Andreina Mandelli

MARKETING

FELLOW
Digital Marketing

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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

Latest publications

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., ARBORE A., PIANCATELLI C. (EDS.)
Storie, Relazioni e Business: Social Media Marketing nell'era delle piattaforme
Egea, Milano, Italy, 2022

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