

# Armando Cirrincione

## MARKETING

---

LECTURER

Digital Marketing

ARMANDO.CIRRINCIONE@UNIBOCCONI.IT

---

## Biography

Armando Cirrincione is a Lecturer in the Department of Marketing at Università Bocconi.

His collaboration with SDA Bocconi began in 2004. He has directed many workshops and research projects for public and private institutions.

His research interests are focus on:

- the convergence between technology and competitive strategies, with a particular focus on the application of AI and ML to marketing and the study of emerging business models and methodologies best suited to deal with the change imposed by technological evolution (for example design thinking). In this field, in 2017 he published the book *Mind the Change*, an anticipator of business models based on IoT;
- measurement, as construction of metrics and indicators capable of measuring and providing evidence of phenomena relevant to business activities, particularly those that impact the relationship between the company and its environment (customers, stakeholders, competitors). In this context, he was scientifically responsible for a research project applied to the construction of a corporate reputation indicator based on textual and visual deep learning analysis;
- the role of marketing inside of sustainability strategies, as a hinge function between internal and external, between process efficiency and sustainability impact in its ESG sense. In this field he is the author of the SDA Bocconi online course *Marketing for Sustainability* (release spring 2023).

During his career he has participated in numerous international conferences and published articles in academic and professional journals. He regularly carry out activity of reviewer for international journals and conferences. He has been a Visiting Scholar at HEC Montreal and Solvay University Brussels.

He headed a 10 year research project on the development trajectories of Italian small and medium enterprises in the service industry, commissioned by the Ministry of Economy.

He is a member of boards of directors of private and public companies.

He holds a degree in Business Economics at Università degli Studi di Trento and a PhD in Business Economics and Management at Università Bocconi.

## Teaching domains

Big Data and AI Marketing

Customer-Centric Digital Strategies

## Latest publications

BORGHINI S., CIRRINCIONE A., COLM L., GAUR A., MEDICI B., SORBINO F.

La mobilità urbana nella prospettiva della Generazione Z

Economia & Management, 2024, no. 2, pp.87-96

DUBINI P., MONTANARI F., CIRRINCIONE A. (EDS.)

Management delle aziende culturali - II Ed.

Egea, Milano, Italy, 2022

CIRRINCIONE A., CARÙ A.

Benefici, bisogni e sistema d'offerta in *Management delle Aziende Culturali - II Ed.*

Fabrizio Montanari, Paola Dubini, Armando Cirrincione (Eds),Egea, chap. 4, pp.139-207, 2022

CIRRINCIONE A.

Le forze ambientali e il sistema competitivo in *Management delle Aziende Culturali - II Ed.*

Fabrizio Montanari, Paola Dubini, Armando Cirrincione(Ed), Egea, chap. 5, pp.211-258, 2022

CIRRINCIONE A., CARÙ A.

Benefits, Needs and Offer System in *Management of Cultural Firms - II Ed.*

Fabrizio Montanari, Paola Dubini, Armando Cirrincione (Eds),Egea, chap. 4, pp.115-166, 2020

CIRRINCIONE A.

Environmental Forces and Competitive Systems in *Management of Cultural Firms - II Ed.*

Fabrizio Montanari, Paola Dubini, Armando Cirrincione(Ed), Egea, chap. 5, pp.169-204, 2020

---

## Grants & Honors

Teaching Award - Graduate School - Università Commerciale Luigi Bocconi , 2022

---