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PROFESSORE ORDINARIO  
**Marketing Management**

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# Biografia

Andrea Ordanini è Professore Ordinario di Marketing Management presso il Dipartimento di Marketing dell'Università Bocconi di Milano, dove è titolare della cattedra BNP Paribas in Marketing & Service Analytics ed ha ricoperto il ruolo di direttore del Dipartimento di Marketing dal 2013 al 2019.

Presso l'Università Bocconi svolge attività di insegnamento su tematiche di Marketing e Service Innovation con particolare focalizzazione sui settori musicale e culturale sia a livello universitario che a livello di business school dove insegna nel master MAMA e nel programma DBA.

Le sue ricerche si focalizzano sul marketing dei servizi e il consumo di prodotti culturali, con particolare riferimento al settore musicale. Ha pubblicato sulle più prestigiose riviste di marketing, quali Journal of Marketing, Marketing Science e Journal of Consumer Research sui temi da lui trattati. Riveste il ruolo di Editor in importanti riviste internazionali quali "Journal of Product Innovation Management" e "Journal of Service Research".

Ha conseguito una laurea in Economia Aziendale presso l'Università Bocconi, un Dottorato in Economia Aziendale presso l'Università di Pavia ed è stato Visiting Researcher presso la London School of Economics and Political Sciences e l'Università della California at Irvine.

## Ambito di insegnamento

B2B Marketing

Service Marketing

Big Data and AI Marketing

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## ARTICOLI SU RIVISTA SCIENTIFICA

VALSESIA F., NUNES J. C., ORDANINI A.

**I am not talking to you: Partitioning an audience in an attempt to solve the self-promotion dilemma**

Organizational Behavior and Human Decision Processes, 2021, vol.165, pp.76-89

NUNES J. C., ORDANINI A., GIAMBASTIANI G.

**The Concept of Authenticity: What It Means to Consumers**

Journal of Marketing, 2021, vol.85, no. 4, pp.1-20

NIJSSSEN E. J., ORDANINI A.

**How important is alignment of social media use and R&D-Marketing cooperation for innovation success?**

Journal of Business Research, 2020, vol.116, pp.1-12

KIM C., KANNAN P. K., TRUSOV M., ORDANINI A.

**Modeling Dynamics in Crowdfunding**

Marketing Science, 2020, vol.39, no. 2, pp.339-365

COLM L., ORDANINI A., BORNEMANN T.

**Dynamic Governance Matching in Solution Development**

Journal of Marketing, 2020, vol.84, no. 1, pp.105-124

POLYAKOVA A., ESTES Z. C., ORDANINI A.

**Free upgrades with costly consequences**

European Journal of Marketing, 2020, vol.54, no. 4, pp.691-712

ORDANINI A., NUNES J. C., NANNI A.

**The featuring phenomenon in music: how combining artists of different genres increases a song's popularity**

Marketing Letters, 2018, vol.29, no. 4, pp.485-499

COLM L., ORDANINI A., PARASURAMAN A.

**When Service Customers Do Not Consume in Isolation**

Journal of Service Research, 2017, vol.20, no. 3, pp.223-239

ORDANINI A., NUNES J. C.

**From fewer blockbusters by more superstars to more blockbusters by fewer superstars: How technological innovation has impacted convergence on the music chart**

International Journal of Research in Marketing, 2016, vol.33, no. 2, pp.297-313

VALSESIA F., NUNES J. C., ORDANINI A.

**What Wins Awards Is Not Always What I Buy: How Creative Control Affects Authenticity and Thus Recognition (But Not Liking)**

Journal of Consumer Research, 2016, vol.42, no. 6, pp.897-914

RUBERA G., CHANDRASEKARAN D., ORDANINI A.

**Open innovation, product portfolio innovativeness and firm performance: the dual role of new product development capabilities**

Journal of the Academy of Marketing Science, 2016, vol.44, no. 2, pp.166-184

ORSINGHER C., HOGREVE J., ORDANINI A.

**Building on the past: advancing theory in services through meta-analysis**

Journal of Service Management, 2016, vol.27, no. 1, pp.37-42

NUNES J. C., ORDANINI A., VALSESIA F.

**The power of repetition: repetitive lyrics in a song increase processing fluency and drive market success**

Journal of Consumer Psychology, 2015, vol.25, no. 2, pp.187-199

AKSOY L., HOGREVE J., LARIVIERE B., ORDANINI A., ORSINGHER C.

**Relative measures in service research**

Journal of Service Management, 2015, vol.29, no. 6/7, pp.448-452

NUNES J. C., ORDANINI A.

**I like the way it sounds: The influence of instrumentation on a pop song's place in the charts**

Musicae Scientiae, 2014, vol.18, no. 4, pp.392-409

ORDANINI A., PARASURAMAN A., RUBERA G.

