

Erica Paola Corbellini

SENIOR LECTURER

Digital Transformation

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Biography

Erica Corbellini is a Senior Lecturer in Strategy and Operations at SDA Bocconi School of Management. She is also a Contract Professor of Management of Fashion Companies and Value Chains and Business Models in Fashion & Luxury at Bocconi University, where she also teaches in the "Luxury and Fashion Lab" course of the Summer School.

Her collaboration with SDA Bocconi began in 1999, and since then, she has conducted numerous courses on various topics such as the evolution of business models, marketing and digital strategies, creating a customer experience for fashion and luxury, ingredient branding strategies, and supply chain traceability in the textile sector. She has also served as the Director of the Master in Fashion, Experience & Design Management (MAFED). She has undertaken consultancy and research projects in Europe, Asia, Canada, and South America with fashion and luxury companies.

Over the years, she has authored numerous essays and articles on the topics she covers, with her works published in important journals such as *Economia & Management* and *Impresa&Stato*. One of her books, "Management of Fashion Companies," written with Stefania Saviolo, is internationally distributed in English and has been translated into Japanese and Chinese. She has been a visiting professor at various international universities, teaching courses on fashion management, including Simon Fraser University in Vancouver (Canada) and the School of Business (ISB) in Hyderabad (India). She has given lectures on topics related to the strategic management of fashion and luxury companies in international study tours at institutions such as CREA Geneva, Esade Barcelona, ISEM Madrid, IFM Paris, HEC Paris, Athens University, Moscow State University, Fudan Shanghai, NYU Stern, Wharton Pennsylvania, Salem US, and Eafit Colombia. She designed an online course for Coursera titled "Management of Fashion and Luxury Companies" (<https://www.coursera.org/learn/mafash>), which had over 270,000 participants worldwide as of January 2024.

She holds a degree in Business Administration from Bocconi University and has completed the International Teachers Programme (ITP) at the Kellogg School of Management (Northwestern University).

Teaching domains

Business Model Transformation

Digital Innovation

Change Management

ARTICLES IN SCHOLARLY JOURNALS

CORBELLINI E. P., CERINI L., PALADINO L.

L'evoluzione del ruolo di venditori e manager nel fashion retail

Economia & Management, 2024, no. 4, pp.91-98

CORBELLINI E. P., SAVILO S.

Come il sistema moda deve ripensare i suoi fondamentali

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Se il prodotto tessile diventa marchio

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

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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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Management in fashion and luxury companies

Rizzoli Etas, Milano, Italy, 2009

SAVILO S., CORBELLINI E.

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

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

Il sistema gioiello tra tradizione ed innovazione

Etas Libri, Milano, Italy, 2002

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

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

G.Airoldi, G.Brunetti, G.Corbetta, G.Invernizzi (Eds),Egea, pp.1157-1168, 2010

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Il processo di comunicazione in *Le imprese del sistema moda. Il management al servizio della creatività*
S.Saviolo, S.Testa(Ed), Rizzoli Etas, 2005

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Il valore del gioiello Made in Italy in *Il gioiello italiano ad una svolta. Dalla crisi alla costruzione di nuove opportunità*
Luana Carcano, Antonio Catalani, Paola Varacca Capello(Ed), Franco Angeli, 2005

CARNEVALE MAFFE' C. A., CORBELLINI E. P.

Tod's in Strategia e politica aziendale. Casi

G. Invernizzi (Eds),Egea, 2004

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Internet in *E-business. Condizioni e strumenti per le imprese che cambiano*

C.Dematté(Ed), Etas Libri, 2001

ARTICLES IN NATIONAL/INTERNATIONAL NEWSPAPERS

CORBELLINI E. P.

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CASES IN INTERNATIONAL CASE COLLECTIONS

CORBELLINI E. P., ROSSO S. U.

Can a B2C Strategy Elevate a B2B Brand? The Case of Vitale Barberis Canonico

2019, The Case Centre, Great Britain

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Patrizia Pepe: Advanced Quick Fashion

2006, The Case Centre, Great Britain

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Tod's: Building and Developing a Luxury Group

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OTHER

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CORBELLINI E.

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RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

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The Value of Made in Italy Fashion Production in the Time of Covid-19

2020, Economia & Management Plus, Milano, Italy
