

## CURRICULUM VITAE

EMANUELA PRANDELLI

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### Personal Information

**Date of Birth** July 17th, 1970  
**Citizenship** Italian  
Married, two children

## Academic Positions

### Bocconi U.

2015 – present: LVMH Associate Professor of Fashion & Luxury Management  
2005 – present: Associate Professor, Department of Management and Technology  
2001-2005: Assistant Professor, Department of Management and Technology  
1995-1996: Research and Teaching Assistant with Scholarship, Department of Management

### Other Institutions

April 2013 – June 2013 Visiting Professor at WU Vienna University of Economics and Business.  
Jubine 2001-Dec. 2001 Visiting Scholar at the Kellogg Graduate School of Management, Northwestern University, Chicago, IL.  
Febr. 1999 – Sept. 1999 Research Assistant at the Kellogg Graduate School of Management, Northwestern University - Center for Research on Innovation, Technology, and E-commerce  
Sept. 1998 – Febr. 1999 Research Assistant at St. Gallen University, Switzerland – KnowledgeSource-Center for Research on Network Economy and Knowledge Management

## Board positions

2015, April - ESPRINET (listed company), Independent Board Member.  
2018, April - TOD'S (listed company), Independent Board Member.  
2020, May - VALENTINO (unlisted company), Independent Board Member.

## Academic Distinctions and Awards

2022, July	Università Bocconi, 2020-2021 Teaching Award, SDA Bocconi School of Management
2021, March	Premio del Club Canova per il miglior libro di management per l'anno 2020, con il libro “Human digital enterprise. Creare e co-creare valore in un contesto omni-data”, co-author G. Verona (Best Management Book of the Year Award)
2021, March	Università Bocconi Award for distinctive academic research in 2020
2014, November	Best Teacher of Marketing Department, SDA Bocconi School of Management, Open Market Executive Courses, in 2011-2012-2013
2014, March	Premio di Eccellenza nella Ricerca Università Bocconi (award for distinctive academic research).
2012, August	Runner-up 2012 Carolyn Dexter Award for Best International Paper, Academy of Management Conference, for the paper <i>Exploring and reconfiguring a firm's competence base: a process model of strategic renewal</i> (co-author A. Lipparini, G. Verona)
2012, April	“Innovation Excellence – 2011 Award” - <i>Divisione Formazione Manageriale su misura Imprese</i> (Executive Custom Programs)
2011, December	Runner-up Theo Scholler- Preis 2011, Munich Best Paper Award Innovation Management for the article <i>Psychological Effects of Empowerment Strategies on Consumers' Product Demand</i> (co-authors Fuchs, C., Schreier, M.), published on Journal of Marketing, 2010.
2010-2011	Finalist among the best teachers of the academic year
2009-2010	Finalist among the best teachers of the academic year
2008, January	Best teacher of the Year 2007 Award, Marketing Department, SDA Bocconi School of Management
2006, August	Runner-up for JIM's 2006 Award for the Best Paper published in the Journal of Interactive Marketing in 2005.
2007 June - 2005 July	Università Bocconi - <i>Indennità di Eccellenza nella Ricerca</i> (award for distinctive academic research).
July 2001 - June 2003	Università Bocconi - <i>Indennità di Eccellenza nella Ricerca</i> (award for distinctive academic research)
December 2001	Università Bocconi - <i>Best Management Paper Award</i> for the article <i>Communities of Creation: Managing Distributed Innovation in Turbulent Markets</i> (co-author Mohanbir Sawhney), published on California Management Review

- February 2001 *Accenture Award* (best paper of the year) for the article *Communities of Creation: Managing Distributed Innovation in Turbulent Markets* (co-author Mohanbir Sawhney), published on California Management Review.
- October 2000 *Ph.D. Student Finalist* with the Ph.D. Dissertation Proposal for the “Booz Allen & Hamilton/Strategic Management Society PhD Fellowship”, Vancouver, Canada.
- October 1999 *Scholarship* provided by the Marketing Science Institute, Cambridge, CA for the Ph.D. Dissertation Proposal.
- Sept.1996 – Dec. 2000 *Full Scholarship* for the PhD Program in Management at Bocconi University, Milan.
- March 1994 *Best Graduate Award* for the Academic Year 1992 – 1993 at Bocconi University, Milan.

### **Institutional roles and services in Bocconi**

- 2022 - Associate Dean for Global Executive Summer Programs, SDA Bocconi School of Management
- 2016 - Director of Master in Fashion, Experience, and Design Management (MAFED), SDA Bocconi School of Management
- 2016 - Academic Advisor Fashion, Luxury, & Design Topic, Bocconi Alumni Community
- 2015 - LVMH Associate Professorship in Fashion and Luxury Management (report data 2016: 293 students engaged in the Lectio Inauguralis, 158 students engaged in the case-based competition organized with Loro Piana, 245 students engaged in the networking event; report data 2017: 391 students engaged in the Annual Conference, 160 students engaged in the case-based competition organized with Louis Vuitton, 276 students engaged in the networking event; report data 2018: 280 students engaged in the Annual Conference and in the case-based competition with LVMH, 403 students engaged in networking event)
- 2018 - 2021 Responsible for the Fashion & Luxury Knowledge Center, SDA Bocconi School of Management
- 2012 - 2019 Member of the Scientific Committee “Fondazione Tronchetti Provera”
- 2013 - 2018 Academic Director of CEMS-MIM Master Program
- 2013 - 2018 CRIOS Fellow Representative - CRIOS Managing Board.
- 2013 - 2018 Responsible Teaching Activity, Institute of Technology and Innovation Management, Management & Technology Department.
- 2011 – 2017 Responsible Department Seminar Series – Management & Technology Department.
- 2008 – 2012 Deputy Director KITEs, Research Center on Knowledge, Internationalization and Technology Studies.

