

# Andreina Mandelli

## DIGITAL MARKETING

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### ARTICOLI SU RIVISTA SCIENTIFICA

ARBORE A., MANDELLI A.

**Le decisioni di mercato nelle fasi di incertezza: il caso del metaverso**

Economia & Management, 2023, no. 2, pp.101-105

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PIANCATELLI C., MASSI M., MANDELLI A.

**Nuove logiche e traiettorie di crescita dell'advertising**

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**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**

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MANDELLI A., MARI A.

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## MONOGRAFIE AD ALTA DIVULGAZIONE

MANDELLI A., ARBORE A.

**Marketing Digitale - II edizione**

Egea, Milano, Italia, 2019

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

Egea, Milano, Italia, 2018

MANDELLI A.

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

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ACCOTO C., MANDELLI A.

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

Egea, Italia, 2014

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## CURATELE DI OPERE COLLETTANEE

MANDELLI A., ARBORE A., PIANCATELLI C. (A CURA DI)

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

Egea, Milano, Italia, 2022

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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

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## CASI PUBBLICATI IN COLLANE INTERNAZIONALI

MANDELLI A., PIANCATELLI C., ARBORE A.

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

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MANDELLI A., COSTA P.

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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.

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

*Business and Information Technologies Conference - June 2, 2006, Lugano, Svizzera*

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