

# Andreina Mandelli

Fellow



**Knowledge Group:** Marketing

**Research Domains:** Digital Marketing

**Teaching Domains:** Big Data and AI Marketing, Digital Marketing, Omnichannel Communication, Digital Communication, Social Media Communication

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## Articles in Scholarly Journals

### **Empathic voice assistants: Enhancing consumer responses in voice commerce**

MARI, A., A. MANDELLI, R. ALGESHEIMER, "Empathic voice assistants: Enhancing consumer responses in voice commerce", *Journal of Business Research*, 2024, vol. 175, pp. 114-166

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

ARBORE, A., A. MANDELLI, "Le decisioni di mercato nelle fasi di incertezza: il caso del metaverso", *Economia & Management*, 2023, no. 2, pp. 101-105

### **Mercati e marketing al tempo dei social media**

MANDELLI, A., A. ARBORE, C. PIANCATELLI, "Mercati e marketing al tempo dei social media", *Micro & Macro Marketing*, 2023, no. 1, pp. 207-232

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

PIANCATELLI, C., M. MASSI, A. MANDELLI, "Nuove logiche e traiettorie di crescita dell'advertising", *Economia & Management*, 2022, no. 1, pp. 85-93

### **Vibram: il marketing digitale come motore della digital transformation**

MANDELLI, A., C. PIANCATELLI, A. ARBORE, "Vibram: il marketing digitale come motore della digital transformation", *Micro & Macro Marketing*, 2022, vol. 31, no. 1, pp. 117-134

### **Nuove e vecchie logiche di mercato nell'era dell'iperconnessione**

ARBORE, A., A. MANDELLI, "Nuove e vecchie logiche di mercato nell'era dell'iperconnessione", *Economia & Management*, 2021, no. 3, pp. 88-93

### **Communicating social media policies: evaluation of current practices**

FUDURIC, M., A. MANDELLI, "Communicating social media policies: evaluation of current practices", Journal of Communication Management, 2014, vol. 18, no. 2, pp. 158-175

### **Nethnography approach as a tool for marketing research: the case of Dash-P&G/TTV**

LA ROCCA, A., A. MANDELLI, I. SHEHOTA, "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

### **Branding and control in markets as mediated conversations**

MANDELLI, A., "Branding and control in markets as mediated conversations", Sinergie, 2012, vol. 89, no. sett-ott 2012, pp. 147-165

### **The relationship between social media conversations and reputations during a crisis: the Toyota case**

MANDELLI, A., A. MARI, "The relationship between social media conversations and reputations during a crisis: the Toyota case", International Journal of Management Cases, 2012, vol. 14, no. 1, pp. 456-489

### **Behavioral perspectives of customer engagement: An exploratory study of customer engagement with three Swiss FMCG brands**

JAVORNIK, A., A. MANDELLI, "Behavioral perspectives of customer engagement: An exploratory study of customer engagement with three Swiss FMCG brands", Journal of Database Marketing & Customer Strategy Management, 2012, vol. 19, no. 4, pp. 300-310

### **Service industrialisation and beyond: findings from a service networks project**

MANDELLI, A., "Service industrialisation and beyond: findings from a service networks project", International Journal of Engineering Management and Economics, 2011, vol. 2, no. 2/3, pp. 132-152

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## **Contribution to Chapters, Books or Research Monographs**

### **Digital corporate communication and voice communication**

MARI, A., A. MANDELLI, R. ALGESHEIMER, "Digital corporate communication and voice communication" in Handbook on Digital Corporate Communication., Vilma Luoma-aho, Mark Badham (Eds.), Edward Elgar Publishing, chap. 24, pp. 343-355, 2023

### **From service experience to augmented service journeys: digital technology and networks in consumer services**

MANDELLI, A., A. LA ROCCA, "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

### **(How) has social media changed the way we measure brand equity? A literature review**

FUDURIC, M., A. MANDELLI, "(How) has social media changed the way we measure brand equity? A literature review" in EU Local Imprints The Case of South Central Europe., Peter Lang International Academic Publishers, pp. 157-168, 2012

