
SENIOR LECTURER

Digital Transformation

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Biography

Erica Corbellini is a Senior Lecturer in Strategy and Entrepreneurship at SDA Bocconi School of Management. She is an Adjunct Professor of Management of Fashion Companies at Università Bocconi.

In 1999, her collaboration with SDA Bocconi began. Since then, she has run numerous courses on various topics such as industry analysis and brand positioning, communication and digital strategies, omnichannel engagement and customer experience in fashion and luxury. She has been Director of the Master in Fashion, Experience & Design Management (MAFED). She has conducted numerous research and education projects in Europe, Asia and America with leading fashion and luxury brands.

Her research activities focus on topics related to fashion and luxury. In particular, she has analyzed digital transformation and customer centricity both in fashion and luxury industries. She is also an expert in ingredient branding for the textile sector.

She is the author of numerous books and articles on her topics of interest. Her works have been published in *Economia & Management* and *Impresa&Stato*, among others. Her books include "Management of Fashion Companies", written in English with Stefania Saviolo, which have also been translated into Japanese and Chinese. She has worked at many international universities as a lecturer in courses on fashion management, such as at the Simon Fraser University in Vancouver (Canada) and at the School of Business (ISB) in Hyderabad (India). She has run seminars on topics related to the strategic management of fashion and luxury companies in the international study tours of: CREA Ginevra; Esade Barcellona; ISEM Madrid; IFM Paris; HEC Paris; Athens University; Moscow State University; Fudan Shanghai; NYU Stern; Wharton Pennsylvania; Salem US; Eafit Colombia. She designed the online course "Management of Fashion and Luxury Companies" for Coursera <https://www.coursera.org/learn/mafash>.

Erica earned a degree in Business Administration from Università Bocconi and an ITP (International Teachers Programme) at Kellogg School of Management (Northwestern University).

Teaching domains

Business Model Transformation

Digital Innovation

Change Management

ARTICLES IN SCHOLARLY JOURNALS

CORBELLINI E. P., SAVIOLO S.

Come il sistema moda deve ripensare i suoi fondamentali

Economia & Management, 2020, no. 4, pp.70-74

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Il 'See now buy now'. Verso una moda fast?

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La CSR nella moda: strumento di marketing o elemento fondante della strategia di impresa?

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Expo 2015 e la moda milanese: le opportunità da cogliere

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Il brand Milano attraverso la moda e il design

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Il vantaggio competitivo delle sfilate milanesi: fonti e sostenibilità

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PRACTICE-ORIENTED BOOKS

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L'esperienza del lusso. Mondi, mercati, marchi

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

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EDITED BOOKS

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CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

CORBELLINI E., MARAFIOTI E.

Coniugare obiettivi economici e sociali per le imprese del sistema moda in *Economia Aziendale e Management. Scritti in Onore di Vittorio Coda*

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S. Saviolo, S. Testa (Ed), Rizzoli Etas, 2005

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Tod's in *Strategia e politica aziendale. Casi*

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C. Dematté (Ed), Etas Libri, 2001

ARTICLES IN NATIONAL/INTERNATIONAL NEWSPAPERS

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La moda uomo verso il new normal

Il Giorno, 30 January, 2021

CASES IN INTERNATIONAL CASE COLLECTIONS

CORBELLINI E. P., ROSSO S. U.

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Patrizia Pepe: Advanced Quick Fashion

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OTHER

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C'erano una volta le seconde linee

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PROCEEDINGS/PRESENTATIONS

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RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

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