

Andrea Ordanini

Full Professor



Knowledge Group: Marketing

Research Domains: Marketing Management

Teaching Domains: B2B Marketing, Service Marketing, Big Data and AI Marketing

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Biography

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.

Articles in Scholarly Journals

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

NANNI, A., A. ORDANINI, "Unintended consequences of in-store technology for frontline employees: An empirics-first approach", Journal of the Academy of Marketing Science, 2025, vol. 53, pp. 129–149

Digital signage for promoting price discounts: First insights into customer spending on distant and nearby discounted products

NANNI, A., A. ORDANINI, "Digital signage for promoting price discounts: First insights into customer spending on distant and nearby discounted products", *Journal of Retailing*, 2024, vol. 100, no. 2, pp. 186-198

Fueling innovation management research: Future directions and five forward-looking paths

SPANJOL, J., C. H. NOBLE, M. BAER, M. L. A. M. BOGERS, J. BOHLMANN, R. B. BOUNCKEN, L. BSTIELER, L. M. DE LUCA, R. GARCIA, G. GEMSER, D. GREWAL, M. HOEGL, S. KUESTER, M. KUMAR, R. LEE, D. MAHR, C. NAKATA, A. ORDANINI, A. RINDFLEISCH, V. P. SEIDEL, A. SORESCU, R. VERGANTI, M. WETZELS, "Fueling innovation management research: Future directions and five forward-looking paths", *Journal of Product Innovation Management*, 2024, vol. 41, no. 5, pp. 893-948

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

VALSESIA, F., J. C. NUNES, A. ORDANINI, "I am not talking to you: Partitioning an audience in an attempt to solve the self-promotion dilemma", *Organizational Behavior and Human Decision Processes*, 2021, vol. 165, pp. 76-89

The Concept of Authenticity: What It Means to Consumers

NUNES, J. C., A. ORDANINI, G. GIAMBASTIANI, "The Concept of Authenticity: What It Means to Consumers", *Journal of Marketing*, 2021, vol. 85, no. 4, pp. 1-20

Dynamic Governance Matching in Solution Development

COLM, L., I. M., A. ORDANINI, T. BORNEMANN, "Dynamic Governance Matching in Solution Development", *Journal of Marketing*, 2020, vol. 84, no. 1, pp. 105-124

Modeling Dynamics in Crowdfunding

KIM, C., P. K. KANNAN, M. TRUSOV, A. ORDANINI, "Modeling Dynamics in Crowdfunding", *Marketing Science*, 2020, vol. 39, no. 2, pp. 339-365

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

NIJSSEN, E. J., A. ORDANINI, "How important is alignment of social media use and R&D–Marketing cooperation for innovation success?", *Journal of Business Research*, 2020, vol. 116, pp. 1-12

Free upgrades with costly consequences

POLYAKOVA, A., Z. C. ESTES, A. ORDANINI, "Free upgrades with costly consequences", *European Journal of Marketing*, 2020, vol. 54, no. 4, pp. 691-712

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

ORDANINI, A., J. C. NUNES, A. NANNI, "The featuring phenomenon in music: how combining artists of different genres increases a song's popularity", *Marketing Letters*, 2018, vol. 29, no. 4, pp. 485-499

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

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Open innovation, product portfolio innovativeness and firm performance: the dual role of new product development capabilities

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Building on the past: advancing theory in services through meta-analysis

ORSINGHER, C., J. HOGREVE, A. ORDANINI, "Building on the past: advancing theory in services through meta-analysis", *Journal of Service Management*, 2016, vol. 27, no. 1, pp. 37-42

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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Relative measures in service research

AKSOY, L., J. HOGREVE, B. LARIVIERE, A. ORDANINI, C. ORSINGHER, "Relative measures in service research", *Journal of Service Management*, 2015, vol. 29, no. 6/7, pp. 448-452

The power of repetition: repetitive lyrics in a song increase processing fluency and drive market success

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When the Recipe Is More Important Than the Ingredients

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I like the way it sounds: The influence of instrumentation on a pop song's place in the charts

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Don't just fix it, make it better! Using frontline service employees to improve recovery performance

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Science, 2013, vol. 41, no. 5, pp. 515-530

