

Emanuela Prandelli

Associate Professor



Knowledge Group: Marketing

Research Domains: Digital Marketing

Teaching Domains: Digital Marketing, Marketing Management, New Product Development, Omnichannel strategy, Omnichannel Customer Experience

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Biography

Emanuela Prandelli is an Associate Professor at the Department of Management and Technology at Università Bocconi. She is also LVMH Associate Professor of Fashion and Luxury Management.

At SDA Bocconi, she is the Associate Dean for Open Programs and Director of the Master in Fashion, Experience & Design Management (MAFED) and she teaches innovation management, marketing management, digital strategy, and fashion & luxury management. She has coordinated ad-hoc initiatives for several companies operating in the fashion field, fast moving consumer goods industry, publishing and consumer electronics.

Her research activities focus on collaborative marketing and open innovation, digital business and social media marketing. She has a special interest in exploring these topics in fashion and luxury. She mainly relies on experimental design research methods.

She is the author of numerous books and articles on her topics of interest. She has published several international articles in leading international journals, such as Journal of Marketing, Journal of Marketing Research, Journal of Interactive Marketing, Organization Studies, California Management Review, MIT Sloan Management Review, the Journal of Business Venturing, European Management Journal, Advances in Strategic Management, among others. She is a reviewer for several specialized journals such as Journal of Interactive Marketing, Journal of Marketing, Organization Studies, Research Policy. In 2021 she won the Best Management Book of the Year Award by Canova Club with the book published in 2020 and entitled "Human digital enterprise", co-author G. Verona. She won the "Innovation Excellence Award" in 2022 and in 2012 and the award for best teacher of the Marketing Department at SDA Bocconi in 2014 and 2008. She got the award for distinctive academic research from Bocconi University for the results achieved during the periods 2001-2003, 2005-2007, and 2013-2014, and 2020. She won the 2001 Accenture Award for the best paper published in California Management Review in 2000. She also was Runner-up for the 2012 Carolyn Dexter Award for the Best International Paper, Academy of Management Conference, for the Theo Scholler-Preis

2011, Munich Best Paper Award Innovation Management, and for the JIM's 2006 Award for the Best Paper published in the Journal of Interactive Marketing in 2005. Her Ph.D. Dissertation was prized by Booz Allen & Hamilton and financed by the Marketing Science Institute of Cambridge.

She served as a Research Assistant at St.Gallen University and at the Research Center on Technology, Innovation, and eCommerce Kellogg School of Management, Northwestern University, where she was also a Visiting Professor. She was also a visiting Professor at WU, Vien.

Emanuela holds a Ph.D. in Management from Università Bocconi.

Articles in Scholarly Journals

Give me a second life! Extending the life-span of luxury products through repair

MRAD, M., R. W. SEMAAN, G. CHRISTODOULIDES, E. PRANDELLI, "Give me a second life! Extending the life-span of luxury products through repair", Journal of Retailing and Consumer Services, 2025, vol. 82, pp. 104055

Il potere dell'IA generativa nel settore del Fashion & Luxury

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Luxury branding and the creator Economy: Emerging challenges and future avenues

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A ogni campagna di marketing il suo influencer - An Influencer for Every Marketing Campaign

CILLO, P., E. PRANDELLI, "A ogni campagna di marketing il suo influencer - An Influencer for Every Marketing Campaign", Economia & Management, 2020, no. 4, pp. 75-80

Customization in Luxury Brands: Can Valentino Get Personal?

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Quando l'imprenditore assume la prospettiva del cliente. L'empatia aiuta a cogliere le opportunità di mercato.

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All That Is Users Might Not Be Gold: How Labeling Products as UserDesigned Backfires in the Context of Luxury Fashion Brands

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Come la critica influenza le scelte di cambiamento delle imprese: un'analisi longitudinale sull'innovazione stilistica nel settore della moda

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The Psychological Effects of Empowerment Strategies on Consumers' Product Demand

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SCHULTZE, U., E. PRANDELLI, P. I. SALONEN, M. VAN ALSTYNE, "Internet-Enabled Co-Production: Partnering or Competing with Customers?", Communications of the Association for Information Systems, 2007, vol. 19, no. 15, pp. 294-324

Innovation and Virtual Environments: Towards Virtual Knowledge Brokers

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Il ruolo dei broker tecnologici: Un'analisi esplorativa

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La Rete e l'assorbimento della conoscenza del cliente per l'innovazione

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A dynamic model of customer stickiness to sustain competitive advantage in the frictionless economy

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Il profilo dell'utenza individuale Internet in Italia

VALDANI, E., E. PRANDELLI, "Il profilo dell'utenza individuale Internet in Italia", Economia & Management, 2000, no. 5, pp. 46-47

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Textbooks

Digital Strategy

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Other

Roberto Cavalli, stilista e imprenditore innovativo

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Nuove tendenze e l'energia contagiosa

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La costruzione di risorse di fiducia nelle relazioni parasociali: il ruolo di influencer reali e virtuali nei contesti digitali

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Luxury Customer Experience and Engagement What Is the Impact of In-Store Technology?

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Reti virtuali e brokering di innovazione

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I canali digitali

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Knowledge Management and the Emerging Organizational Models of Distributed Innovation: Towards a Taxonomy

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La progettazione e lo sviluppo dei nuovi prodotti

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Le potenzialità di apprendimento congiunto tra impresa e consumatori nell'economia della virtualità

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La reingegnerizzazione dei processi di marketing orientata alla Time-Based Competition

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Research Monographs

Human Digital Enterprise: Creare e co-creare valore in un contesto omnidata

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La nuova impresa digitale

PRANDELLI, E., G. VERONA - "La nuova impresa digitale" - 2018, Egea, Milano, Italy

Il Vantaggio Competitivo in Rete. Dal Web 2.0 al Cloud Computing

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Marketing in rete. Oltre Internet verso il nuovo marketing

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Oltre la notizia. Economia e gestione delle imprese editrici di quotidiani in Italia

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Articles upon Request/Invitation

Social CRM: quando i big data rafforzano i legami con i clienti

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Proceedings/Presentations

How Fashion Designers Develop New Styles: Creative Epiphany Versus Market Feedback

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Taking the Perspective of the User: untangling the Role of Empathy and User knowledge in Entrepreneurship research

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Innovation patterns in global fashion: firms' behavior and the influence of critical audience evaluation

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