produzione e Mestieri d'Arte*, among others. She is editorial board member of *Luxury Research Journal*.

Luana earned a Degree in Business Administration from Bocconi University, a Ph.D. in Economics, Marketing and Corporate Communication from IULM University in Milan and a Master in International Management from Bocconi- Esade.

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## ARTICLES IN SCHOLARLY JOURNALS

CARCANO L.

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LOJACONO G., CARCANO L.

**Il business to consumer nel sistema arredamento: ostacoli alla diffusione e condizioni di successo**

## RESEARCH MONOGRAPHS

CARCANO L., LOJACONO G.

**Made in Italy industries. Managerial issues and best practices**

Bocconi University Press – BUP, Milano, Italy, 2018

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ANNUSHKINA O., CARCANO L., LASSINI U., VISCONTI F.

**SMEs and strategic management**

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Egea, Milano, Italy, 2007

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**Il gioiello italiano ad una svolta. Dalla crisi alla costruzione di nuove opportunità**

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## PRACTICE-ORIENTED BOOKS

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**Maestri del mare. La nautica italiana, una storia di eccellenza**

Marsilio Editore, Italy, 2011

BRUNI M., CARCANO L.

**La nautica italiana. Modelli di business e fattori di competitività**

Egea, Milano, Italy, 2009

CORBELLINI E., CARCANO L., VARACCA P., LOJACONO G.

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Etas Libri, Milano, Italy, 2002

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## EDITED BOOKS

CARCANO L., CORBELLINI E. P., LOJACONO G., VARACCA P. (EDS.)

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

ANNUSHKINA O., CARCANO L.

**Entrepreneurs and social cohesion** in *Economia aziendale & management - Scritti in onore di Vittorio Coda*  
G. Brunetti, G. Corbetta, G. Invernizzi, G. Airoidi (Eds), Egea, pp.1135-1144, 2010

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