**When the Recipe Is More Important Than the Ingredients**

Journal of Service Research, 2014, vol.17, no. 2, pp.134-149

VAN DER HEIJDEN G. A. H., ORDANINI A., SCHEPERS J. J. L., NIJSSEN E. J., ORDANINI A.

**Don't just fix it, make it better! Using frontline service employees to improve recovery performance**

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LEHRER M., ORDANINI A., DEFILLIPPI R., MIOZZO M.

**Challenging the orthodoxy of value co-creation theory: A contingent view of co-production in design-intensive business services**

European Management Journal, 2012, vol.30, no. 6, pp.499-509

RUBERA G., ORDANINI A., CALANTONE R.

**Whether to Integrate R&D and Marketing: The Effect of Firm Competence**

Journal of Product Innovation Management, 2012, vol.29, no. 5, pp.766-783

MIOZZO M., LEHRER M., DEFILLIPPI R., GRIMSHAW D., ORDANINI A.

**Economies of Scope through Multi-unit Skill Systems: The Organization of Large Design Firms**

British Journal of Management, 2012, vol.23, no. 2, pp.145-164

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**The Ties That Bind: How Cooperative Norms and Readiness to Change Shape the Role of Established Relationships in Business-to-Business E-Commerce**

Journal of Business-to-Business Marketing, 2011, vol.18, no. 3, pp.276-304

RUBERA G., ORDANINI A., GRIFFITH D. A.

**Incorporating cultural values for understanding the influence of perceived product creativity on intention to buy: An examination in Italy and the US**

Journal of International Business Studies, 2011, vol.42, no. 4, pp.459-476

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**Service Innovation Viewed Through a Service-Dominant Logic Lens: A Conceptual Framework and Empirical Analysis**

Journal of Service Research, 2011, vol.14, no. 1, pp.3-23

ORDANINI A., MICELI L., PIZZETTI M., PARASURAMAN A.

**Crowd-funding: transforming customers into investors through innovative service platforms**

Journal of Service Management, 2011, vol.22, no. 4, pp.443-470

RUBERA G., ORDANINI A., MAZURSKY D.

**Toward a contingency view of new product creativity: Assessing the interactive effects of consumers**

Marketing Letters, 2010, vol.21, no. 2, pp.191-206

ORDANINI A., RUBERA G.

**How does the application of an IT service innovation affect firm performance? A theoretical framework and empirical analysis on e-commerce**

Information & Management, 2010, vol.47, no. 1, pp.60-67

ORDANINI A., MAGLIO P. P.

**Market Orientation, Internal Process, and External Network: A Qualitative Comparative Analysis of Key Decisional Alternatives in the New Service Development**

Decision Sciences, 2009, vol.40, no. 3, pp.601-625

ARBORE A., GUENZI P., ORDANINI A.

**Loyalty building, relational trade-offs and key service employees: the case of radio DJs**

Journal of Service Management, 2009, vol.20, no. 3, pp.317-341

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**The many moods of inter-organizational imitation: A critical review**

International Journal of Management Reviews, 2008, vol.10, no. 4, pp.375-398

ORDANINI A., PASINI P.

**Service co-production and value co-creation: The case for a service-oriented architecture (SOA)**

European Management Journal, 2008, vol.26, no. 5, pp.289-297

ORDANINI A., RUBERA G., SALA M.

**Integrating Functional Knowledge and Embedding Learning in New Product Launches**

Long Range Planning, 2008, vol.41, no. 1, pp.17-32

ORDANINI A., SILVESTRI G.

**Recruitment and selection services: Efficiency and competitive reasons in the outsourcing of HR practices**

The International Journal of Human Resource Management, 2008, vol.19, no. 2, pp.372-391

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**La propensione al comportamento imitativo delle imprese: una revisione critica**

Economia & Management, 2008, no. 4, pp.123-149

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**Strategic capabilities and internet resources in procurement**

International Journal of Operations & Production Management, 2008, vol.28, no. 1, pp.27-52

ORDANINI A., RUBERA G.

**Do resources mediate the relationships between the internet and performance in the marketing domain?  
Testing the role of customer orientation and brand equity**

International Journal of Internet Marketing and Advertising, 2007, vol.4, no. 1, pp.4-25

ORDANINI A.

**What drives market transactions in B2B exchanges?**

Communications of the ACM, 2006, vol.49, no. 4, pp.89-93

ARBORE A., ORDANINI A.

**Broadband Divide Among SMEs: The Role of Size, Location and Outsourcing Strategies**

International Small Business Journal, 2006, vol.24, no. 1, pp.83-99

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**Selection models in the music industry: How a prior independent experience may affect chart success**

Journal of Cultural Economics, 2006, vol.30, no. 3, pp.183-200

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**The Effects of Participation on B-to-B Exchanges: a Resource-Based View**

California Management Review, 2005, vol.47, no. 2, pp.97-113

ORDANINI A., MICELLI S., DI MARIA E.

