

David Jarach

Senior Lecturer



Knowledge Group: Marketing

Research Domains: Marketing Management

Teaching Domains: Pricing and Revenue Management, B2B Marketing, Customer-based Revenue Models, Service Marketing, Market Strategy & Competition

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Biography

David Jarach is a Senior Lecturer in Marketing and Sales at SDA Bocconi School of Management. He is also a lecturer in Marketing and Marketing of Transport Services at Bocconi University. His collaboration with SDA Bocconi began in 1995. Since then, he has conducted and coordinated hundreds of initiatives focused on marketing, with a specific emphasis on Pricing and Customer Value Management.

David is responsible for the Pricing courses in the Full-Time MBA and the Executive Master in Marketing and Sales (EMMS). He has coordinated numerous marketing workshops and provided management consultancy services in Europe, the Americas, and Asia with companies in the energy, ophthalmic, engineering, professional services, pharma, biomedical, aerospace, airline & airport, travel retail, and automotive sectors, particularly regarding pricing decisions.

His research focuses on airline and aerospace marketing, strategic marketing, customer value management, and pricing. Currently, he is concentrating on advanced price management processes, predictive analysis, and AI for pricing and marketing decisions.

He is the author of 7 books (in Italian, English, and Chinese), published by EGEA and Routledge. He has also published numerous essays and articles, all related to airline management. His latest publication is "Il Marketing ai tempi del coronavirus," edited by EGEA in May 2020. His works have been published in prominent journals such as the Journal of Air Transport Management, Journal of Airport Management, Journal of Air Transportation, and Journal of Aviation Security. He has been a member of the editorial board of the Journal of Air Transportation, Journal of Aviation Security, and Journal of Innovative Marketing. For twenty-five years, he has been a management consultant for aviation-related topics and B2B pricing processes, recognized as one of the leading global experts in these fields. He has been a Visiting Professor at the Aerospace MBA of Toulouse Business School, ESIC in Madrid, and Visiting at the Aviation MBA of Donau University (Krems).

David earned a Master's degree in Business Economics from Bocconi University.

Research Monographs

Pricing Strategico: Trasformare il prezzo in vantaggio competitivo

JARACH, D. - "Pricing Strategico: Trasformare il prezzo in vantaggio competitivo" - 2025, Egea, Milano, Italy

Il Marketing ai tempi del Coronavirus: Istruzioni per l'uso

JARACH, D., D. REINA - "Il Marketing ai tempi del Coronavirus: Istruzioni per l'uso" - 2020, Egea, Milano, Italy

Marketing 2020

JARACH, D., D. REINA - "Marketing 2020" - 2017, Egea, Milano, Italy

L' Impresa Aeroporto - Il marketing come leva competitiva

JARACH, D. - "L' Impresa Aeroporto - Il marketing come leva competitiva" - 2012, Egea, Italy

Airport Marketing (Chinese Edition)

JARACH, D. - "Airport Marketing (Chinese Edition)" - 2008, Civil Aviation Authority of China, China (PRC)

Airport Marketing

JARACH, D. - "Airport Marketing" - 2005, Ashgate Publishing, Great Britain

Marketing aeroportuale. Gestire l'impresa-aeroporto nel nuovo millennio

JARACH, D. - "Marketing aeroportuale. Gestire l'impresa-aeroporto nel nuovo millennio" - 2002, Egea, Milano, Italy

Compagnie aeree & deregulation. Strategie di marketing nei cieli senza frontiere

VALDANI, E., D. JARACH - "Compagnie aeree & deregulation. Strategie di marketing nei cieli senza frontiere" - 1997, Egea, Milano, Italy

Other

La sfida del giusto pricing anche nel F&B

JARACH, D., "La sfida del giusto pricing anche nel F&B", Food Service, August 2025, pp. 30-30

Contribution to Chapters, Books or Research Monographs

Nuove tendenze del marketing

JARACH, D., "Nuove tendenze del marketing" in Marketing @ Bocconi. Progettare e trasferire valore al cliente., E. Valdani (Ed.), Egea, 2016

Politiche di mercato e strategie di frontiera: traiettorie di sviluppo del settore delle aerolinee

JARACH, D., "Politiche di mercato e strategie di frontiera: traiettorie di sviluppo del settore delle aerolinee" in Prodotto, consumatore e politiche di mercato quarant'anni dopo. Scritti in onore di Stefano podestà., S. Borghini, A. Carù, F. Golfetto, S. Pace, D. Rinallo, L. Visconti, F. Zerbini (Eds.), Egea, pp. 445-450, 2012

Intuire i trend dei mercati di oggi e di domani

CIRRINCIONE, A., D. JARACH, "Intuire i trend dei mercati di oggi e di domani" in M@rketing Management: Progettare E Generare Valore Per Il Cliente., E. Valdani (Ed.), Egea, 2011

Price management

JARACH, D., "Price management" in Marketing Management., E. Valdani (Ed.), Egea, pp. 433-460, 2011

The airport retailing business and the impact of updated security measures: the European perspective

