

# Alessandro Arbore

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PROFESSOR OF PRACTICE

**Marketing Management**

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## Biography

Alessandro Arbore is an Adjunct Professor of Marketing at SDA Bocconi School of Management.

At SDA Bocconi, he has held the positions of Marketing Area Director, Executive Master in Marketing and Sales (EMMS) Director (in partnership with Esade Business School), and Scientific Director of the international program "Senior Management Program." Currently, he serves as the Director of the "Strategic Marketing" program and is responsible for marketing courses and Market Strategy in the Executive MBA programs at SDA Bocconi. For over 25 years, he has conducted courses, seminars, research projects, and participated in professional activities for companies operating in various sectors, including automotive, telecommunications, and pharmaceuticals, both B2C and B2B.

His research focuses on four key topics: market strategies and revenue models in the era of hyperconnectivity, market-based innovation, customer value management, and marketing metrics.

He is the author of numerous essays on these subjects, and his works have been published in prominent journals, including *Economia & Management*, *Journal of the Association for Information Systems*, *Journal of Retailing and Consumer Services*, and *Journal of Service Management*.

He has also served as a Visiting Scholar at the Wharton Business School, University of Pennsylvania, USA. After completing his Bachelor's degree in Business Administration with a specialization in Marketing at Bocconi University, Alessandro earned a Ph.D. and a Master's degree at the 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

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## ARTICLES IN SCHOLARLY JOURNALS

ARBORE A.

**Replace, Add, Augment: un possibile framework per l'AI Marketing**

Economia & Management, 2025, no. 1, pp.48-60

PIANCATELLI C., MASSI M., ARBORE A.

**Verso un nuovo paradigma di omnichannel in chiave phygital**

Harvard Business Review Italia, September, 2023

ARBORE A., MANDELLI A.

**Le decisioni di mercato nelle fasi di incertezza: il caso del metaverso**

Economia & Management, 2023, no. 2, pp.101-105

MANDELLI A., ARBORE A., PIANCATELLI C.

**Mercati e marketing al tempo dei social media**

Micro & Macro Marketing, 2023, no. 1, pp.207-232

MANDELLI A., PIANCATELLI C., ARBORE A.

**Vibram: il marketing digitale come motore della digital transformation**

Micro & Macro Marketing, 2022, vol.31, no. 1, pp.117-134

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.

**Perché tenere d'occhio il prezzo psicologico**

Economia & Management, 2018, no. 4, pp.64-68

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.

**Lo sviluppo delle nuove piattaforme di comunicazione: dinamiche di mercato o servizio universale?**

Mercati e Competitività, 2005, vol.2, pp.55-73

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## 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

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## PRACTICE-ORIENTED BOOKS

ARBORE A.

**Market Strategies in a Hyper-Connected World**

Bocconi University Press – BUP, Milano, Italy, 2025

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

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## 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

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## 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

ARBORE A.

**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.

**Marketing metrics** in *Marketing@Bocconi*

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

VALDANI E., ARBORE A.

**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

ARBORE A., VALDANI E.

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

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

ARBORE A., CIRRINCIONE A., VALDANI E.

**Marketing metrics** in *M@rketiing Management - Progettare e generare valore per il cliente*

E.Valdani (Eds),Egea, chap. 23, pp.851-877, 2011

ARBORE A.

**La stima del valore nelle relazioni** in *Customer Value. Soddisfazione, fedeltà, valore*

Bruno Busacca, Giuseppe Bertoli(Ed), Egea, pp.289-296, 2009

ARBORE A.

**La three factor analysis** in *Cliente & service management*

E.Valdani(Ed), Egea, pp.90-96, 2009

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

ARBORE A.

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

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

ARBORE A.

**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

ARBORE A.

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

A.Ordanini(Ed), Egea, pp.11-32, 2005

ARBORE A.

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

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

ARBORE A.

**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

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## 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

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## 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

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## OTHER

ARBORE A., PIANCATELLI C.

**If Content is the King, Engagement is the Queen**

2022, MediaBrief

ARBORE A., VALSESIA F.

**Cybercrimini: tanta paura per nulla?**

2013, Via Sarfatti 25, Milano, Italy

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## 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*

ARBORE A.

**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*

ARBORE A.

**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*

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## RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

ARBORE A., VALDANI E.

**Cicli competitivi e giochi di movimento nell'era digitale**

2020, Harvard Business Review Italia, Italy

ARBORE A., VALSESIA F.

**Quando qualcuno ci ruba il nome**

2013, Largo Consumo, Italy

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## TEACHING MATERIALS

ARBORE A.

**Multi-revenue model: il caso Amazon**

2017, SDA Bocconi, Milano, Italy

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## Grants & Honors

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

Teaching Excellence Award - ESADE Business School , 2017

Best Papers Awards of the Sixty-Ninth Annual Meeting of the Academy of Management - Academy of Management , 2009

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