
PROFESSOR OF PRACTICE

Marketing Management

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Biography

Alessandro Arbore is a Professor of Practice in Marketing at SDA Bocconi School of Management.

At SDA Bocconi he is the Faculty Deputy of the Marketing and Sales group, Director of the international programs "Senior Management Program" and "Customer-based strategies & new revenue models". He is also in charge of the course "Digital For Non Digital Managers" and of the Marketing Category for the Open Market Division. He is a former Director of the Executive Master in Marketing and Sales, in partnership with Esade Business School. He teaches Strategic Marketing in the Executive MBA program. He has held marketing courses, workshops, research and professional projects with enterprises operating in many industries, both B2C and B2B, including the automotive, energy and pharmaceutical industries.

His research activities focus on four main topics: market strategies and competition, marketing of innovations, customer value management and marketing metrics.

He is the author of numerous books and articles on his topics of interest. His works have been published in *Economia & Management*, *Journal of the Association for Information Systems*, *Journal of Retailing and Consumer Services* and *Journal of Service Management*, among others. He has been a Visiting professor at the Wharton Business School, University of Pennsylvania, USA.

Alessandro Arbore earned a degree in Business Administration with a specialization in Marketing from Università Bocconi, a Ph.D. in Public Policy and a Master in the field of Telecommunications, both from George Washington University, Washington D.C.

Teaching domains

Market Strategy & Competition

Customer-based Revenue Models

Customer-Centric Digital Strategies

Pricing and Revenue Management

Customer-Centric Innovation

ARTICLES IN SCHOLARLY JOURNALS

ARBORE A.

Strategie di imitazione l'arma in più per le imprese

Economia & Management, 2022, no. 1, pp.95-101

ARBORE A., MANDELLI A.

Nuove e vecchie logiche di mercato nell'era dell'iperconnessione

Economia & Management, 2021, no. 3, pp.88-93

ARBORE A., VALDANI E.

Cicli competitivi e giochi di movimento nell'era digitale

Harvard Business Review Italia, December, 2020, vol.12, pp.80-86

ARBORE A., ADDIS M.

Viaggio nelle imprese italiane. Un'indagine sullo stato dell'arte e sull'approccio strategico per un'effettiva centralità del cliente

Economia & Management, 2017, no. 3, pp.23-27

ARBORE A., PISANU F.

Recessione e post-recessione: gli effetti della grande tempesta sui comportamenti del consumatore

Economia & Management, 2015, no. 5, pp.86-98

ARBORE A., SOSCIA I., BAGOZZI R.

The role of signaling identity in the adoption of personal technologies

Journal of the Association for Information Systems, 2014, vol.15, no. 2, pp.86-110

ARBORE A., GRAZIANI R., VENTURINI S.

Understanding personal mobile technologies: decomposing and de-averaging the value of a smartphone

The Journal of Information Systems, 2014, vol.28, no. 1, pp.167-185

ARBORE A., ESTES Z.

Loyalty program structure and consumers' perceptions of status: Feeling special in a grocery store?

Journal of Retailing and Consumer Services, 2013, vol.20, pp.439-444

ARBORE A., BUSACCA B.

Rejuvenating Importance-Performance Analysis

Journal of Service Management, 2011, vol.22, no. 3, pp.409-429

SOSCIA I., ARBORE A., HOFACKER C.

The impact of trial on technology adoption: the case of mobile TV

Journal of Research in Interactive Marketing, 2011, vol.5, no. 2/3, pp.226-238

ARBORE A., SPERANDIO D.

Pecunia Non Olet: Gli Switching Behavior Degli Utenti Di Telefonia Mobile

Economia & Management, 2010, no. 4, pp.89-107

ARBORE A., BUSACCA B.

Customer satisfaction and dissatisfaction in retail banking: Exploring the asymmetric impact of attribute performances

Journal of Retailing and Consumer Services, 2009, vol.16, no. 4, pp.271-280

ARBORE A., GUENZI P., ORDANINI A.

Loyalty building, relational trade-offs and key service employees: the case of radio DJs

Journal of Service Management, 2009, vol.20, no. 3, pp.317-341

ARBORE A., BUSACCA B., COVA B., SNEHOTA I., KELLER K.