2010 – 2011	Rectoral Committee representative for the Technology and Innovation Management Institute – Department reorganization.
2007 – 2010	Rectoral Committee representative for the Technology and Innovation Management Institute – Research Committee.
2007 – 2010	Rectoral Committee representative for the Technology and Innovation Management Institute – Internationalization Committee.
2004 - 2005	Executive Director, Master in New Media.
1999 – 2005	Director of the Internet Center and the E-Shopping Lab of I-LAB, Research Center on Digital Economy.

## **Education**

February 2001	Ph.D. in Management, Bocconi University, Milan Ph.D. Dissertation: <i>From Customer Orientation to Customer Integration: Using Information Technology to Integrate Customers into the Firm's Knowledge Creation Process.</i>
Febr. 1999 – Sept. 1999	<i>Quantitative Modeling and Organizations in their Environments</i> courses in the Ph.D. program; <i>Technology Marketing</i> and <i>Contextual Inquiry and Consumer Experience</i> courses in the MBA program, at the Kellogg Graduate School of Management, Northwestern University, Chicago.
Sept. 1998 – Febr. 1999	<i>Research Methodology</i> courses in the Ph.D. program of St. Gallen University, Switzerland
Sept. 1996 – June 1998	Ph.D. Program in Management, Bocconi University, Milan
Sept. 1989 – March 1994	Laurea <i>summa cum laude</i> in Business Administration at Bocconi University, Milan, Italy - Dissertation: <i>The consumer-product affective relationship: theory and measurement.</i>

## **Research and International Publications**

My research focuses on three core areas:

- Digital strategy and customer engagement
- Open and User Innovation
- Fashion & Luxury Management

Below the core parameters of my current research productivity:

- Google Scholar: N23; Citations= 6335; H=21; i10-index = 22
- ISI Web of knowledge: N=8; Citations=567; H=7

## **International Articles**

“Luxury Branding and the Creator Economy: Emerging Tensions and Future Avenues” (co-authors, Wang, Y., Wejio, H.), *International Journal of Marketing Research*, 2024, forthcoming.

“Customization in Luxury Brands: Can Valentino Get Personal?” (co-authors, Moreau, P.; Schreier, M.; Sielke, S.), *Journal of Marketing Research*, September 2020, Vol. 57(5) 937-947. (**currently 52 citations Google Scholar**)

“Changing Style in Style-Changing Industries: The Role of Critics as Gatekeepers in High-End Fashion” (co-authors P.Cillo, J. Nunes, I. Scopelliti). In Special Issue of *Advances in Strategic Management “Style in Strategy and Strategy of Style: Theoretical Developments, Empirical Results, and Research Agenda”*, 2020.

“Luxury Customer Experience and Engagement What Is the Impact of In-Store Technology?” (co-authors, Cillo P. et al.) In B. Kahn (ed.), “Online Luxury Retailing: Leveraging Digital Opportunities - Research, Industry Practice, and Open Questions“, Baker Retailing Center, The Wharton School, University of Pennsylvania, 2016, pp. 34-44.

“In user's shoes: An experimental design on the role of perspective taking in discovering entrepreneurial opportunities” (co-authors M. Pasquini, G. Verona), *Journal of Business Venturing*, 2016, 31, pp. 287-301 (**currently 78 citations Google Scholar, 109 citations ISI Web of Knowledge**).

“All that is Users Might not be Gold: How Labeling Products as User-designed Backfires in the Context of Luxury Fashion Brands”, (co-authors, Dahl, D.; Fuchs, C.; Schreier, M.), *Journal of Marketing*, September 2013, Vol. 77, pp. 75-91 (**currently 309 citations Google Scholar, 18 citations ISI Web of Knowledge**).

“Psychological Effects of Empowerment Strategies on Consumers' Product Demand” (co-authors, Fuchs, C.; Schreier, M.), *Journal of Marketing*, January 2010, pp. 65-79 (**currently 737 citations Google Scholar, 34 citations ISI Web of Knowledge**).

“Internet-Enabled Co-Production: Partnering or Competing with Customers?” (co-authors, U. Schultze, P.I. Salonen, M. Van Alstyne), *Communications of the Association for Information Systems*, Volume 19 Article 15, April 2007, pp. 294-324 (**currently 51 citations Google Scholar, 22 citations ISI Web of Knowledge**).

