

Deborah Raccagni

MARKETING

LECTURER

Digital Marketing

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Biography

Deborah Raccagni is a SDA Professor of Marketing at SDA Bocconi School of Management and Lecturer at the Department of Marketing at Università Bocconi. She has been Program Director in the Major Events Management Diploma Program delivered by SDA Bocconi in Qatar for the Josoor Institute and Coordinator of Marketing executive courses. She is Deputy Director of the Marketing Management Master of Science at Università Bocconi. Deborah is a Faculty Member of FIFA Master, Master in Marketing and Communication (MIMEC) and in many other programs in SDA Bocconi and Università Bocconi.

She has been an Affiliate Professor at Frankling College University in Lugano (Switzerland) and Research Assistant at Roma Tre University (Rome, Italy). She has been a Visiting Scholar and Professor at UCLA. She teaches Event Management, Strategic Marketing, Innovation, Digital Marketing and eCommerce in Master and Executive programs.

Her research examines the impact of digital technologies on value creation from both the customer and business perspectives, with a particular interest in the following industries: sport, food and beverage, arts and cultural institutions, beauty. Deborah obtained her Ph.D. in Business Administration and Management and her M.Sc. in Marketing from Università Commerciale Luigi Bocconi (Milan, Italy). She is mum of Rebecca and Simone.

Teaching domains

Digital Marketing

Customer-Centric Digital Strategies

Content Management

Event Marketing

New Product Development

Latest publications

ANTONELLI L., RACCAGNI D.

Al di là della vittoria: il fan engagement tra identità e comunità

Economia & Management, 2023, no. 4, pp.95-98

PIANCATELLI C., MASSI M., RACCAGNI D.

Battere la concorrenza con Metaverso e NFT. Come utilizzare strumenti innovativi per coinvolgere i clienti nel mondo digitale

Harvard Business Review Italia, October, 2022

PIANCATELLI C., RACCAGNI D., MASSERINI S.

Il ruolo strategico dei social media nel mutato contesto degli eventi

Harvard Business Review Italia, March, 2021

PIANCATELLI C., MASSI M., RACCAGNI D.

Marketing Experiential Events Through New Media: The Ferragnez Wedding Case in *Handbook of Research on New Media Applications in Public Relations and Advertising*

Elif Esyok (Eds), IGI Global, chap. 8, pp.133-148, 2020

RACCAGNI D.

Il valore del content marketing, online in *Marketing Una Disciplina Fantastica*

B. Busacca, M. Costabile(Ed), Egea, pp.439-458, 2018

RACCAGNI D.

Channel management in *Marketing@Bocconi*

E. Valdani(Ed), Egea, chap. 19, pp.521-550, 2016
