

# Emanuela Prandelli

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## Digital Marketing

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## Curriculum Vitae

Emanuela Prandelli is Associate Professor of the Department of Management and Technology at Bocconi University. She is Professor of Fashion and Luxury Management and Academic Director CEMS-MIM Program at Bocconi University.

At SDA Bocconi, she is Director of the Master in Fashion, Experience & Design Management (MAFED) and she teaches innovation management, marketing management, technology marketing and fashion & luxury management. She has been coordinating ad-hoc initiatives for several companies operating in the fast moving consumer goods industry, in the publishing industry, in the energy industry and in the consumer electronics.

Her research activities focus on collaborative marketing and open innovation, digital business and social media marketing. She has a special interest in exploring these topics in the fashion and luxury industry and in the publishing industry. She works on experimental design research methods.

She is the author of numerous books and articles on the subject. Her works have been published in *Journal of Marketing*, *Communications of the Association for Information Systems*, *Organization Studies* and *Journal of Interactive Marketing*, among others. She conducted many studies and research reports, among others "Evoluzione della distribuzione editoriale in Italia" and "Il direct banking in Italia: Scenari e prospettive di sviluppo". She is Responsible for the Department Seminar Series, Affiliate representative CRIOS Research Centre and Deputy Director of KITeS at Bocconi University; she is also reviewer for many specialized journals such as *Research Policy*, *Journal of Interactive Marketing and Economia & Management*. She was Visiting Professor at Kellogg School of Management (Northwestern University, Chicago). She won the 2001 Accenture Award for the best paper published in *California Management Review* in 2000, the "Innovation Excellence Award" in custom executive programs in 2012 and the award for best teacher of the Marketing Department at SDA Bocconi in 2007. She was also Runner-up for the 2012 Carolyn Dexter Award for Best International Paper, Academy of Management Conference, for the Theo Scholler-Preis 2011, Munich Best Paper Award Innovation Management, and for the JIM's 2006 Award for the Best Paper published in the *Journal of*

Interactive Marketing in 2005. served as a Research Assistant at St.Gallen University and at the Research Center on Technology, Innovation, and eCommerce of the Kellogg School of Management, Northwestern University. She was also Visiting Professor at Kellogg and at WU Vienna University of Economics and Business.

Emanuela holds a Ph.D. in Management from Bocconi.

## Publications

### Books

- Vantaggio Competitivo in Rete (coautore G. Verona), McGraw-Hill, Milano, 2011
- Collaborating with Customers to Innovate: Conceiving and Marketing Products in the Network Age (coautori, M. Sawhney, G. Verona), Edward Elgar Publishing Ltd., Cheltenham, UK, 2008
- Marketing in Rete. Oltre Internet verso il Nuovo Marketing (coautore G. Verona), 2006. McGraw Hill, Milano (seconda edizione)
- Collaborative Innovation (coautore G. Verona), 2006. Carocci, Roma
- Marketing in Rete. Analisi e decisioni nell'economia digitale (coautore G. Verona), 2002. McGraw Hill, Milano
- Oltre la notizia. Economia e gestione delle imprese editrici di quotidiani in Italia, Etaslibri, Milano, 1999

### Chapters in books

- "From Software to Hardware: The Changing Technology of Open Source" (coautore G. Verona). In A. Capaldo (ed.), *Advances in Strategy and Organization. Selected Papers from 'Second Tuesday' Seminars*. McGraw Hill: Milano, 2012, pp. 197-221
- "Innovation in Symbolic Industries: The Influence of Critical Audience Evaluation on Fashion Companies' Behavior" (coautore P. Cillo). In "Prodotto, consumatore e Politiche di mercato. Quarant'anni dopo." Scritti in onore di Stefano Podestà, 2012
- "Il marketing digitale: dal marketing interattivo al marketing collaborativo" (coautore G. Verona). In S. Castaldo (ed.), *Marketing e Fiducia, Il Mulino*, 2009
- "Co-developing New Products with Customers" (coautore G. Verona). In A. Carù & K. Tollin (eds.), *Strategic Market Creation: A New Perspective on Marketing and Innovation Management*, John Wiley & Sons, Ltd., 2007
- "Collaborative Innovation: Web-based tools for customer involvement in new product development" (coautore G. Verona). In C. Wankel (ed.), *The Handbook of 21st Century Management*, Sage Publications, Thousand Oaks, CA, 2007
- Reti, Capacità di Assorbimento della Conoscenza e Innovazione (coautore G. Verona). In Fiocca R, *Rileggere l'Impresa*, Etas, Milano, 2007
- "Knowledge Management and the Emerging Organizational Models of Distributed Innovation: Towards a Taxonomy" (coautori M. Sawhney, G. Verona). In Renzl B., Matzler K., Hinterhuber H. (eds.) *The Future of Knowledge Management*, Palgrave Macmillan, Houndmills, Hampshire, 2006, pp. 137-160
- ("La gestione delle comunità virtuali per lo sviluppo di relazioni e conoscenze" (coautore G. Verona), in S. Vicari (a cura di) *Vendite e Trade Marketing*, Egea, Milano, 2006, pp. 388-419
- "I canali digitali" (coautore G. Verona), in S. Vicari (a cura di) *Vendite e Trade Marketing*, Egea, Milano, 2006, pp. 22-42
- "Democrazia informativa e media user empowerment: verso nuove logiche di partecipazione distribuita nei processi di comunicazione", (coautore E. Valdani), in *Tecnologia dell'informazione e nuovi media*. ISIMM, Roma, 2002
- "Le opportunità di apprendimento congiunto tra impresa e consumatori nell'Economia della Virtualità" (coautore B. Busacca), in S. Vicari (a cura di) *Economia della Virtualità*. Egea, Milano, 2001, pp. 127-161
- "La mediazione: gestire le interazioni in un'economia virtuale" (coautore P. Cillo), in S. Vicari (a cura di) *Il management nell'era della connessione*. Egea, Milano, 2001, pp. 97-123
- "La progettazione e lo sviluppo di nuovi prodotti" (coautore E. Baglieri), in S. Vicari (a cura di) *Il management nell'era della connessione*. Egea, Milano, 2001, pp. 337-389
- "Tecnologie dell'informazione, società e democrazia", in *Le complessità da gestire*, IRSE, Pordenone, 2000
- "Beyond Customer Knowledge Management: Customers as Knowledge Co-Creators" (coautore M. Sawhney), in Y. Malhotra (a cura di) *Knowledge Management and Virtual Organization*. Idea Group Publishing, Hershey, PA, 2000, pp. 258-281
- "La reingegnerizzazione dei processi di marketing orientata alla Time-Based Competition" (coautore R. Fiocca), in E. Valdani, F. Ancarani (a cura di), *I Processi di Marketing*. Egea, Milano, 1997, pp. 195-228