Whether to Integrate R&D and Marketing: The Effect of Firm Competence

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Challenging the orthodoxy of value co-creation theory: A contingent view of co-production in design-intensive business services

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Economies of Scope through Multi-unit Skill Systems: The Organization of Large Design Firms

MIOZZO, M., M. LEHRER, R. DEFILLIPPI, D. GRIMSHAW, A. ORDANINI, "Economies of Scope through Multi-unit Skill Systems: The Organization of Large Design Firms", British Journal of Management, 2012, vol. 23, no. 2, pp. 145-164

Incorporating cultural values for understanding the influence of perceived product creativity on intention to buy: An examination in Italy and the US

RUBERA, G., A. ORDANINI, D. A. GRIFFITH, "Incorporating cultural values for understanding the influence of perceived product creativity on intention to buy: An examination in Italy and the US", Journal of International Business Studies, 2011, vol. 42, no. 4, pp. 459-476

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Crowd-funding: transforming customers into investors through innovative service platforms

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ARBORE, A., P. GUENZI, A. ORDANINI, "Loyalty building, relational trade-offs and key service employees: the case of radio DJs", *Journal of Service Management*, 2009, vol. 20, no. 3, pp. 317-341

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Service co-production and value co-creation: The case for a service-oriented architecture (SOA)

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Strategic capabilities and internet resources in procurement

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Integrating Functional Knowledge and Embedding Learning in New Product Launches

ORDANINI, A., M. SALA, "Integrating Functional Knowledge and Embedding Learning in New Product Launches", *Long Range Planning*, 2008, vol. 41, no. 1, pp. 17-32

La propensione al comportamento imitativo delle imprese: una revisione critica

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Recruitment and selection services: Efficiency and competitive reasons in the outsourcing of HR practices

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Do resources mediate the relationships between the internet and performance in the marketing domain? Testing the role of customer orientation and brand equity

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ARBORE, A., A. ORDANINI, "Broadband Divide Among SMEs: The Role of Size, Location and Outsourcing Strategies", International Small Business Journal, 2006, vol. 24, no. 1, pp. 83-99

Selection models in the music industry: How a prior independent experience may affect chart success

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What drives market transactions in B2B exchanges?

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The Effects of Participation on B-to-B Exchanges: a Resource-Based View

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The Release of "Greatest Hits" in the Italian Recording Industry: An Empirical Analysis of Strategies and Timing

ORDANINI, A., G. RUBERA, "The Release of "Greatest Hits" in the Italian Recording Industry: An Empirical Analysis of Strategies and Timing", International Journal of Arts Management, 2004, vol. 6, no. 3, pp. 24-36

Failure and Success of B-to-B Exchange Business Models: A Contingent Analysis of Their Performance

ORDANINI, A., S. MICELLI, E. DI MARIA, "Failure and Success of B-to-B Exchange Business Models: A Contingent Analysis of Their Performance", European Management Journal, 2004, vol. 22, no. 3, pp. 281-289

Consumption Patterns, Digital Technology and Music Downloading

MOLTENI, L., A. ORDANINI, "Consumption Patterns, Digital Technology and Music Downloading", Long Range Planning, 2003, vol. 36, no. 4, pp. 389-406

Measuring the Digital Divide: A Framework for the Analysis of Cross-Country Differences

CORROCHER, N., A. ORDANINI, "Measuring the Digital Divide: A Framework for the Analysis of Cross-Country Differences", Journal of Information Technology, 2002, vol. 17, no. 1, pp. 9-19

Infomediation and competitive advantage in b2b digital marketplaces

ORDANINI, A., A. POL, "Infomediation and competitive advantage in b2b digital marketplaces", European Management Journal, 2001, vol. 19, no. 3, pp. 276-285

Proceedings/Presentations

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

GIAMBASTIANI, G., A. ORDANINI, J. C. NUNES, "Is Gossip Always Bad for Human Branding? Unexpected Consequences of Celebrity Gossip" in EMAC Annual Conference, May 24-27, 2022, Budapest, Hungary

