

# Andreina Mandelli

DIGITAL MARKETING

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## ARTICOLI SU RIVISTA SCIENTIFICA

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

FUDURIC M., MANDELLI A.

**Communicating social media policies: evaluation of current practices**

Journal of Communication Management, 2014, vol.18, no. 2, pp.158-175

LA ROCCA A., MANDELLI A., SHEHOTA I.

**Nethnography approach as a tool for marketing research: the case of Dash-P&G/TTV**

Management Decision, 2014, vol.52, no. 4, pp.689-704

JAVORNIK A., MANDELLI A.

**Behavioral perspectives of customer engagement: An exploratory study of customer engagement with three Swiss FMCG brands**

Journal of Database Marketing & Customer Strategy Management, 2012, vol.19, no. 4, pp.300-310

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**Branding and control in markets as mediated conversations**

Sinergie, 2012, vol.89, no. sett-ott 2012, pp.147-165

MANDELLI A., MARI A.

**The relationship between social media conversations and reputations during a crisis: the Toyota case**

International Journal of Management Cases, 2012, vol.14, no. 1, pp.456-489

MANDELLI A.

**Service industrialisation and beyond: findings from a service networks project**

International Journal of Engineering Management and Economics, 2011, vol.2, no. 2/3, pp.132-152

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## MONOGRAFIE AD ALTA DIVULGAZIONE

MANDELLI A., ARBORE A., PIANCATELLI C.

**Storie, Relazioni e Business: Social Media Marketing nell'era delle piattaforme**

Egea, Milano, Italia, 2022

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**Marketing Digitale - II edizione**

Egea, Milano, Italia, 2019

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**Intelligenza Artificiale e Marketing: Agenti Invisibili, Esperienza, Valore e Business**

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**Big data marketing. Creare valore nella platform economy con dati, intelligenza artificiale e IoT**

Egea, Milano, Italia, 2017

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**Marketing Digitale**

Egea, Milano, Italia, 2015

ACCOTO C., MANDELLI A.

**Social mobile marketing: il marketing nell'era dell'ubiquitous internet, della sharing economy e dei big data**

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## CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

MANDELLI A., LA ROCCA A.

**From service experience to augmented service journeys: digital technology and networks in consumer services** in *Factory or Theater? Trends in the Management of consumer Services*

Springer, pp.151-190, 2014

FUDURIC M., MANDELLI A.

**(How) has social media changed the way we measure brand equity? A literature review** in *EU Local Imprints The Case of South Central Europe*

Peter Lang International Academic Publishers, pp.157-168, 2012

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World Scientific Publishers, 2012

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**Tourists and Destination Management Organizations Facing Social Media and eWord-of-Mouth. A Research in Italy** in *The UCLA Anderson Business and Information Technologies (BIT) Project*

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DEMATTÉ C., BIFFI A., MANDELLI A., PAROLINI C.

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MANDELLI A., NEIROTTI P., CANATO A., BIFFI A., CANTAMESSA P., PAOLUCCI E., PAROLINI C.

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## CASI PUBBLICATI IN COLLANE INTERNAZIONALI

MANDELLI A., PIANCATELLI C., ARBORE A.

**Communication, Business and Digital Transformation: The Case of Burberry**

2021, The Case Centre, Gran Bretagna

MANDELLI A., SALVIOTTI G., PIANCATELLI C., ABBATEMARCO N.

**Vibram: Customer Centricity at the Core of Digital Transformation and New Business Model**

2020, The Case Centre, Gran Bretagna

MANDELLI A., COSTA P.

**Ducati: Collaborative Value and Communities of Consumers**

2005, The Case Centre, Gran Bretagna

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## PROCEEDINGS/PRESENTATIONS

MARI A., MANDELLI A., ALGESHEIMER R.

**Shopping with Voice Assistants: How Empathy Affects Decision Making Outcomes**

*Academy of Marketing Science Annual Conference, May 25-27, 2022, Monterey, LA, Stati Uniti d'America*

MANDELLI A., SALVIOTTI G., VIANELLO S.

**ICT & Organization Performance: uncovering the mediating role of organizational learning and social capital**

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SALVIOTTI G., MANDELLI A., BIFFI A., CANATO A.

**Network organization in digital economy: evidence from the italian case**

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