“Diffusion of Web-based Product Innovation” (coauthors G. Verona, D. Raccagni), *California Management Review*, Summer 48 (4), 2006, pp. 109-135 (**currently 172 citations Google Scholar, 22 citations ISI Web of Knowledge**).

“Innovation and virtual environments: towards virtual knowledge brokers” (coauthors M. Sawhney, G. Verona), *Organization Studies*, 27(6), 2006, pp. 765-788 (**First article in the issue, currently 404 citations Google Scholar, 51 citations ISI Web of Knowledge**).

“Collaborating to Create: The Internet as a Platform for Customer Engagement in Product Innovation” (coauthors M. Sawhney, G. Verona), *Journal of Interactive Marketing*, 19(4), 2005, pp. 3-17 (**First article in the issue, Runner-up for best paper of the journal, currently 2187 citations Google Scholar**).

“The Power of Innomediation” (coauthors M. Sawhney, G. Verona), *MIT Sloan Management Review*, Winter, 44 (2), 2003, pp. 77-82, (**currently 267 citations Google Scholar, 34 citations ISI Web of Knowledge**).

“A dynamic model of customer loyalty for sustaining competitive advantage on the Web” (co-author G. Verona), *European Management Journal*, 20 (3), 2002, pp. 299-309 (**currently 89 citations Google Scholar**).

“Communities of Creation: Managing Distributed Innovation in Turbulent Markets ” (co-author M. Sawhney), in *California Management Review*, Vol. 42, n. 4, Summer, 2000, pp. 24-54 (**currently 1137 citations Google Scholar, 158 citations ISI Web of Knowledge**).

### **Refereed International Books**

*Collaborating with Customers to Innovate. Conceiving and Marketing Products in the Network Age*, (coauthors M. Sawhney, G. Verona), July 2008, Edgar, Sheffield Brightman

### **Chapters in Referred International Books**

“From Software to Hardware: The Changing Technology of Open Source” (co-author G. Verona). In A. Capaldo (ed.), *Advances in Strategy and Organization. Selected Papers from 'Second Tuesday' Seminars*. McGraw Hill: Milano, 2012, pp. 197-221.

“Co-developing New Products with Customers” (co-author G. Verona). In A. Carù & K. Tollin (eds.), *Strategic Market Creation: A New Perspective on Marketing and Innovation Management*, John Wiley & Sons, Ltd., 2008, pp. 362-388.

“Collaborative Innovation: Web-based tools for customer involvement in new product development” (co-author G. Verona). In C. Wankel (ed.), *21st Century Management: A Reference Handbook*, Sage Publications, Thousand Oaks, CA, 2007.

“Knowledge Management and the Emerging Organizational Models of Distributed Innovation: Towards a Taxonomy” (co-authors M. Sawhney, G. Verona). In Renzl B., Matzler K., Hinterhuber H. (eds.) *The Future of Knowledge Management*, Palgrave Macmillan, Houndmills, Hampshire, 2006, pp. 137-160.

“Beyond Customer Knowledge Management: Customers as Knowledge Co-Creators” (co-author M. Sawhney), in *Knowledge Management and Virtual Organization*, Idea Group Publishing, Hershey, PA, 2000, pp. 258-281.

### **Italian Publications**

#### **Articles**

“Personalizzare il prodotto ma con moderazione”, *Economia & Management*, 2023

“A ogni campagna marketing il suo influencer”, *Economia & Management*, 2020, (coautore P. Cillo)

“Le Cinque Regole del Business in Rete”, *Economia & Management*, 2019, n.2, pp. 9-13 (coautore G. Verona)

“Big Data e mercato, l’affare è servito”, *Economia & Management*, 2016, n.3, pp. 9-13.

“Tecnologie digitali nelle maglie del business”, *Economia & Management*, 2016, n. 4, pp. 11-17.

“Social CRM: Quando i big data rafforzano i legami con i clienti”, *Economia & Management*, n.1, 2015, pp. 7-12 (coautore P. Cillo)

“Quando l’imprenditore assume la prospettiva del cliente. Il perspective taking aiuta a cogliere le opportunità latenti nel mercato”, *Economia & Management*, n.3, 2014 (coautori Verona G., Pasquini M.)

“Come la critica influenza le scelte di cambiamento delle imprese: un’analisi longitudinale sull’innovazione stilistica nel settore della moda”, *Finanza, Marketing, Produzione*, Special Issue (1), 2012, pp. 69-72 (co-author P. Cillo)

“Collaborare con i clienti per innovare”, *Economia & Management*, n.5, 2008 (coautori Sawhney M., Verona G.)

“Il ruolo dei broker tecnologici: Un’analisi esplorativa”, *Economia & Politica Industriale*, n. 3, Settembre, 2005 (coautori G. Verona, E. Barbi).

“Piccole e media imprese e mercati globali: il ruolo del web marketing”, *Lecco Economia, Banca Popolare di Lecco- Deutsche Bank*, giugno, 2005.

“Il ruolo del Web ai fini del coinvolgimento del cliente nei processi di innovazione: teoria e prassi a confronto”, *Micro & Macro Marketing*, n. 3, 2003, pp. 321-359 (coautori G. Verona, D. Raccagni).

