

# Andrea Ordanini

## MARKETING

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FULL PROFESSOR

Marketing Management

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## Biography

Andrea Ordanini is Full Professor at the Marketing Department of Università Bocconi, where he holds the BNP Paribas Chair in Marketing and Service Analytics. He has been the Marketing Department Director from 2013 to 2019.

His teaching activity is focused on Marketing Analytics and Services Marketing with particular attention to music and art industries both at the graduate and the business school. He is faculty member of the DBA program.

Andrea's research focuses on services marketing and cultural products consumption. He published his papers on the most relevant marketing journals like the Journal of Marketing, Marketing Science and the Journal of Consumer Research. He is a Developmental Editor at the Journal of Marketing, and an Associate Editor at the Journal of Product Innovation Management" and the Journal of Service Research.

He received a degree in Business Administration from Università Bocconi, a PhD in Business Administration from Università di Pavia and he has been Visiting Researcher at the London School of Economics and Political Sciences and at the University of California at Irvine.

## Teaching domains

B2B Marketing

Service Marketing

Big Data and AI Marketing

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## Latest publications

NANNI A., ORDANINI A.

Unintended consequences of in-store technology for frontline employees: An empirics-first approach

Journal of the Academy of Marketing Science, 2025, vol.53, pp.129–149

SPANJOL J., NOBLE C. H., BAER M., BOGERS M. L. A. M., BOHLMANN J., BOUNCKEN R. B., BSTIELER L., DE LUCA L. M., GARCIA R., GEMSER G., GREWAL D., HOEGL M., KUESTER S., KUMAR M., LEE R., MAHR D., NAKATA C., ORDANINI A., RINDFLEISCH A., SEIDEL V. P., SORESCU A., VERGANTI R., WETZELS M.

Fueling innovation management research: Future directions and five forward-looking paths

Journal of Product Innovation Management, 2024, vol.41, no. 5, pp.893-948

NANNI A., ORDANINI A.

Digital signage for promoting price discounts: First insights into customer spending on distant and nearby discounted products

Journal of Retailing, 2024, vol.100, no. 2, pp.186-198

NANNI A., ORDANINI A.

Technology in Service in *The Palgrave Handbook of Service Management*

Bo Edvardsson, Bård Tronvoll (Eds), Springer International Publishing, pp.869-886, 2022

VALSESIA F., NUNES J. C., ORDANINI A.

I am not talking to you: Partitioning an audience in an attempt to solve the self-promotion dilemma

Organizational Behavior and Human Decision Processes, 2021, vol.165, pp.76-89

NUNES J. C., ORDANINI A., GIAMBASTIANI G.

The Concept of Authenticity: What It Means to Consumers

Journal of Marketing, 2021, vol.85, no. 4, pp.1-20

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## Grants & Honors

Excellence in Research Award - Università Commerciale Luigi Bocconi , 2022

Hunt/Maynard Award for the Most Significant Yearly Contribution to Marketing Theory: The Concept of Authenticity: What It Means to Consumers (with J. Nunes and G. Giambastiani) , 2022

Excellence in Research Award - Università Commerciale Luigi Bocconi , 2021

Best Paper Award, Services Marketing Track – American Marketing Association Winter Conference, Austin, TX: When Technology Hurts: Unexpected Evidence from a Multi-Method Analysis in High-Touch Services (with A. Nanni) , 2019

Excellence in Research Award - Università Commerciale Luigi Bocconi , 2019

Excellence in Teaching Innovation - PhD School - Università Commerciale Luigi Bocconi , 2019

Emerald Citation of Excellence Award for articles published in 2014: When the Recipe Is More Important Than the Ingredients: A Qualitative Comparative Analysis (QCA) of Service Innovation Configurations. “Journal of Service Research”, (with A. Parasuraman, and G. Rubera) , 2017

“Teaching Excellence” Award - Università Commerciale Luigi Bocconi , 2016

Excellence in Research Award - Università Commerciale Luigi Bocconi , 2015

“Journal of Service Research” 2011 Best Article Award: Service Innovation Viewed Through a Service-Dominant Logic Lens: A Conceptual Framework and Empirical Analysis (with A. Parasuraman) , 2012

“Teaching Excellence” Award - Università Commerciale Luigi Bocconi , 2012

Best Paper Award, Overall Conference – American Marketing Association ServSig International Conferences, Porto, PT: Crowdfunding: transforming customers into investors through innovative service platforms (with M. Pizzetti, L. Miceli, and A. Parasuraman) , 2010

Best Paper Award, Research Methods Track – American Marketing Association Winter Conference, New Orleans, LO: Exploring the Power of Qualitative Comparative Analysis: A Replication and Extension of a Prior Study on Accelerating New Product Development (with E. Nijssen and F. Langerak) , 2010

Best Paper Award, Overall Conference – American Marketing Association Winter Conference, Tampa, FL: Service Innovation in The Service Dominant Logic: In Search of a Framework (with A. Parasuraman) , 2009

Best Practitioner Presentation Award Finalist - 18th Frontiers in Service Conference, University of Hawaii: A “Financial”

Innovation in Promotion Services: the case of LoyaltyShares<sup>TM</sup> (with E. Philips) , 2009

Highly Commended Paper – 11th Symposium on Service Excellence in Management, Wolfsburg, GER: The Moderating Role of Customer Co-Production on the link between Service Creativity and Intention-to-buy (with G. Rubera and A. Parasuraman) , 2009

Emerald Literati Award for a Highly Commended Paper Published on the “International Journal of Production and Operation Management”: Strategic Capabilities and Internet Resources in Procurement: A Resource-Based View of B-to-B Buying Process (with G. Rubera) , 2008

Excellence in Research Award - Università Commerciale Luigi Bocconi , 2007

SDA Best Management Paper Award: Consumption Patterns, Digital Technology and Music Downloading, (with L. Molteni). “Long Range Planning” – vol.36, n.4 – 2003 (pp. 389-406) - SDA Bocconi School of Management , 2004

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