
FELLOW

Digital Marketing

ANDREINA.MANDELLI@SDABOCCONI.IT

Biography

SDA Fellow

Degree in Philosophy, University of Milan, 1983

Ph.D. in Mass Communication, Indiana University (Bloomington, USA), 1998

Adjunct Professor, Department of Management, Bocconi University, Milan

Research Interests: Innovation in communication and marketing, Digital marketing, Social media metrics, Online reputation, Consumer Behavior, Markets as networks, Service networks

ARTICLES IN SCHOLARLY JOURNALS

PIANCATELLI C., MASSI M., MANDELLI A.

Nuove logiche e traiettorie di crescita dell'advertising

Economia & Management, 2022, no. 1, pp.85-93

ARBORE A., MANDELLI A.

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

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FUDURIC M., MANDELLI A.

Communicating social media policies: evaluation of current practices

Journal of Communication Management, 2014, vol.18, no. 2, pp.158-175

LA ROCCA A., MANDELLI A., SHEHOTA I.

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Service industrialisation and beyond: findings from a service networks project

International Journal of Engineering Management and Economics, 2011, vol.2, no. 2/3, pp.132-152

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

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CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

MANDELLI A., LA ROCCA A.

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Tourists and Destination Management Organizations Facing Social Media and eWord-of-Mouth. A Research in Italy in *The UCLA Anderson Business and Information Technologies (BIT) Project*

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i Uday Apte, Uday Karmarkar, Uday Sadashiv Karmarkar (Eds), Springer, chap. 18, 2007

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CASES IN INTERNATIONAL CASE COLLECTIONS

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MANDELLI A., COSTA P.

Ducati: Collaborative Value and Communities of Consumers

2005, The Case Centre, Great Britain

PROCEEDINGS/PRESENTATIONS

MANDELLI A., SALVIOTTI G., VIANELLO S.

ICT & Organization Performance: uncovering the mediating role of organizational learning and social capital

38th EMAC Conference - May 26-29, 2009, Nantes, France

SALVIOTTI G., MANDELLI A., BIFFI A., CANATO A.

Network organization in digital economy: evidence from the italian case

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