“La Rete e l’assorbimento della conoscenza del cliente per l’innovazione” (coautore G. Verona), *Economia & Management*, n. 4, Settembre, 2003

“A dynamic model of customer stickiness for the buyer-seller relationship in the frictionless economy” (co-author G. Verona), in *Finanza Marketing Produzione*, n. 1, 2001.

“Affiliation o Lock-in? Strategie di marketing per competere in Internet” (co-autore G. Verona), in *Economia & Management*, n. 4, July, 2001.

“Il profilo dell’utenza individuale Internet in Italia”, *Economia & Management*, n. 5, settembre, 2000 (coautore E. Valdani).

“Net Marketing: gestire le relazioni in un mondo senza consumatori” (co-autore S. Micelli), in *Economia & Management*, n. 4, luglio, 2000.

“Fare leverage sulla conoscenza tacita dei consumatori: Verso una nuova economia cognitiva” (co-autore G.von Krogh), in *Sinergie*, Vol. 51, n. 1, gennaio-aprile, 2000.

“L’efficacia delle promozioni nel settore della stampa quotidiana: Un’indagine empirica”, in *Micro & Macro Marketing*, n. 3, dicembre, 1998.

“Verso il prodotto relazionale. Alcune evidenze empiriche dal settore dell’abbigliamento giovane” (co-autore S. Saviolo), in *Economia & Management*, n. 6, novembre, 1996.

“La gestione della Customer Satisfaction alla Xerox Corporation”, in *Micro & Macro Marketing*, n. 3, dicembre, 1995.

### **Refereed Italian Books**

*Human Digital Enterprise* (coauthor G.Verona), 2020, Egea, Milano.

*La nuova impresa digitale* (coauthor G.Verona), 2019, Egea, Milano.

*Il Vantaggio Competitivo in Rete* (coauthor G. Verona), 2011. McGraw Hill, Milano.

*Marketing in Rete. Oltre Internet verso il Nuovo Marketing* (coauthor G. Verona), 2006. McGraw Hill, Milano (second edition)

*Collaborative Innovation* (coauthor G. Verona), 2006. Carocci, Roma

*Marketing in Rete. Analisi e decisioni nell’economia digitale*, (coauthor G.Verona), McGraw Hill, Milano, 2002.

*Oltre la notizia. Economia e gestione delle imprese editrici di quotidiani in Italia*, Etaslibri, Milano, 1999.

### **Chapters in Refereed Italian Books**

“I nuovi paradigmi della customer experience: il settore della moda”. In Baglieri E. (ed.), *Master del Futuro*, EGEA, 2022, pp. 109-121.

“La costruzione di risorse di fiducia nelle relazioni parasociali: Il ruolo di influencer reali e virtuali nei contesti digitali” (coautore P. Cillo). In Bertoli, G., Castaldo, S., Cillo, P., Troilo, G., Verona, G. (eds.), *Innovazione e Management. Omaggio a Salvio Vicari*, Egea, 2022.

“Lusso – globalizzazione della domanda e dell’offerta. Nuovi comportamenti di consumo e crescente competizione all’interno della singola industria. Verso l’economia dell’esperienza: cresce la competizione tra settori”, *Enciclopedia Treccani*, 2020, pp. 52-56.

“Far leva sulla creatività dei consumatori per alimentare con continuità il processo innovativo: evidenze empiriche dal settore moda”(coautore P. Cillo). In “*Marketing, una disciplina fantastica: omaggio a Enrico Valdani*”, Egea, 2018.

“L’analisi iniziale: lo scenario di riferimento” (co-author Caratelli M.). In U. Filotto (ed.), “*La Banca Diretta. Comportamenti e aspettative dei clienti tra banca online e banca tradizionale.*” Bancaria Editrice, Roma, 2014.



“Innovation in Symbolic Industries: The Influence of Critical Audience Evaluation on Fashion Companies’ Behavior” (co-author P. Cillo). In "Prodotto, consumatore e Politiche di mercato. Quarant'anni dopo." Scritti in onore di Stefano Podestà, 2012.

“Il marketing digitale: dal marketing interattivo al marketing collaborativo” (coautore G. Verona). In S. Castaldo (ed.), *Marketing e Fiducia*, Il Mulino, 2009, pp.381-401.

“Reti Virtuali e Brokering di Innovazione” (coautore G. Verona). In Fiocca R, *Rileggere l’Impresa*, Etas, Milano, 2007, pp.151-174.

“La gestione delle comunità virtuali per lo sviluppo di relazioni e conoscenze” (coautore G. Verona), in S. Vicari (a cura di) *Vendite e Trade Marketing*, Egea, Milano, 2005, pp. 396-419.

“I canali digitali” (coautore G. Verona), in S. Vicari (a cura di) *Vendite e Trade Marketing*, Egea, Milano, 2005, pp. 22-43

“Democrazia informativa e media user empowerment: verso nuove logiche di partecipazione distribuita nei processi di comunicazione”, (coautore E. Valdani), in *Tecnologia dell’informazione e nuovi media*. ISIMM, Roma, 2002.

“Le opportunità di apprendimento congiunto tra impresa e consumatori nell’Economia della Virtualità” (co-autore B. Busacca), in *Economia della Virtualità*, S. Vicari (ed.), Egea, Milano, 2001.

