

Andrea Ordanini

FULL PROFESSOR

Marketing Management

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Biografia

Andrea Ordanini è Professore Ordinario 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 Analytics e Services Marketing con particolare focalizzazione sui settori musicale e culturale sia a livello universitario che a livello di business school dove insegna nel programma DBA.

Le sue ricerche si focalizzano sul marketing dei servizi e il consumo di prodotti culturali. Ha pubblicato sulle più prestigiose riviste di marketing, quali Journal of Marketing, Marketing Science e Journal of Consumer Research. Riveste il ruolo di Developmental Editor per il Journal of Marketing e di Associate Editor per il Journal of Product Innovation Management e il 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 a Irvine.

Ambito di insegnamento

B2B Marketing

Service Marketing

Big Data and AI Marketing

ARTICOLI SU RIVISTA SCIENTIFICA

NANNI A., ORDANINI A.

Unintended consequences of in-store technology for frontline employees: An empirics-first approach

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SPANJOL J., NOBLE C. H., BAER M., BOGERS M. L. A. M., BOHLMANN J., BOUNCKEN R. B., BSTIELER L., DE LUCA L. M., GARCIA R., GEMSER G., GREWAL D., HOEGL M., KUESTER S., KUMAR M., LEE R., MAHR D., NAKATA C., ORDANINI A., RINDFLEISCH A., SEIDEL V. P., SORESCU A., VERGANTI R., WETZELS M.

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

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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

NIJSSEN E. J., ORDANINI A.

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

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

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When Service Customers Do Not Consume in Isolation: A Typology of Customer Copresence Influence Modes (CCIMs)

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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

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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.

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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

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

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

ORDANINI A., RUBERA G.

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

ORDANINI A., MAGLIO P. P.

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Decisional Alternatives in the New Service Development

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ARBORE A., GUENZI P., ORDANINI A.

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

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Do resources mediate the relationships between the internet and performance in the marketing domain?

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MOLTENI L., ORDANINI A.

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MONOGRAFIE O TRATTATI SCIENTIFICI

COLM L., ORDANINI A.

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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

CURATELE DI OPERE COLLETTANEE

ORDANINI A. (A CURA DI)

ICT e piccole e medie imprese

Egea, Milano, Italia, 2005

CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

NANNI A., ORDANINI A.

Technology in Service in *The Palgrave Handbook of Service Management*

Bo Edvardsson, Bård Tronvoll (a cura di), Springer International Publishing, pp.869–886, 2022

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

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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

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Europe

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

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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.

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

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

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

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

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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

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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

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A. Ordanini (a cura di), Egea, pp.65–87, 2005

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

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

NOTE DI RICERCA O BREVI ARTICOLI SU RIVISTA

ORDANINI A.

“Crowd funding” As Emerging Trend

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

PROCEEDINGS/PRESENTATIONS

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

I want you to like me, so I'll wait to share the bad - The influence of self-presentation concerns on consumer ratings

2022 AMA Winter Academic Conference, February 18-20, 2022, Las Vegas, Stati Uniti d'America

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

Is Gossip Always Bad for Human Branding? Unexpected Consequences of Celebrity Gossip

EMAC Annual Conference, May 24-27, 2022, Budapest, Ungheria

ORDANINI A., NANNI A.

When technology hurts: unexpected evidences from a multimethod analysis in high-touch services

2019 AMA Winter Academic Conference: Understanding Complexity, Transforming the Marketplace - February 22-24 2019, Austin, TX, Stati Uniti d'America

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

Gossip: how the relationship with the source shapes the retransmission of personal content

ACR 2018: Trust in doubt - October 11-14 2018, Dallas, TX, Stati Uniti d'America

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 employee

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

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 LoyaltySharesTM (with E. Philips) , 2009

Highly Commended Paper – 11th Symposium on Service Excellence in Management, Wolfsburg, 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

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