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SENIOR LECTURER

**Marketing Management**

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# Biography

David Jarach is a Senior Lecturer of Marketing and Sales at SDA Bocconi School of Management. He is also a Professor of Marketing, Pricing Analytics and Marketing of transport services at Università Bocconi.

His collaboration with SDA Bocconi began in 1995. Since then, he has held and coordinated hundreds of marketing-focused initiatives with a specific focus on Pricing and Customer Value Management. He is responsible for Pricing courses for both the Full Time MBA and the Executive Master in Marketing and Sales (EMMS). He has coordinated numerous marketing workshops and has offered management consultancy in Europe, North and South America and Asia with companies operating in the energy, optical, engineering, professional services, pharma, biomedical, aerospace, airline&airport, travel retail and automotive+H23 industries, as well as pricing consultancies for B2B environments.

His research activities focus on aviation and aerospace marketing, strategic marketing, customer value management and pricing. Currently, he is focusing on the "marketing 2020" processes, predictive analysis for pricing decisions as well as marketing in times of crisis.

He is the author of seven books (in Italian, English and Chinese), published with EGEA and Routledge. He has also published numerous essays and articles, all relating to air transport management. His latest publication is "Il Marketing ai tempi del coronavirus," edited by EGEA in May 2020. His works have been published in leading journals, such as the Journal of Air Transport Management, the Journal of Airport Management, the Journal of Air Transportation and the Journal of Aviation Security. He sits on the editorial board of the Journal of Air Transportation, the Journal of Airport Management, the Journal of Aviation Security and the Journal of Innovative Marketing. He has served as editorialist for air transport issues for both Italia Oggi and MF-Milano Finanza and has frequently been interviewed by the main national and international media. He has been acting as a management consultant on aviation and B2B pricing topics for the last twenty-five years and is recognized as one of the world's top experts on these issues. He has been a Visiting Professor at the Aerospace MBA at Toulouse Business School, at ESIC in Madrid and, at present, he is a Visiting Professor at the Aviation MBA at Donau University (Krems).

David earned an MSc in Business Administration from Università Bocconi.

## Teaching domains

Pricing and Revenue Management

B2B Marketing

Customer-based Revenue Models

Service Marketing

Market Strategy & Competition

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## ARTICLES IN SCHOLARLY JOURNALS

JARACH D.

**Airport retail reengineering: la conquista del valore economico per l'impresa-aeroporto**

Economia & Management, 2012, no. 3, pp.62-63

JARACH D., ZERBINI F., MINIERO G.

**When legacy carriers converge with low-cost carriers: Exploring the fusion of European airline business models through a case-based analysis**

Journal of Air Transport Management, 2009, vol.15, no. 6, pp.287-293

JARACH D.

**How to survive the competition in an increasingly hostile environment: the case of airports**

Journal of Airport Management, 2007, vol.1, no. 2, pp.125-127

JARACH D.

**Aviation-Related Airport Marketing In An Overlapping Metropolitan Catchment Area: The Case Of Milan'S Three Airports**

Journal of Air Transportation, 2005, vol.10, no. 2, pp.96

JARACH D.

**Future scenarios for the European airline industry**

Journal of Air Transportation, 2004, vol.9

JARACH D.

**The digitalisation of market relationships in the airline business: the impact and prospects of e-business**

Journal of Air Transport Management, 2002, vol.8, no. 2, pp.115-120

JARACH D.

**The evolution of airport management practices: towards a multi-point, multi-service, marketing-driven firm**

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**Strategie e condotte gestionali nel settore aeroportuale: verso l'adozione di un profilo market-oriented e lo sviluppo dell'aeroporto commerciale**

Commercio, 1999, vol.66

JARACH D.

**La reingegnerizzazione dell'offerta logistica: la logica dei network hub & spokes**

Commercio, 1998, vol.64

VALDANI E., JARACH D.

**La deregulation del trasporto aereo in Europa: il caso Italia**

Economia & Management, 1996, no. 5, pp.19-33

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## RESEARCH MONOGRAPHS

JARACH D., REINA D.

**Il Marketing ai tempi del Coronavirus: Istruzioni per l'uso**

Egea, Milano, Italy, 2020

JARACH D., REINA D.

**Marketing 2020**

Egea, Milano, Italy, 2017

JARACH D.

**L' Impresa Aeroporto - Il marketing come leva competitiva**

Egea, Italy, 2012

JARACH D.

**Airport Marketing (Chinese Edition)**

Civil Aviation Authority of China, China (PRC), 2008

JARACH D.

**Airport marketing**

Ashgate Publishing, Great Britain, 2005

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**Marketing aeroportuale. Gestire l'impresa-aeroporto nel nuovo millennio**

Egea, Milano, Italy, 2002

VALDANI E., JARACH D.

**Compagnie aeree & deregulation. Strategie di marketing nei cieli senza frontiere**

Egea, Milano, Italy, 1997

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

JARACH D.

**Nuove tendenze del marketing** in *Marketing @ Bocconi. Progettare e trasferire valore al cliente*

E. Valdani(Ed), Egea, 2016

JARACH D.

**Politiche di mercato e strategie di frontiera: traiettorie di sviluppo del settore delle aerolinee** in *Prodotto, consumatore e politiche di mercato quarant'anni dopo. Scritti in onore di Stefano podestà*

S. Borghini, A. Carù, F. Golfetto, S. Pace, D. Rinallo, L. Visconti, F. Zerbini(Ed), Egea, pp.445-450, 2012

CIRRINCIONE A., JARACH D.

**Intuire i trend dei mercati di oggi e di domani** in *M@rketng Management: Progettare E Generare Valore Per Il Cliente*

E. Valdani (Eds),Egea, 2011

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**Price management** in *Marketing Management*

E. Valdani(Ed), Egea, pp.433-460, 2011

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**The airport retailing business and the impact of updated security measures: the European perspective** in *Aviation Security Management*

Andrew R. Thomas(Ed), Praeger Publishers, chap. 6, 2008

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**Il sistema logistico di Rotterdam: un modello di riferimento** in *Sistemi di logistica integrata: hub territoriali e logistica internazionale*

Ottimo E., Vona R.(Ed), Egea, pp.242-272, 2001

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**Le logiche dell'e-business nel settore del trasporto aereo** in *E-business*

C. Dematté(Ed), Etas Libri, 2001

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**Il caso di Rotterdam** in *Strategie di marketing del territorio. Generare valore per le imprese e i territori nell'economia della conoscenza*

E. Valdani, F.Ancarani(Ed), Egea, 2000

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**Il piano di marketing esterno** in *Strategie di marketing del territorio. Generare valore per le imprese e i territori nell'economia della conoscenza*

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*Generare valore per le imprese e i territori nell'economia della conoscenza*

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VALDANI E., JARACH D.

**Come vendere un'area geografica: strategie di marketing per il territorio** in *L'occupazione possibile*

V. Perrone (Eds), Etas Libri, 1998

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## PROCEEDINGS/PRESENTATIONS

JARACH D., ZERBINI F., MINIERO G.

**Future outcomes for the european airline industry: an ampirical analysis through interviews with european airlines' senior executives**

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**When legacy carriers converge with low cost: the hybrid approach of Brussels Airlines**

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