

Andrea Ordanini

Full Professor



Knowledge Group: Marketing

Research Domains: Marketing Management

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

andrea.ordanini@unibocconi.it

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)

COLM, L., I. M., A. ORDANINI, A. PARASURAMAN, "When Service Customers Do Not Consume in Isolation: A Typology of Customer Copresence Influence Modes (CCIMs)", Journal of Service Research, 2017, vol. 20, no. 3, pp. 223-239

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

RUBERA, G., D. CHANDRASEKARAN, A. ORDANINI, "Open innovation, product portfolio innovativeness and firm performance: the dual role of new product development capabilities", Journal of the Academy of Marketing Science, 2016, vol. 44, no. 2, pp. 166-184

What Wins Awards Is Not Always What I Buy: How Creative Control Affects Authenticity and Thus Recognition (But Not Liking)

VALSESIA, F., J. C. NUNES, A. ORDANINI, "What Wins Awards Is Not Always What I Buy: How Creative Control Affects Authenticity and Thus Recognition (But Not Liking)", Journal of Consumer Research, 2016, vol. 42, no. 6, pp. 897-914

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

ORDANINI, A., J. C. NUNES, "From fewer blockbusters by more superstars to more blockbusters by fewer superstars: How technological innovation has impacted convergence on the music chart", *International Journal of Research in Marketing*, 2016, vol. 33, no. 2, pp. 297-313

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

NUNES, J. C., A. ORDANINI, F. VALSESIA, "The power of repetition: repetitive lyrics in a song increase processing fluency and drive market success", *Journal of Consumer Psychology*, 2015, vol. 25, no. 2, pp. 187-199

When the Recipe Is More Important Than the Ingredients

ORDANINI, A., A. PARASURAMAN, G. RUBERA, "When the Recipe Is More Important Than the Ingredients", *Journal of Service Research*, 2014, vol. 17, no. 2, pp. 134-149

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

NUNES, J. C., A. ORDANINI, "I like the way it sounds: The influence of instrumentation on a pop song's place in the charts", *Musicae Scientiae*, 2014, vol. 18, no. 4, pp. 392-409

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

VAN DER HEIJDEN, G. A. H., J. J. L. SCHEPERS, E. J. NIJSSEN, A. ORDANINI, "Don't just fix it, make it better! Using frontline service employees to improve recovery performance", *Journal of the Academy of Marketing Science*, 2013, vol. 41, no. 5, pp. 515-530

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

RUBERA, G., A. ORDANINI, R. CALANTONE, "Whether to Integrate R&D and Marketing: The Effect of Firm Competence", *Journal of Product Innovation Management*, 2012, vol. 29, no. 5, pp. 766-783

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

LEHRER, M., A. ORDANINI, R. DEFILLIPPI, M. MIOZZO, "Challenging the orthodoxy of value co-creation theory: A contingent view of co-production in design-intensive business services", *European Management Journal*, 2012, vol. 30, no. 6, pp. 499-509

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

The Ties That Bind: How Cooperative Norms and Readiness to Change Shape the Role of Established Relationships in Business-to-Business E-Commerce

ORDANINI, A., "The Ties That Bind: How Cooperative Norms and Readiness to Change Shape the Role of Established Relationships in Business-to-Business E-Commerce", *Journal of Business-to-Business Marketing*, 2011, vol. 18, no. 3, pp. 276-304

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

ORDANINI, A., L. MICELI, M. PIZZETTI, A. PARASURAMAN, "Crowd-funding: transforming customers into investors through innovative service platforms", *Journal of Service Management*, 2011, vol. 22, no. 4, pp. 443-470

Service Innovation Viewed Through a Service-Dominant Logic Lens: A Conceptual Framework and Empirical Analysis

ORDANINI, A., A. PARASURAMAN, "Service Innovation Viewed Through a Service-Dominant Logic Lens: A Conceptual Framework and Empirical Analysis", *Journal of Service Research*, 2011, vol. 14, no. 1, pp. 3-23

How does the application of an IT service innovation affect firm performance? A theoretical framework and empirical analysis on e-commerce

ORDANINI, A., G. RUBERA, "How does the application of an IT service innovation affect firm performance? A theoretical framework and empirical analysis on e-commerce", *Information & Management*, 2010, vol. 47, no. 1, pp. 60-67

Toward a contingency view of new product creativity: Assessing the interactive effects of consumers