### **The impact of digital technology on service networks: studying a case in the advertising sector**

MANDELLI, A., A. MARI, "The impact of digital technology on service networks: studying a case in the advertising sector" in The UCLA Anderson Business and Information Technologies (BIT) Project., World Scientific Publishers, 2012

### **Tourists and Destination Management Organizations Facing Social Media and eWord-of-Mouth. A Research in Italy**

MANDELLI, A., E. MARCHIORI, L. CANTONI, "Tourists and Destination Management Organizations Facing Social Media and eWord-of-Mouth. A Research in Italy" in The UCLA Anderson Business and Information Technologies (BIT) Project., World Scientific Publishers, 2012

### **Firms And The Digital Technology in Italy: The Network Moves Forward**

DEMATTÉ, C., A. BIFFI, A. MANDELLI, C. PAROLINI, "Firms And The Digital Technology in Italy: The Network Moves Forward" in Managing in the Information Economy: Current Research Issues., i Uday Apte, Uday Karmarkar, Uday Sadashiv Karmarkar (Eds.), Springer, chap. 18, 2007

### **The Itay Business And Information Technologies (BIT) Survey**

MANDELLI, A., P. NEIROTTI, A. CANATO, A. BIFFI, P. CANTAMESSA, E. PAOLUCCI, C. PAROLINI, "The Itay Business And Information Technologies (BIT) Survey" in The Business and Information Technologies (Bit) Project: A Global Study of Business Practice., Karmarkar Uday S, Mangal Vandana (Eds.), World Scientific Publishers, chap. 2, pp. 32-76, 2006

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## **Practice-Oriented Books**

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

MANDELLI, A., A. ARBORE, C. PIANCATELLI - "Storie, Relazioni e Business: Social Media Marketing nell'era delle piattaforme" - 2022, Egea, Milano, Italy

### **Marketing Digitale - II edizione**

MANDELLI, A., A. ARBORE - "Marketing Digitale - II edizione" - 2019, Egea, Milano, Italy

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

MANDELLI, A. - "Intelligenza Artificiale e Marketing: Agenti Invisibili, Esperienza, Valore e Business" - 2018, Egea, Milano, Italy

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

MANDELLI, A. - "Big data marketing. Creare valore nella platform economy con dati, intelligenza artificiale e IoT" - 2017, Egea, Milano, Italy

### **Marketing Digitale**

MANDELLI, A., A. ARBORE - "Marketing Digitale" - 2015, Egea, Milano, Italy

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

ACCOTO, C., A. MANDELLI - "Social mobile marketing: il marketing nell'era dell'ubiquitous internet, della sharing economy e dei big data" - 2014, Egea, Italy

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## Proceedings/Presentations

### **Shopping with Voice Assistants: How Empathy Affects Decision Making Outcomes**

MARI, A., A. MANDELLI, R. ALGESHEIMER, "Shopping with Voice Assistants: How Empathy Affects Decision Making Outcomes" in Academy of Marketing Science Annual Conference, May 25-27, 2022, Monterey, LA, United States of America

### **ICT & Organization Performance: uncovering the mediating role of organizational learning and social capital**

MANDELLI, A., G. SALVIOTTI, S. VIANELLO, "ICT & Organization Performance: uncovering the mediating role of organizational learning and social capital" in 38th EMAC Conference - May 26-29, 2009, Nantes, France

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

SALVIOTTI, G., A. MANDELLI, A. BIFFI, A. CANATO, "Network organization in digital economy: evidence from the italian case" in Business and Information Technologies Conference - June 2, 2006, Lugano, Switzerland

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## Cases in International Case Collections

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

MANDELLI, A., C. PIANCATELLI, A. ARBORE - "Communication, Business and Digital Transformation: The Case of Burberry" - 2021, The Case Centre, Great Britain

### **Vibram: Customer Centricity at the Core of Digital Transformation and New Business Model**

MANDELLI, A., G. SALVIOTTI, C. PIANCATELLI, N. ABBATEMARCO - "Vibram: Customer Centricity at the Core of Digital Transformation and New Business Model" - 2020, The Case Centre, Great Britain

### **Ducati: Collaborative Value and Communities of Consumers**

MANDELLI, A., P. COSTA - "Ducati: Collaborative Value and Communities of Consumers" - 2005, The Case Centre, Great Britain