

Andreina Mandelli

FELLOW

Digital Marketing

ANDREINA.MANDELLI@SDABOCCONI.IT

Biography

Andreina Mandelli is Fellow of Digital Marketing at SDA Bocconi School of Management.

She has been faculty member since 1995 and as of today she is director of the following programs: 1) Data & AI in Marketing; 2) Digital Marketing Advanced; 3) Digital Communication; 4) Social Media Marketing, 5) Digital Analytics 6) Digital Customer Experience Management. Mandelli has also served in the faculty of the graduate programs at SDA Bocconi Asia Center in Mumbai, teaching Digital Marketing, since 2012.

Mandelli research focus is on digital transformation in marketing, service management and communication management. She directed the Osservatorio Internet Italia at SDA Bocconi, the first research observatory on the phenomenon of the Internet in Italy, and is active in research at the international level. She co-founded the World Internet Project (WIP), a global research network involving universities from 30 different countries (affiliated to USC, Los Angeles Center for Digital Future) and coordinated the Italian chapter of the Business Information Technology (BIT) global research program in collaboration with UCLA from 2003 to 2016.

Mandelli has also developed an extensive international teaching experience. As visiting or adjunct professor she has collaborated with UCLA Anderson School of Management (USA), Duke university (USA), IE Madrid (Spain), University of Zagreb (Croatia) and USI Lugano (Switzerland). Before embracing her academic profession she built a significant technical and managerial career. Her first area of expertise was in software development and design of complex IT projects for major companies, working in one of the first Italian IT service companies, now part of Cap Gemini Group. Later she served in marketing management positions for different IT and media companies.

Mandelli holds a MBA (with high honors) from SDA Bocconi and a PhD in Communication from Indiana University, Bloomington (IN, USA).

Teaching domains

Big Data and AI Marketing

Digital Marketing

Omnichannel Communication

Digital Communication

Social Media Communication

ARTICLES IN SCHOLARLY JOURNALS

MARI A., MANDELLI A., ALGESHEIMER R.

Empathic voice assistants: Enhancing consumer responses in voice commerce

Journal of Business Research, 2024, vol.175, pp.114566

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

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

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

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.

Nethnography approach as a tool for marketing research: the case of Dash-P&G/TTV

Management Decision, 2014, vol.52, no. 4, pp.689-704

JAVORNIK A., MANDELLI A.

Behavioral perspectives of customer engagement: An exploratory study of customer engagement with three Swiss FMCG brands

Journal of Database Marketing & Customer Strategy Management, 2012, vol.19, no. 4, pp.300-310

MANDELLI A.

Branding and control in markets as mediated conversations

Sinergie, 2012, vol.89, no. sett-ott 2012, pp.147-165

MANDELLI A., MARI A.

The relationship between social media conversations and reputations during a crisis: the Toyota case

International Journal of Management Cases, 2012, vol.14, no. 1, pp.456-489

MANDELLI A.

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

Egea, Milano, Italy, 2019

MANDELLI A.

Intelligenza Artificiale e Marketing: Agenti Invisibili, Esperienza, Valore e Business

Egea, Milano, Italy, 2018

MANDELLI A.

Big data marketing. Creare valore nella platform economy con dati, intelligenza artificiale e IoT

Egea, Milano, Italy, 2017

MANDELLI A., ARBORE A.

Marketing Digitale

Egea, Milano, Italy, 2015

ACCOTO C., MANDELLI A.

Social mobile marketing: il marketing nell'era dell'ubiquitous internet, della sharing economy e dei big data

Egea, Italy, 2014

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

MARI A., MANDELLI A., ALGESHEIMER R.

Digital corporate communication and voice communication in *Handbook on Digital Corporate Communication*

Vilma Luoma-aho, Mark Badham (Eds), Edward Elgar Publishing, chap. 24, pp.343-355, 2023

MANDELLI A., LA ROCCA A.

From service experience to augmented service journeys: digital technology and networks in consumer services in *Factory or Theater? Trends in the Management of consumer Services*

Springer, pp.151-190, 2014

FUDURIC M., MANDELLI A.

(How) has social media changed the way we measure brand equity? A literature review in *EU Local Imprints The Case of South Central Europe*

Peter Lang International Academic Publishers, pp.157-168, 2012

MANDELLI A., MARI A.

The impact of digital technology on service networks: studying a case in the advertising sector in *The UCLA Anderson Business and Information Technologies (BIT) Project*

World Scientific Publishers, 2012

MANDELLI A., MARCHIORI E., CANTONI L.

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*

World Scientific Publishers, 2012

DEMATTÉ C., BIFFI A., MANDELLI A., PAROLINI C.

Firms And The Digital Technology in Italy: The Network Moves Forward in *Managing in the Information Economy: Current Research Issues*

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

MANDELLI A., NEIROTTI P., CANATO A., BIFFI A., CANTAMESSA P., PAOLUCCI E., PAROLINI C.

The Itay Business And Information Technologies (BIT) Survey in *The Business and Information Technologies (Bit) Project: A Global Study of Business Practice*

Karmarkar Uday S, Mangal Vandana (Eds), World Scientific Publishers, chap. 2, pp.32-76, 2006

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

MANDELLI A., SALVIOTTI G., PIANCATELLI C., ABBATEMARCO N.

Vibram: Customer Centricity at the Core of Digital Transformation and New Business Model

2020, The Case Centre, Great Britain

MANDELLI A., COSTA P.

Ducati: Collaborative Value and Communities of Consumers

2005, The Case Centre, Great Britain

PROCEEDINGS/PRESENTATIONS

MARI A., MANDELLI A., ALGESHEIMER R.

Shopping with Voice Assistants: How Empathy Affects Decision Making Outcomes

Academy of Marketing Science Annual Conference, May 25-27, 2022, Monterey, LA, United States of America

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

Business and Information Technologies Conference - June 2, 2006, Lugano, Switzerland
