

David Jarach

SENIOR LECTURER

Marketing Management

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Biography

David Jarach is a Senior Lecturer in Marketing and Sales at SDA Bocconi School of Management. He is also a lecturer in Marketing and Marketing of Transport Services at Bocconi University. His collaboration with SDA Bocconi began in 1995. Since then, he has conducted and coordinated hundreds of initiatives focused on marketing, with a specific emphasis on Pricing and Customer Value Management.

David is responsible for the Pricing courses in the Full-Time MBA and the Executive Master in Marketing and Sales (EMMS). He has coordinated numerous marketing workshops and provided management consultancy services in Europe, the Americas, and Asia with companies in the energy, ophthalmic, engineering, professional services, pharma, biomedical, aerospace, airline & airport, travel retail, and automotive sectors, particularly regarding pricing decisions.

His research focuses on airline and aerospace marketing, strategic marketing, customer value management, and pricing. Currently, he is concentrating on advanced price management processes, predictive analysis, and AI for pricing and marketing decisions.

He is the author of 7 books (in Italian, English, and Chinese), published by EGEA and Routledge. He has also published numerous essays and articles, all related to airline management. His latest publication is "Il Marketing ai tempi del coronavirus," edited by EGEA in May 2020. His works have been published in prominent journals such as the Journal of Air Transport Management, Journal of Airport Management, Journal of Air Transportation, and Journal of Aviation Security. He has been a member of the editorial board of the Journal of Air Transportation, Journal of Aviation Security, and Journal of Innovative Marketing. For twenty-five years, he has been a management consultant for aviation-related topics and B2B pricing processes, recognized as one of the leading global experts in these fields. He has been a Visiting Professor at the Aerospace MBA of Toulouse Business School, ESIC in Madrid, and Visiting at the Aviation MBA of Donau University (Krems).

David earned a Master's degree in Business Economics from Bocconi University.

Teaching domains

Pricing and Revenue Management

B2B Marketing

Customer-based Revenue Models

Service Marketing

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

Journal of Air Transport Management, 2001, vol.7, no. 2, pp.119-125

JARACH D.

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

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

JARACH D.

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

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*

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JARACH D.

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

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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*

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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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JARACH D.

Le infrastrutture aeroportuali come fattore di attrazione territoriale in *Strategie di marketing del territorio. 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

PROCEEDINGS/PRESENTATIONS

JARACH D., ZERBINI F., MINIERO G.

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12th ATRS World Conference - July 6-10, 2008, Athens, Greece

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