### Articles in international journals

- "All that is Users Might not be Gold: Exploring Consumer Preferences for User-designed Products of Fashion Brands" (co-authors, Dahan D., Fuchs C., Prandelli E., Schreier M.), *Journal of Marketing*, September 2013, forthcoming
- "The Psychological Effects of Empowerment Strategies on Consumers' Product Demand" (co-authors, Fuchs, C.; Schrier, M.), *Journal of Marketing*, January 2010, pp. 65-79
- "Internet-Enabled Co-Production: Partnering or Competing with Customers?" (co-authors, U. Schultze, P.I. Salonen, M. Van Alstyne), *Communications of the Association for Information Systems*, Volume 19 Article 15, April 2007, pp. 294-324
- "Web-based Product Development", *California Management Review*, Summer 48 (4), 2006, pp. 109-135 (coautori G. Verona, D. Raccagni)
- "Innovation and virtual environments: towards virtual knowledge brokers", *Organization Studies*, 27(6), 2006, pp. 765-788 (coautori M. Sawhney, G. Verona)

- “Collaborating to Create: The Internet as a Platform for Customer Engagement in Product Innovation”, Journal of Interactive Marketing, 2005, pp. 3-17 (coautori M. Sawhney, G. Verona)
- “Innomediation: Exploiting the Power of Mediated Innovation”, Sloan Management Review, Winter, 44 (2), 2003, pp. 77-82 (coautore M. Sawhney, G. Verona)
- “A dynamic model of customer loyalty to sustain competitive advantage on the Web”, European Management Journal, 20 (3), 2002, pp. 299-309 (coautore G. Verona)
- “Communities of Creation: Managing Distributed Innovation in Turbulent Markets”, California Management Review, 42 (4), Summer, 2000, pp. 24-54 (coautore M. Sawhney)

## Articles in italian journals

- “Come la critica influenza le scelte di cambiamento delle imprese: un’analisi longitudinale sull’innovazione stilistica nel settore della moda”, Finanza, Marketing, Produzione, Special Issue (1), 2012, pp. 69-72 (coautore P. Cillo)
- “Collaborare con i clienti per innovare”, Economia & Management, n.5, 2008 (coautori Sawhney M., Verona G.)
- “Il ruolo dei broker tecnologici: Un’analisi esplorativa”, Economia & Politica Industriale, n. 3, Settembre, 2005 (coautori G. Verona, E. Barbi)
- “Il ruolo del Web ai fini del coinvolgimento del cliente nei processi di innovazione: teoria e prassi a confronto”, Micro & Macro Marketing, n. 3, 2003, pp. 321-359 (coautori G. Verona, D. Raccagni)
- “La Rete e l’assorbimento della conoscenza del cliente per l’innovazione”, Economia & Management, n. 4, Settembre, 2003 (coautore G. Verona)
- “A dynamic model of customer stickiness to sustain competitive advantage in the frictionless economy”, Finanza Marketing e Produzione, n.1, 2001, pp. 55-77 (coautore G. Verona)
- “Affiliation o Lock-in? Strategie di marketing per competere in Internet”, Economia & Management, n. 4, luglio-agosto, 2001, pp. 73- 89 (coautore G. Verona)
- “Beyond Customer Knowledge Management: Customers as Knowledge Co-Creators” (coautore M. Sawhney), in Y. Malhotra (a cura di) Knowledge Management and Virtual Organization. Idea Group Publishing, Hershey, PA, 2000, pp. 258-281
- “Net Marketing: ripensare il consumatore nel mondo della Rete”, Economia & Management, n. 4, luglio, 2000, pp. 57-70 (coautore S. Micelli)
- “Fare leverage sulla conoscenza tacita dei consumatori: Verso una nuova economia cognitiva”, Sinergie, 51 (1), gennaio-aprile, 2000, pp. 49-84 (coautore G. von Krogh)
- “Il profilo dell’utenza individuale Internet in Italia”, Economia & Management, n. 5, settembre, 2000 (coautore E. Valdani)
- “L’efficacia delle promozioni nel settore della stampa quotidiana: Un’indagine empirica”, Micro & Macro Marketing, n. 3, dicembre, 1998
- “Verso il prodotto relazionale. Alcune evidenze empiriche dal settore dell’abbigliamento giovane”, Economia & Management, n. 6, novembre, 1996 (co-autore S. Saviolo)
- “La gestione della Customer Satisfaction alla Xerox Corporation”, Micro & Macro Marketing, n. 3, dicembre, 1995

## Director

MAFED

### Master in Fashion, Experience & Design Management

LANGUAGE	ENGLISH
TOTAL DURATION	12 MONTHS
START DATE	13 Jan 2021