Marketing challenges in a connected world

Mercati e Competitività, 2007, no. 3, pp.5-18

VALDANI E., ARBORE A.

Strategies of Imitation: An Insight

Problems and Perspectives in Management, 2007, vol.5, no. 3, pp.198-205

ARBORE A., ORDANINI A.

Broadband Divide Among SMEs: The Role of Size, Location and Outsourcing Strategies

International Small Business Journal, 2006, vol.24, no. 1, pp.83-99

ARBORE A., ADDIS M., ZERBINI F.

Technology-Supported Education: Old Questions for New Strategies

Innovative Marketing, 2006, vol.2, no. 4, pp.131-147

ARBORE A.

RESEARCH MONOGRAPHS

VALDANI E., ARBORE A.

Competitive Strategies. Managing the present, imagining the future

Palgrave Macmillan, Great Britain, 2013

ARBORE A.

Il mercato family per la banda larga. I driver e gli ostacoli all'adozione

Egea, Milano, Italy, 2008

PRACTICE-ORIENTED BOOKS

MANDELLI A., ARBORE A., PIANCATELLI C.

Storie, Relazioni e Business: Social Media Marketing nell'era delle piattaforme

Egea, Milano, Italy, 2022

MANDELLI A., ARBORE A.

Marketing Digitale - II edizione

Egea, Milano, Italy, 2019

MANDELLI A., ARBORE A.

Marketing Digitale

Egea, Milano, Italy, 2015

TEXTBOOKS

VALDANI E., ARBORE A.

Strategie e giochi competitivi. Gestire il presente, immaginare il futuro. Con aggiornamenti online

Egea, Milano, Italy, 2014

VALDANI E., ARBORE A.

Strategie competitive. Giochi di movimento, imitazione, posizione

Egea, Milano, Italy, 2008

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

ARBORE A.

Competitive Cycles in a Hyper-Connected World: Everything Flows in *Dynamic Strategic Thinking for Improved Competitiveness and Performance*

Georgette Andraz, Helder Carrasqueira, Rosaria Pereira, Rita Baleiro(Ed), IGI Global, chap. 4, pp.89-113, 2020

ARBORE A., BUSACCA B.

Come sta cambiando il marketing in *Business next. Non è solo questione di tecnologie*

A.Beltratti, A.Bezzecchi (Eds),Egea, chap. 2, pp.27-56, 2018

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La prospettiva strategica del marketing in *Marketing. Una disciplina fantastica. Omaggio a Enrico Valdani*

B.Busacca, M.Costabile(Ed), Bocconi University Press – BUP, pp.55-70, 2018

ARBORE A., CIRRINCIONE A., VALDANI E.

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E.Valdani (Eds),Egea, chap. 23, pp.639-664, 2016

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Marketing Metrics: una sfida aperta in *Prodotto, consumatore e politiche di mercato quarant'anni dopo. Scritti in onore di Stefano Podestà*

Francesca Golfetto (Eds),Egea, pp.323-329, 2012

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Manovre di marketing in *M@rketing Management - Progettare e generare valore per il cliente*

E.Valdani (Eds),Egea, chap. 26, pp.331-349, 2011

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La three factor analysis in *Cliente & service management*

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ARBORE A., ORDANINI A.

Environmental Drivers of E-Business Strategies Among SMEs in *Handbook of Research on Global Diffusion of Broadband Data Transmission*

Yogesh K. Dwivedi, Anastasia Papazafeiropoulou, Jyoti Choudrie (Eds),IGI Global, chap. 31, pp.493-503, 2008

ORDANINI A., ARBORE A.