“L’innovazione di prodotto nella Net Economy” (co-autore E. Baglieri), in *Il Management nell’Era della Connessione*, S. Vicari (ed.), Egea, Milano, 2001.

“La metamediazione: gestire le interazioni in un’economia virtuale” (co-autore P. Cillo), in *Il Management nell’Era della Connessione*, S. Vicari (ed.), Egea, Milano, 2001.

“Tecnologie dell’informazione, società e democrazia”, in *Le complessità da gestire*, IRSE, Pordenone, 2000.

“La reingegnerizzazione dei processi di marketing orientata alla Time-Based Competition” (co-autore R. Fiocca), in *I Processi di Marketing*, E. Valdani, F. Ancarani (a cura di), Egea, Milano, 1997.

### **Major research grants**

2015 – LVMH Grant

2017 Competitive advantage in the digital transformation age: Big data, team leader with G. Verona). DIR - Divisione Ricerche Claudio Dematté SDA Bocconi School of Management.

2010-2012 Taking the Perspective of the User: Untangling the Role of Empathy and User Knowledge in Entrepreneurship Research and Practice (team leader E. Prandelli). DIR - Divisione Ricerche Claudio Dematté SDA Bocconi School of Management

- 2008 – 2010 The impact of customer empowerment in product creation and selection on brand attachment and willingness to pay (team leader E. Prandelli). DIR - Divisione Ricerche Claudio Dematté SDA Bocconi School of Management.
- 2008 – 2010 Identity and Conduct in Global Fashion: The Influence of Critical Audience Evaluation on Firms' Innovation Patterns. DIR - Divisione Ricerche Claudio Dematté SDA Bocconi School of Management (team leader P.Cillo).
- 2007-2009 PRIN: Capacità dinamiche per la open innovation (team leader S. Vicari) - MIUR – PRIN 2007 –2007jw8mpx\_004 - funds €22.059). Project title: “Il ruolo delle capacità dinamiche in ambienti in continua evoluzione e il loro influsso sulle strategie innovative e sui processi organizzativi”.
- 2003-2005 PRIN: Innovazione e Mercato: il ruolo delle nuove tecnologie nell'integrazione della conoscenza dei consumatori nel processo di sviluppo dei nuovi prodotti (team leader: S. Vicari) - MIUR - PRIN 2003 - 2003133874\_001 - funds € 41.300).
- 2003 - 2005 From relationship marketing to collaborative marketing. The impact of virtual customer environments (VCEs) on value creation (team leader E. Prandelli), Istituto di Economia delle Aziende Industriali e Commerciali, Università Bocconi. Finanziamento in qualità di Ricerca di Base.
- 1999 Scholarship provided by the Marketing Science Institute, Cambridge, CA for the Ph.D. Dissertation Proposal From Customer Orientation to Customer Integration: Using Information Technology to Integrate Customers into the Firm's Knowledge Creation Process
- 1996 –2000 Full Scholarship for the PhD Program in Management at Bocconi University, Milan.

### **Teaching Activities at Bocconi University**

- 2016 – present Teaching activity and responsible for the course Fashion & Luxury Management (graduate course)
- 2008 - present Teaching activity and responsible for the course Digital Strategy.  
Teaching activity for the course Technology and Innovation Management
- 2010 - 2015 Teaching activity for the course Management of Fashion Companies
- 2008 - 2018 Teaching activity and responsible for the course New Product Development and Open Innovation  
Teaching activity for the course Advanced Topics in eMarketing e eCommerce (graduate course)

- 2008 - 2015 Teaching activity for the course Community-based Innovation and Strategy (graduate course); since 2014 Bocconi Campus Abroad at UCLA, Los Angeles
- 2005-2008 Teaching activity for the course *Technology Marketing* – Ph.D. in Management
- Teaching activity and responsible for the course *E-business & the global market (Internet Marketing)*
- Teaching activity and responsible for the course *E-marketing* (graduate course)
- Teaching activity for the course *E-business and Innovation Management*
- Teaching activity for the course *Technology and Innovation Management*
- 2003-2005 Teaching activity for the course *Technology Marketing* – Ph.D. in Management
- Teaching activity and responsible for the course *Technology Marketing* – Master in Marketing & Communication
- Teaching activity and responsible for the course *E-business & the global market (Internet Marketing)*
- Teaching activity and responsible for the course *E-marketing* (graduate course)
- Teaching activity for the course *E-business and Innovation Management*
- Teaching activity for the course *Marketing*
- 2001-2003 Teaching activity and responsible for the course *Technologies for cultural activities and communication*
- Teaching activity and responsible for the course *E-business & the global market (Internet Marketing)*
- Teaching activity in the course *Marketing*
- 2000-2001 Teaching activity and responsible for the course *E-business & the global market (Internet Marketing)*
- Teaching activity in the course *Marketing*
- 2000-2001 Teaching activity and responsible for the course *E-commerce*
- Teaching activity in the course *E-commerce*
- Teaching activity in the course *Innovation Management*
- Teaching activity in the course *Marketing*