**Failure and Success of B-to-B Exchange Business Models: A Contingent Analysis of Their Performance**

European Management Journal, 2004, vol.22, no. 3, pp.281-289

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**The Release of "Greatest Hits" in the Italian Recording Industry: An Empirical Analysis of Strategies and Timing**

International Journal of Arts Management, 2004, vol.6, no. 3, pp.24-36

MOLTENI L., ORDANINI A.

**Consumption Patterns, Digital Technology and Music Downloading**

Long Range Planning, 2003, vol.36, no. 4, pp.389-406

CORROCHER N., ORDANINI A.

**Measuring the Digital Divide: A Framework for the Analysis of Cross-Country Differences**

Journal of Information Technology, 2002, vol.17, no. 1, pp.9-19

ORDANINI A., POL A.

**Infomediation and competitive advantage in b2b digital marketplaces**

European Management Journal, 2001, vol.19, no. 3, pp.276-285

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## MONOGRAFIE O TRATTATI SCIENTIFICI

COLM L., ORDANINI A.

**Forgiare il Futuro. L'effectuation Theory e il Percorso Imprenditoriale di Loccioni**

Egea, Milano, Italia, 2021

ORDANINI A.

**Information Technology and Small Businesses**

Edward Elgar Publishing, Gran Bretagna, 2006

BRAMANTI A., ORDANINI A.

**ICT e distretti industriali. Una governance per la competitività di imprese e territori**

Etas Libri, Milano, Italia, 2004

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## CURATELE DI OPERE COLLETTANEE

ORDANINI A. (A CURA DI)

**ICT e piccole e medie imprese**

Egea, Milano, Italia, 2005

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## CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

COLM L., ORDANINI A.

**Facing Supply Chain Disruptions: Strategies to Ensure Relational Continuity** in *The Impact of COVID-19 on Supply Chain Management*

Richard Wilding (a cura di), Proud Pen, chap. 4, pp.55-72, 2021

ORDANINI A.

**Le tappe principali del dibattito sul marketing dei servizi** in *Marketing, una disciplina fantastica: omaggio a Enrico Valdani*

Busacca Bruno, Costabile Michele (a cura di), Egea, pp.393-405, 2018

MARELLI A., ORDANINI A.

**What Makes Crowdfunding Projects Successful 'Before' and 'During' the Campaign?** in *Crowdfunding in Europe*

Dennis Brüntje, Oliver Gajda (a cura di), Springer International Publishing, pp.175-192, 2016

ORDANINI A., PARASURAMAN A.

**A conceptual framework for analyzing value-creating service ecosystems: an application to the recorded-music market** in *Toward a better understanding of the role of value in markets and marketing*

S. Vargo, R. Lusch (a cura di), Emerald Group Publishing Limited, pp.171-205, 2012

PACE S., CARÙ A., ORDANINI A.

**Service management** in *M@rketiing Management*

E. Valdani (a cura di), Egea, pp.409-431, 2011

ORDANINI A., SCHREIER M.

**Sviluppo di nuovi prodotti e servizi** in *Marketing Management*

E. Valdani (a cura di), Egea, pp.297-312, 2011

ORDANINI A.

**Gap di progettazione: come innovare e sviluppare nuovi servizi** in *Cliente & Service Management*

E. Valdani (a cura di), Egea, pp.237-255, 2009

ARBORE A., ORDANINI A.

**Environmental Drivers of E-Business Strategies Among SMEs** in *Handbook of Research on Global Diffusion of Broadband Data Transmission*

Yogesh K. Dwivedi, Anastasia Papazafeiropoulou, Jyoti Choudrie (a cura di), IGI Global, chap. 31, pp.493-503, 2008

ORDANINI A., ARBORE A.

**External Pressures for Adoption of ICT Services Among SMEs** in *Handbook of Research on Global Diffusion of Broadband Data Transmission*

Yogesh K. Dwivedi, Anastasia Papazafeiropoulou, Jyoti Choudrie (a cura di), IGI Global, chap. 33, pp.524-535, 2008

FROVA A., ORDANINI A.

**L'evoluzione delle telecomunicazioni mobili in Italia: dinamica recente e prospettive** in *L'industria della comunicazione in Italia*

Fondazione Rosselli - Istituto di Economia dei Media (a cura di), Edizioni Angelo Guerini e Associati, pp.67-80, 2004

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## COMMENTS, DISCUSSIONS, REPLIES SU RIVISTA

DOMEGAN C., HAASE M., HARRIS K., HEUVEL W. V. D., KELLEHER C., MAGLIO P. P., MEYNHARDT T., ORDANINI A., PEÑALOZA L.