External Pressures for Adoption of ICT Services Among SMEs in *Handbook of Research on Global Diffusion of Broadband Data Transmission*

Yogesh K. Dwivedi, Anastasia Papazafeiropoulou, Jyoti Choudrie (Eds),IGI Global, chap. 33, pp.524-535, 2008

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Universal Internet Access Under an Ethical Lens in *Encyclopedia of Information Ethics and Security*

Quigley Marian(Ed), Information Science Reference, pp.655-661, 2007

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Adozione e impatto delle ICT nelle PMI: implicazioni per il management e la policy in *ICT e piccole e medie imprese*

A.Ordanini(Ed), Egea, pp.135-140, 2005

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L'adozione delle ICT nelle piccole imprese: i precedenti in *ICT e piccole e medie imprese*

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Local Loop Unbundling in *Encyclopedia of Multimedia Technology and Networking*

Margherita Pagani(Ed), IGI Global, pp.538-546, 2005

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Un'analisi empirica sulla realtà italiana in *ICT e piccole e medie imprese*

A.Ordanini(Ed), Egea, pp.33-64, 2005

ARBORE A., CHIZZOLI C.

Il caso Scent in *Marketing e creazione di valore*

B.Busacca (Eds),Egea, pp.155-161, 2004

CASES IN INTERNATIONAL CASE COLLECTIONS

MANDELLI A., PIANCATELLI C., ARBORE A.

Communication, Business and Digital Transformation: The Case of Burberry

2021, The Case Centre, Great Britain

ARBORE A.

Daylight vs Sangstyle case

2014, The Case Centre, Great Britain

ENTRY (IN DICTIONARY OR ENCYCLOPEDIA)

ARBORE A., VALDANI E.

Marketing Strategies in *International Encyclopedia of the Social & Behavioral Sciences*

J.D. Wright (Eds),Elsevier, pp.555-558, 2015

OTHER

ARBORE A., VALSESIA F.

Cybercrimini: tanta paura per nulla?

2013, Via Sarfatti 25, Milano, Italy

PROCEEDINGS/PRESENTATIONS

ARBORE A.

The Sound of Pricing: exploring the impact of phonetic symbolism on consumer perceptions' of expensiveness

EIRASS Conference - July 11-14, 2016, Edinburgh, Great Britain

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Loyalty Program Structure and Consumer's Perceptions of Status: Feeling Special in a Grocery Store?

19th International Conference On Recent Advances In Retailing And Services Science - EIRASS Conference - July 9-12, 2012, Wien, Austria

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Understanding Personal Mobile Technologies: Decomposing and De-averaging the Value of a Smartphone

EMAC 40th Conference - May 24-27, 2011, Ljubljana, Slovenia

ARBORE A., SOSCIA I., MINIERO G.

Computer based lie detection technique for scale validation

AMA Summer Conference - August 13-16, 2010, Boston, USA

ARBORE A., SOSCIA I., MINIERO G.

Unmasking Pinocchio, once for all: applying lie detection techniques to overcome the social desirability bias

39th EMAC Conference - The Six Senses: The Essentials of Marketing - June 1-4, 2010, Copenhagen, DK

ARBORE A., SOSCIA I.

Understanding the Adoption of Personal Technologies: Introducing Identity Signaling

Best Papers Proceedings of the 69th Annual Meeting of the Academy of Management - August 7-11, 2009, Chicago, IL, United States of America

ARBORE A.

The asymmetric impact of attribute performances in retail banking

The Annual London Conference in Money, Economy and Management - July 3-4, 2008, London, UK

GUENZI P., ARBORE A., ORDANINI A.

Exploring relational trade-offs in the presence of key employees: the case of the radio industry

36th EMAC Conference - May 23-26, 2007, Reykjavik, Iceland

ARBORE A., GUENZI P., ORDANINI A.

Investigating the overall contribution of interpersonal relationship to customer-to-firm relationship: the case of key employe

36th EMAC Conference - May 22-25, 2007, Reykjavik, Iceland

RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

ARBORE A.

Perché tenere d'occhio il prezzo psicologico

2018, *Economia & Management*, Milano, Italy

ARBORE A., VALSESIA F.

Quando qualcuno ci ruba il nome

2013, *Largo Consumo*, Italy

TEACHING MATERIALS

ARBORE A.

Multi-revenue model: il caso Amazon

2017, *SDA Bocconi*, Milano, Italy

Grants & Honors

Rotman School of Management Teaching Award – Rotman School of Management , 2020

