

Emanuela Prandelli

MARKETING

ASSOCIATE PROFESSOR

Digital Marketing

EMANUELA.PRANDELLI@UNIBOCCONI.IT

Biography

Emanuela Prandelli is an Associate Professor at the Department of Management and Technology at Università Bocconi. She is also LVMH Associate Professor of Fashion and Luxury Management.

At SDA Bocconi, she is the Director of the Master in Fashion, Experience & Design Management (MAFED) and she teaches innovation management, marketing management, digital strategy, and fashion & luxury management. She has coordinated ad-hoc initiatives for several companies operating in the fashion field, fast moving consumer goods industry, publishing and consumer electronics. Since 2022, she is Associate Dean for Global Executive Summer Programs.

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 fashion and luxury. She mainly relies on experimental design research methods.

She is the author of numerous books and articles on her topics of interest. She has published several international articles in leading international journals, such as Journal of Marketing, Journal of Marketing Research, Journal of Interactive Marketing, Organization Studies, California Management Review, MIT Sloan Management Review, the Journal of Business Venturing, European Management Journal, Advances in Strategic Management, among others. She is a reviewer for several specialized journals such as Journal of Interactive Marketing, Journal of Marketing, Organization Studies, Research Policy. In 2021 she won the Best Management Book of the Year Award by Canova Club with the book published in 2020 and entitled "Human digital enterprise", co-author G. Verona. She won the "Innovation Excellence Award" in 2022 and in 2012 and the award for best teacher of the Marketing Department at SDA Bocconi in 2014 and 2008. She got the award for distinctive academic research from Bocconi University for the results achieved during the periods 2001-2003, 2005-2007, and 2013-2014, and 2020. She won the 2001 Accenture Award for the best paper published in California Management Review in 2000. She also was Runner-up for the 2012 Carolyn Dexter Award for the 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. Her Ph.D. Dissertation was prized by Booz Allen & Hamilton and financed by the Marketing Science Institute of Cambridge.

She served as a Research Assistant at St.Gallen University and at the Research Center on Technology, Innovation, and eCommerce Kellogg School of Management, Northwestern University, where she was also a Visiting Professor. She was also a visiting Professor at WU, Vien.

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

Teaching domains

Latest publications

PRANDELLI E., VERONA G.

Digital Strategy

Egea, Milano, Italy, 2025

MRAD M., SEMAAN R. W., CHRISTODOULIDES G., PRANDELLI E.

Give me a second life! Extending the life-span of luxury products through repair

Journal of Retailing and Consumer Services, 2025, vol.82, pp.104055

PRANDELLI E., WANG Y., WEIJO H.

Luxury branding and the creator Economy: Emerging challenges and future avenues

International Journal of Research in Marketing, 2024, vol.41, no. 3, pp.455-467

PIANCATELLI C., PRANDELLI E.

Il potere dell'IA generativa nel settore del Fashion & Luxury

Harvard Business Review Italia, June, 2024

PRANDELLI E.

Personalizzare il prodotto ma con moderazione

Economia & Management, 2023, no. 3, pp.38-42

PRANDELLI E.

I nuovi paradigmi della customer experience: il settore della modain *Manager del Futuro*

E. Baglieri(Ed), Egea, chap. 7, pp.109-121, 2022

Grants & Honors

2025 TOP Luxury Speakers - The World Luxury Chamber of Commerce , 2025

Excellence in Teaching Award - SDA Bocconi School of Management , 2022

Club Canova Award for the best management book of the year 2020, with the book 'Human digital enterprise. Creare e co-creare valore in un contesto omni-data', co-authored by G. Verona , 2021

DIR Research grant - SDA Bocconi School of Management , 2017

Award for distinctive academic research - Università Commerciale Luigi Bocconi , 2014

Best Teacher of the Marketing Department - SDA Bocconi School of Management , 2013

Excellence in Innovation Award (Executive Custom Programs) - SDA Bocconi School of Management , 2012

Innovation Excellence Award in custom executive programs - ABMA William A. Cordes , 2012

Best Teacher of the Year - SDA Bocconi School of Management , 2008

Best Teacher of the Marketing Department - SDA Bocconi School of Management , 2007

Award for distinctive academic research - Università Commerciale Luigi Bocconi , 2005

Award for distinctive academic research - Università Commerciale Luigi Bocconi , 2001

Award for the best paper - Accenture Management Consulting , 2001

Best Management Paper Award for the article "Communities of Creation: Managing Distributed Innovation in Turbulent Markets" (co-author Mohanbir Sawhney), California Management Review - Università Commerciale Luigi Bocconi , 2001

Ph.D. Student Finalist with the Ph.D. Dissertation Proposal for the "Booz Allen & Hamilton/Strategic Management Society PhD Fellowship", Vancouver, Canada - Strategic Management Society , 2000

Scholarship for the Ph.D. Dissertation Proposal - Marketing Science Institute , 1999