Teaching activity in the course *Strategic Marketing*

1995-1996 Lecturer in the course *Consumer Behavior*

### **Invited Lectures**

2023 October	Boston University
2023 September	IESEG, Conference on Virtual Worlds and the Metaverse: “Barriers and opportunities for virtual worlds in the luxury industry”
2023 March	American University of Sharjah – Chaloub Symposium on Luxury Marketing and Branding: “Product signaling effects in access-based and pre-owned luxury consumption”
2021 November	American University of Sharjah – Chaloub Symposium on Luxury Marketing and Branding: “What’s luxury today? New trends redesigning the interaction with luxury customers”
2020 September	Rutgers Business School, Center for Business of Fashion: “Customization strategies in luxury markets”.
2018 November	Rutgers Business School, Center for Business of Fashion: “Digital Strategy and customer engagement in Fashion and Luxury Business”.
2015 January	IAE Grenoble, Ecole Universitaire de Management: “The Effect of Critical Evaluation on Aesthetic Innovation: Debunking the Myth of Designer as Dictator”
2011 March	Imperial College London: “Democracy Effects in the Market”
2005 May	IULM Milano: “Customer empowerment e potenzialità dell’interazione in ambiente digitale”
2006 November	University of Malmo: “Managing distributed and Collaborative Innovation”
2004 July	Universidade de Coimbra: “Communities of Creation: Managing distributed and collaborative innovation”
2002 May	Università di Padova: “Nuovi paradigmi del consumo: dalla delega all’interazione”
2001 July – December	Visiting Professor at the Center for Research on Innovation, Technology, and E-commerce of Kellogg School of Management della Northwestern University, Chicago, Illinois - Teacher of the course Product Development in the Networked Economy del Master in Business Administration (MBA)

## **Teaching Activities at the Graduate School of Business Administration, Bocconi University**

Creator and coordinator of several custom executive learning programs about fashion and luxury management, digital strategy, innovation, and marketing management topics. Among the most relevant clients:

- In the fast moving consumer goods industry, Artsana and Johnson & Johnson;
- In the fashion industry, Calik, Loro Piana, Miroglio, and Zegna;
- In the publishing industry, RCS Group and Mondadori;
- In the Energy industry, Enel;
- In the consumer electronics, Esprinet, IBM, and Philips,
- In the Telco, Microsoft, Tim, and Vodafone.

Teaching activity in several open market courses, especially about Web Marketing and Innovation (Internet Marketing, New Product Development, New Service Development, Customer loyalty and relationship management, Communication Management) and Marketing Management (Marketing Management Consumer Markets, Marketing Management Service Markets, Strategic Marketing).

In detail:

- 2018 - Teaching activity and responsible for the courses *Customer Relationship Management in an Omnichannel Environment* and *Advanced Digital Marketing*, Master in Fashion, Experience, and Design Management Program.
- 2013 - Teaching activity and responsible for the course *Digital Strategy*, MBA Program.
- 2011 - Teaching activity and responsible for the course *Value creation from a customer perspective*, Elective in Luxury Management, MBA Program.
- 2003 - Teaching activity and responsible for the course *Marketing Management*, Master in Fashion, Experience, and Design Management program.
- 2000 - Teaching activity and coordinator of *Marketing Management*, executive program
- 2000-2011 Teaching activity and responsible for the course *Marketing* and the course *E-commerce*, MBA program
- 2003-2005 Teaching activity and coordinator of *Basic Internet Marketing*, executive program
- 2001-2005 Teaching activity in the course of *E-commerce*, MIEM program
- 2002 Teaching activity and responsible for the course *Consumer Behavior*, Master in Fashion Management program.
- Teaching activity and coordinator of *Technology Marketing* and *Media & New Media Marketing*, Master in Marketing and E-commerce program
- Teaching activity and coordinator of *Media & New Media Marketing*, executive program
- Teaching activity and coordinator of *Internet Marketing*, executive program

Teaching activity and assistant coordinator of *Sales Force Incentive Management*, executive program

Assistant coordinator of *Sales Force Management*, *Creative Marketing Management* and *Trade Marketing*, executive programs

Teaching activity in *Fashion & Design Management*, MBA program

1994-1996 Teaching activity in *Fashion & Design Management*, executive program.

### **Editorial membership**

2001 - Ad hoc reviewer for Journal of Marketing, Research Policy, Organization Studies, Journal of Business Venturing, Journal of Product Innovation Management, California Management Review, Journal of Interactive Marketing.

### **Conferences**

Member of the Academy of Management (since 2002), of the Strategic Management Society (since 1999) and of the Open and User Innovation Community (since 2005).