JARACH, D., "The airport retailing business and the impact of updated security measures: the European perspective" in Aviation Security Management., Andrew R. Thomas (Ed.), Praeger Publishers, chap. 6, 2008

Il sistema logistico di Rotterdam: un modello di riferimento

JARACH, D., "Il sistema logistico di Rotterdam: un modello di riferimento" in Sistemi di logistica integrata: hub territoriali e logistica internazionale., Ottimo E., Vona R. (Eds.), Egea, pp. 242-272, 2001

Le logiche dell'e-business nel settore del trasporto aereo

JARACH, D., "Le logiche dell'e-business nel settore del trasporto aereo" in E-business., C. Dematté (Ed.), Etas Libri, 2001

Le infrastrutture aeroportuali come fattore di attrazione territoriale

JARACH, D., "Le infrastrutture aeroportuali come fattore di attrazione territoriale" in Strategie di marketing del territorio. Generare valore per le imprese e i territori nell'economia della conoscenza., E. Valdani, F. Ancarani (Eds.), Egea, 2000

Il caso di Rotterdam

JARACH, D., "Il caso di Rotterdam" in Strategie di marketing del territorio. Generare valore per le imprese e i territori nell'economia della conoscenza., E. Valdani, F. Ancarani (Eds.), Egea, 2000

Il piano di marketing esterno

JARACH, D., "Il piano di marketing esterno" in Strategie di marketing del territorio. Generare valore per le imprese e i territori nell'economia della conoscenza., E. Valdani, F. Ancarani (Eds.), Egea, 2000

Come vendere un'area geografica: strategie di marketing per il territorio

VALDANI, E., D. JARACH, "Come vendere un'area geografica: strategie di marketing per il territorio" in L'occupazione possibile., V. Perrone (Ed.), Etas Libri, 1998

Articles in Scholarly Journals

Airport retail reengineering: la conquista del valore economico per l'impresa-aeroporto

JARACH, D., "Airport retail reengineering: la conquista del valore economico per l'impresa-aeroporto", *Economia & Management*, 2012, no. 3, pp. 62-63

When legacy carriers converge with low-cost carriers: Exploring the fusion of European airline business models through a case-based analysis

JARACH, D., F. ZERBINI, G. MINIERO, "When legacy carriers converge with low-cost carriers: Exploring the fusion of European airline business models through a case-based analysis", *Journal of Air Transport Management*, 2009, vol. 15, no. 6, pp. 287-293

How to survive the competition in an increasingly hostile environment: the case of airports

JARACH, D., "How to survive the competition in an increasingly hostile environment: the case of airports", *Journal of Airport Management*, 2007, vol. 1, no. 2, pp. 125-127

Aviation-Related Airport Marketing In An Overlapping Metropolitan Catchment Area: The Case Of Milan'S Three Airports

JARACH, D., "Aviation-Related Airport Marketing In An Overlapping Metropolitan Catchment Area: The Case Of Milan'S Three Airports", *Journal of Air Transportation*, 2005, vol. 10, no. 2, pp. 96

Future scenarios for the European airline industry

JARACH, D., "Future scenarios for the European airline industry", *Journal of Air Transportation*, 2004, vol. 9

The digitalisation of market relationships in the airline business: the impact and prospects of e-business

JARACH, D., "The digitalisation of market relationships in the airline business: the impact and prospects of e-business", *Journal of Air Transport Management*, 2002, vol. 8, no. 2, pp. 115-120

The evolution of airport management practices: towards a multi-point, multi-service, marketing-driven firm

JARACH, D., "The evolution of airport management practices: towards a multi-point, multi-service, marketing-driven firm", *Journal of Air Transport Management*, 2001, vol. 7, no. 2, pp. 119-125

Strategie e condotte gestionali nel settore aeroportuale: verso l'adozione di un profilo market-oriented e lo sviluppo dell'aeroporto commerciale

JARACH, D., "Strategie e condotte gestionali nel settore aeroportuale: verso l'adozione di un profilo market-oriented e lo sviluppo dell'aeroporto commerciale", *Commercio*, 1999, vol. 66

La reingegnerizzazione dell'offerta logistica: la logica dei network hub & spokes

JARACH, D., "La reingegnerizzazione dell'offerta logistica: la logica dei network hub & spokes", *Commercio*, 1998, vol. 64

La deregulation del trasporto aereo in Europa: il caso Italia

VALDANI, E., D. JARACH, "La deregulation del trasporto aereo in Europa: il caso Italia", *Economia & Management*, 1996, no. 5, pp. 19-33

Proceedings/Presentations

Future outcomes for the european airline industry: an ampirical analysis through interviews with european airlines' senior executives

JARACH, D., F. ZERBINI, G. MINIERO, "Future outcomes for the european airline industry: an ampirical analysis through interviews with european airlines' senior executives" in 12th ATRS World Conference - July 6-10, 2008, Athens, Greece

When legacy carriers converge with low cost: the hybrid approach of Brussels Airlines

JARACH, D., G. MINIERO, F. ZERBINI, "When legacy carriers converge with low cost: the hybrid approach of Brussels Airlines" in 12th ATRS World Conference - July 6-10, 2008, Athens, Greece