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

SOLINAS, E., F. VALSESIA, J. C. NUNES, A. ORDANINI, "I want you to like me, so I'll wait to share the bad - The influence of self-presentation concerns on consumer ratings" in 2022 AMA Winter Academic Conference, February 18-20, 2022, Las Vegas, United States of America

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

ORDANINI, A., A. NANNI, "When technology hurts: unexpected evidences from a multimethod analysis in high-touch services" in 2019 AMA Winter Academic Conference: Understanding Complexity, Transforming the Marketplace - February 22-24, 2019, Austin, TX, United States of America

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

GIAMBASTIANI, G., A. ORDANINI, J. C. NUNES, "Gossip: how the relationship with the source shapes the retransmission of personal content" in ACR 2018: Trust in doubt - October 11-14, 2018, Dallas, TX, United States of America

The Effects of Creativity on Intention-To-Buy a New Service: A Configurational Analysis

ORDANINI, A., G. RUBERA, A. PARASURAMAN, "The Effects of Creativity on Intention-To-Buy a New Service: A Configurational Analysis" in INFORMS Annual Meeting, November 13-16, 2011, Charlotte, NC, United States of America

Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities

RUBERA, G., D. CHANDRASEKARAN, A. ORDANINI, "Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities" in 33rd INFORMS Marketing Science Conference - June 9-11, 2011, Houston, TX, United States of America

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Investigating the overall contribution of interpersonal relationship to customer-to-firm relationship: the case of key employee

ARBORE, A., P. GUENZI, A. ORDANINI, "Investigating the overall contribution of interpersonal relationship to customer-to-firm relationship: the case of key employee" in 36th EMAC Conference - May 22-25, 2007, Reykjavik, Iceland

Exploring relational trade-offs in the presence of key employees: the case of the radio industry

GUENZI, P., A. ARBORE, A. ORDANINI, "Exploring relational trade-offs in the presence of key employees: the case of the radio industry" in 36th EMAC Conference - May 23-26, 2007, Reykjavik, Iceland

Contribution to Chapters, Books or Research Monographs

Technology in Service

NANNI, A., A. ORDANINI, "Technology in Service" in The Palgrave Handbook of Service Management., Bo Edvardsson, Bård Tronvoll (Eds.), Springer International Publishing, pp. 869-886, 2022

Facing Supply Chain Disruptions: Strategies to Ensure Relational Continuity

COLM, L., I. M., A. ORDANINI, "Facing Supply Chain Disruptions: Strategies to Ensure Relational Continuity" in The Impact of COVID-19 on Supply Chain Management., Richard Wilding (Ed.), Proud Pen, chap. 4, pp. 55-72, 2021

Le tappe principali del dibattito sul marketing dei servizi

ORDANINI, A., "Le tappe principali del dibattito sul marketing dei servizi" in Marketing, una disciplina fantastica: omaggio a Enrico Valdani., Busacca Bruno, Costabile Michele (Eds.), Egea, pp. 393-405, 2018

What Makes Crowdfunding Projects Successful 'Before' and 'During' the Campaign?

MARELLI, A., A. ORDANINI, "What Makes Crowdfunding Projects Successful 'Before' and 'During' the Campaign?" in Crowdfunding in Europe., Dennis Brüntje, Oliver Gajda (Eds.), Springer International Publishing, pp. 175-192, 2016

A conceptual framework for analyzing value-creating service ecosystems: an application to the recorded-music market

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Service management

PACE, S., A. CARÙ, A. ORDANINI, "Service management" in M@rketing Management., E. Valdani (Ed.), Egea, pp. 409-431, 2011

Sviluppo di nuovi prodotti e servizi

ORDANINI, A., M. SCHREIER, "Sviluppo di nuovi prodotti e servizi" in Marketing Management., E. Valdani (Ed.), Egea, pp. 297-312, 2011

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ORDANINI, A., "Gap di progettazione: come innovare e sviluppare nuovi servizi" in Cliente & Service Management., E. Valdani (Ed.), Egea, pp. 237-255, 2009

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FROVA, A., A. ORDANINI, "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 (Ed.), Edizioni Angelo Guerini e Associati, pp. 67-80, 2004

Research Monographs

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Comments, Discussions, Replies in Journal

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Edited Books

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