2018 European Association for Consumer Research, Ghent, June, presenting the paper ““Can you rent high status? The relationship between luxury and conspicuousness in access-based consumption” (co-author U. Schulze)

2017 Atlanta, chairman of the session entitled "TIM Conversations on New Product Development: Understanding the Consumer Perspective"

2017 Innsbruck, Open and User Innovation Conference

2016 Grenoble, January, Influence and resistance to influence in marketing “The Effect of Critical Evaluation on Aesthetic Innovation: Debunking the Myth of Designer as Dictator” with Paola Cillo

2016 Berlin, November, Strategic Management Society Special Conference “A Process Model Of Strategic Renewal Based on Paradoxes and Contradictions-Ducati Turnaround 1996-2007-” with Gianmario Verona and Andrea Lipparini

2015 Strategic Management Society, St. Gallen, May, presenting the paper “A Process Model Of Strategic Renewal Based on Paradoxes and Contradictions” (co-authors: A. Lipparini, G. Verona)

2015 Wharton Online Luxury Conference, New York, April, presenting the paper “The dress on the other side of the fence is always more fashionable: An empirical study on the sources of innovation in creative settings” (co-author: Paola Cillo)

2013 Academy of Management, Orlando, August, presenting the paper “How Fashion Designers Develop New Styles: Creative Epiphany Versus

Market Feedback” (co-authors: Xavier Drezer, Joseph Nunes, Paola Cillo, Irene Scopelliti)

EGOS, Montreal, July, presenting the paper “Taking the perspective of the user: Untangling the role of empathy and user knowledge in entrepreneurship research” (co-authors M. Pasquini, G. Verona)

EMAC, June, Istanbul, participating in the Special Interest Group “Innovation through the lens of marketing”, by presenting the paper “The Effect of Critical Evaluation on Aesthetic Innovation: Debunking the Myth of Designer as Dictator” (co-authors: Xavier Drezer, Joseph Nunes, Paola Cillo, Irene Scopelliti)

2012 Strategic Management Society, Prague, October, presenting the paper “Exploring and reconfiguring a firm’s competence base: A process model of strategic renewal” (co-authors A. Lipparini, G. Verona)

Academy of Management Conference, Boston, August, presenting the paper “Exploring and reconfiguring a firm’s competence base: A process model of strategic renewal” (co-authors A. Lipparini, G. Verona)

2011 Strategic Management Society, Miami, November, presenting the paper “Taking the Perspective of the User: Untangling the Role of Empathy and User Knowledge in Entrepreneurship Research” (co-authors M. Pasquini, G. Verona)

User and Open Innovation Workshop, WU, Vienna, July, presenting the paper “Taking the Perspective of the User: Untangling the Role of Empathy and User Knowledge in Entrepreneurship Research” (co-authors M. Pasquini, G. Verona)

2010 Strategic Management Society, Roma, September, presenting the paper “Innovation Patterns in Global Fashion: Firms’ Behavior and the Influence of Critical Audience Evaluation” (co-author P. Cillo)

TUHH User and Open Innovation Workshop, Boston, August, presenting the paper “Why Participation in Direct Democratic Initiatives Renders Procedural Utility: Experimental Evidence from a Market Context (co-authors C.Fuchs, M. Schreier)

EGOS Colloquium, Lisbona, July, presenting the paper “Identity and conduct in global fashion: The influence of critical audience evaluation on firms’ innovation patterns” (co-author P. Cillo)

2009 TUHH User and Open Innovation Workshop, Hamburg, June, presenting the paper “Market Research-Based Versus Customer-Based Selection Of Product Opportunities” (co-authors C.Fuchs, M. Schreier)

University of Twente, Enschede, The Netherlands, June, presenting the papers:

- “Empowering Customers in Product Selection and Product Creation in Fashion Companies” (co-authors C.Fuchs, M. Schreier)

- “Customer Empowerment and Its Psychological Effects on Product Demand” (co-authors C.Fuchs, M. Schreier)
- 2008 HBS - MIT User and Open Innovation Workshop, Boston, August, presenting the paper “Customer engagement in new product development: the impact on willingness to pay” (co-authors C.Fuchs, M. Schreier)
- 2007 Academy of Management Conference, Philadelphia, August, presenting the papers:
- “Knowledge and user innovation: co-creation of knowledge by firms, users, and communities” (co-author G. Verona and G. Di Stefano)
  - “Collaborative Innovation: Web-Based Tools for Customer Involvement in New Product Development for the 21st Century Management” (co-author G. Verona)
- International Workshop on User Innovation, Copenhagen, June, presenting the paper “Customer reaction to NPD empowerment: Evidence from the Diesel Windows Display Competition” (co-author M. Schreier)
- 2006 International Conference on Information Systems - ICIS Milwaukee, Wisconsin, December, presenting the paper “Internet-Enabled Co-Production: Partnering or Competing with Customers?” (co-author G.Verona)
- Strategic Management Society, Vienna, October, presenting the paper “Sharing the Pie of Distributed Innovation: Towards a Contingent Model for Solving The Paradox of Creative Destruction” (co-authors M. Sawhney e G. Verona).
- Second Workshop on Coopetition Strategy Toward a New Kind of Interfirm Dynamics – EIASM &SDA Bocconi, Milano, September, presenting the paper “Sharing the Pie of Distributed Innovation: Towards a Contingent Model” (co-authors M. Sawhney , G. Verona).
- Academy of Management Conference, Atlanta, August, presenting the paper “Collaborative innovation: Web-based tools for customer involvement in new product development” (co-authors M. Sawhney , G. Verona).
- International Workshop on User Innovation, Monaco, July, presenting the paper “From Customer Involvement to Customer Co-creation: Current Findings and Future Directions”, (co-author G. Verona)
- 2005 Strategic Management Society, Orlando, CA, October, presenting the papers:
- “Web-based product innovation: To what extent do companies actually import customer knowledge?” (co-author Deborah Raccagni)
  - “Collaborating to Create: The Internet as a Platform for Customer Engagement in Product Innovation” (co-authors Mohanbir Sawhney and Gianmario Verona).