**Value, values, symbols and outcomes**

2012, Marketing Theory

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## NOTE DI RICERCA O BREVI ARTICOLI SU RIVISTA

ORDANINI A.

**"Crowd funding" As Emerging Trend**

2009, Mit Sloan Management Review, Stati Uniti d'America

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## PROCEEDINGS/PRESENTATIONS

ORDANINI A., RUBERA G., PARASURAMAN A.

**The Effects of Creativity on Intention-To-Buy a New Service: A Configurational Analysis**

*INFORMS Annual Meeting, November 13-16, 2011, Charlotte, NC, Stati Uniti d'America*

RUBERA G., CHANDRASEKARAN D., ORDANINI A.

**Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities**

*33rd INFORMS Marketing Science Conference - June 9-11, 2011, Houston, TX, Stati Uniti d'America*

RUBERA G., ORDANINI A., CHANDRASEKARAN D.

**Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities**

*AMA Winter Conference - February 18-20, 2011, Austin, TX, Stati Uniti d'America*

GUENZI P., ARBORE A., ORDANINI A.

**Exploring relational trade-offs in the presence of key employees: the case of the radio industry**

*36th EMAC Conference - May 23-26, 2007, Reykjavik, Iceland*

ARBORE A., GUENZI P., ORDANINI A.

**Investigating the overall contribution of interpersonal relationship to customer-to-firm relationship: the case of key employe**

*36th EMAC Conference - May 22-25, 2007, Reykjavik, Iceland*

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## Grants & Premi

Excellence in Research Award – Università Commerciale Luigi Bocconi , 2022

Hunt/Maynard Award for the Most Significant Yearly Contribution to Marketing Theory: The Concept of Authenticity: What It Means to Consumers (with J. Nunes and G. Giambastiani) , 2022

Excellence in Research Award – Università Commerciale Luigi Bocconi , 2021

Best Paper Award, Services Marketing Track – American Marketing Association Winter Conference, Austin, TX: When Technology Hurts: Unexpected Evidence from a Multi-Method Analysis in High-Touch Services (with A. Nanni) , 2019

Excellence in Research Award – Università Commerciale Luigi Bocconi , 2019

Excellence in Teaching Innovation – PhD School – Università Commerciale Luigi Bocconi , 2019

Emerald Citation of Excellence Award for articles published in 2014: When the Recipe Is More Important Than the Ingredients: A Qualitative Comparative Analysis (QCA) of Service Innovation Configurations. “Journal of Service Research”, (with A. Parasuraman, and G. Rubera) , 2017

“Teaching Excellence” Award – Università Commerciale Luigi Bocconi , 2016

Excellence in Research Award – Università Commerciale Luigi Bocconi , 2015

“Journal of Service Research” 2011 Best Article Award: Service Innovation Viewed Through a Service-Dominant Logic Lens: A Conceptual Framework and Empirical Analysis (with A. Parasuraman) , 2012

“Teaching Excellence” Award – Università Commerciale Luigi Bocconi , 2012

Best Paper Award, Overall Conference – American Marketing Association ServSig International Conferences, Porto, PT: Crowdfunding: transforming customers into investors through innovative service platforms (with M. Pizzetti, L. Miceli, and A. Parasuraman) , 2010

Best Paper Award, Research Methods Track – American Marketing Association Winter Conference, New Orleans, LO: Exploring the Power of Qualitative Comparative Analysis: A Replication and Extension of a Prior Study on Accelerating New Product Development (with E. Nijssen and F. Langerak) , 2010

Best Paper Award, Overall Conference – American Marketing Association Winter Conference, Tampa, FL: Service Innovation in The Service Dominant Logic: In Search of a Framework (with A. Parasuraman) , 2009

Best Practitioner Presentation Award Finalist – 18th Frontiers in Service Conference, University of Hawaii: A “Financial” Innovation in Promotion Services: the case of LoyaltyShares™ (with E. Philips) , 2009

Highly Commended Paper – 11th Symposium on Service Excellence in Management, Wolsfburg, GER: The Moderating Role of Customer Co-Production on the link between Service Creativity and Intention-to-buy (with G. Rubera and A. Parasuraman) , 2009

Emerald Literati Award for a Highly Commended Paper Published on the “International Journal of Production and Operation Management”: Strategic Capabilities and Internet Resources in Procurement: A Resource-Based View of B-to-B Buying Process (with G. Rubera) , 2008

Excellence in Research Award – Università Commerciale Luigi Bocconi , 2007

SDA Best Management Paper Award: Consumption Patterns, Digital Technology and Music Downloading, (with L. Molteni). “Long Range Planning” – vol.36, n.4 – 2003 (pp. 389-406) – SDA Bocconi School of Management , 2004

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