Academy of Management Conference, Honolulu, Hawaii, August, presenting the paper “Web-based product development: to what extent do companies actually import customer knowledge through virtual environments” (co-authors G. Verona, D. Raccagni).

International Workshop on User Innovation, MIT, Boston, June, presenting the paper “Towards Virtual Knowledge Brokers and Virtual Customer Integration”, (co-author G. Verona)

European Marketing Academy, Milano, May, presenting the paper “Beyond Customer Integration: The Internet as a Platform for a Multi-channel Innovation Strategy” (coauthors Mohanbir Sawhney and Gianmario Verona).

2004

Strategic Management Society Conference, November, Puerto Rico, presenting the paper “Web-based product development: to what extent do companies actually import customer knowledge through virtual environments” (co-authors G. Verona, D. Raccagni).

Global Forum 2004, November, Malmo, Sweden, presenting the paper “Managing distributed and Collaborative Innovation”

Academy of Management Conference, August, New Orleans, presenting the papers:

-“Innovation and Virtual Environments: Towards Virtual Knowledge Brokers” (co-authors M. Sawhney, G. Verona)

-“Beyond Customer Integration: The Internet as Platform for a Multi-Channel Innovation Strategy” (co-authors M. Sawhney, G. Verona).

EURAM (European Academy of Management) Conference, St.Andrews, Scotland, presenting the paper “Mediated innovation and virtual customer environments: theory and evidence” (co-authors Mohanbir Sawhney, Gianmario Verona).

European Marketing Academy, Murcia (Spain), presenting the paper “Mediated innovation and virtual customer environments: theory and evidence” (co-authors M. Sawhney, G. Verona).

2003

Strategic Management Society Conference, Baltimora, “Collaborative marketing and innovation: involving customers through the web” (co-authors M. Sawhney, G. Verona, D. Raccagni).

AIDEA Conference, Udine, presentino the paper “Le potenzialità di apprendimento congiunto tra impresa e consumatori nell’economia digitale” (co-author B. Busacca).

Academy of Management Conference, Seattle, presenting the paper “The emergence of mediated innovation: an exploratory study in virtual customer environments” (co-authors M. Sawhney, G. Verona).

Marketing Science Conference, College Park, Maryland, presenting the papers:

- “The emergence of mediated innovation: theory and evidence” (co-authors M. Sawhney, G. Verona)
  - “Collaborative marketing and innovation: involving customers through the web” (co-authors M. Sawhney, G. Verona, D. Raccagni).
- 2003 EURAM Conference, Università Bocconi, Milan, presenting the paper “The emergence of mediated innovation: an exploratory study of virtual customer environments” (co-authors M. Sawhney, G. Verona).
- 2002 Strategic Management Society Conference, Paris, presenting the paper “Beyond Customer Integration: Innovation towards a Multi-channel Strategy” (co-authors M. Sawhney, G. Verona) and “From Infomediation to Innomediation: Exploiting the power of mediated innovation” (co-authors M. Sawhney, G. Verona).
- 2001 Strategic Management Society Conference, San Francisco, CA, presenting the papers:
- “The impact of Information and Communication Technology on the new product development process” (co-author G. Verona)
  - “Customer Affiliation or Customer Lock-in? How to Stick Customers in the Frictionless Economy” (co-author G. Verona).
- Emac Conference, Norway, presenting the paper “Infomediation: Managing interactions in the network economy”
- 2000 Strategic Management Society Conference: “Strategy in the entrepreneurial millenium”, Vancouver, Canada, presenting the papers:
- “Communities of creation: Managing distributed innovation in turzbulent markets” (co-author M. Sawhney)
  - “From Customer Orientation to Customer Integration: Using Information Technology to Integrate Customers into the Firm’s Knowledge Creation Process.”
- Annual Conference “The Frontier of Electronic Commerce” organized by the journal “Industry and Distribution”, Parma, Italy, presenting the paper “From electronic markets to virtual communities: towards new economic scenarios” (co-author S. Micelli, in Italian).
- 1998 Fachstellefur Weiterbildung: “Learning and Work”, Zurich University, Zurich, Switzerland, presenting the paper “The role of suppliers and customers in the firm's processes of knowledge development: new opportunities for cooperation” (co-author A. Caglio).
- 1997 “Reengineering and Renewal: rethinking firms to cope with new economy’s challenges”, Italian Association for Management Studies, Torino, Italy, presenting the paper “The marketing processes reengineering oriented at time-based competition” (co-author R. Fiocca, in Italian).
- 1996 CEMS Conference: “Recent Developments in Economics and Business Administration”, Milan, Italy, presenting the paper “Towards the relational product. Evidences from the fashion industry” (co-author S. Saviolo).