RUBERA, G., A. ORDANINI, D. MAZURSKY, "Toward a contingency view of new product creativity: Assessing the interactive effects of consumers", *Marketing Letters*, 2010, vol. 21, no. 2, pp. 191-206

Loyalty building, relational trade-offs and key service employees: the case of radio DJs

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

Market Orientation, Internal Process, and External Network: A Qualitative Comparative Analysis of Key Decisional Alternatives in the New Service Development

ORDANINI, A., P. P. MAGLIO, "Market Orientation, Internal Process, and External Network: A Qualitative Comparative Analysis of Key Decisional Alternatives in the New Service Development", *Decision Sciences*, 2009, vol. 40, no. 3, pp. 601-625

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

ORDANINI, A., P. PASINI, "Service co-production and value co-creation: The case for a service-oriented architecture (SOA)", *European Management Journal*, 2008, vol. 26, no. 5, pp. 289-297

Strategic capabilities and internet resources in procurement

ORDANINI, A., G. RUBERA, "Strategic capabilities and internet resources in procurement", International Journal of Operations & Production Management, 2008, vol. 28, no. 1, pp. 27-52

The many moods of inter-organizational imitation: A critical review

ORDANINI, A., G. RUBERA, R. DEFILLIPPI, "The many moods of inter-organizational imitation: A critical review", International Journal of Management Reviews, 2008, vol. 10, no. 4, pp. 375-398

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

RUBERA, G., A. ORDANINI, R. DEFILLIPPI, "La propensione al comportamento imitativo delle imprese: una revisione critica", Economia & Management, 2008, no. 4, pp. 123-149

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

ORDANINI, A., G. SILVESTRI, "Recruitment and selection services: Efficiency and competitive reasons in the outsourcing of HR practices", The International Journal of Human Resource Management, 2008, vol. 19, no. 2, pp. 372-391

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

ORDANINI, A., G. RUBERA, "Do resources mediate the relationships between the internet and performance in the marketing domain? Testing the role of customer orientation and brand equity", International Journal of Internet Marketing and Advertising, 2007, vol. 4, no. 1, pp. 4-25

Broadband Divide Among SMEs: The Role of Size, Location and Outsourcing Strategies

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

ORDANINI, A., "Selection models in the music industry: How a prior independent experience may affect chart success", Journal of Cultural Economics, 2006, vol. 30, no. 3, pp. 183-200

What drives market transactions in B2B exchanges?

ORDANINI, A., "What drives market transactions in B2B exchanges?", Communications of the ACM, 2006, vol. 49, no. 4, pp. 89-93

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

ORDANINI, A., "The Effects of Participation on B-to-B Exchanges: a Resource-Based View", California Management Review, 2005, vol. 47, no. 2, pp. 97-113

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

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

RUBERA, G., A. ORDANINI, D. CHANDRASEKARAN, "Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities" in AMA Winter Conference - February 18-20, 2011, Austin, TX, United States of America

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

ORDANINI, A., A. PARASURAMAN, "A conceptual framework for analyzing value-creating service ecosystems: an application to the recorded-music market" in Toward a better understanding of the role of value in markets and marketing., S. Vargo, R. Lusch (Eds.), Emerald Group Publishing Limited, pp. 171-205, 2012

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

Gap di progettazione: come innovare e sviluppare nuovi servizi

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

Environmental Drivers of E-Business Strategies Among SMEs

ARBORE, A., A. ORDANINI, "Environmental Drivers of E-Business Strategies Among SMEs" in Handbook of Research on Global Diffusion of Broadband Data Transmission., Yogesh K. Dwivedi, Anastasia Papazafeiropoulou, Jyoti Choudrie (Eds.), IGI Global, chap. 31, pp. 493-503, 2008

External Pressures for Adoption of ICT Services Among SMEs

ORDANINI, A., A. ARBORE, "External Pressures for Adoption of ICT Services Among SMEs" in Handbook of Research on Global Diffusion of Broadband Data Transmission., Yogesh K. Dwivedi, Anastasia Papazafeiropoulou, Jyoti Choudrie (Eds.), IGI Global, chap. 33, pp. 524-535, 2008

ICT e PMI: un binomio ancora inesplorato

ORDANINI, A., "ICT e PMI: un binomio ancora inesplorato" in ICT e piccole e medie imprese., A. Ordanini (Ed.), Egea, pp. 1-7, 2005

L'adozione delle ICT nelle piccole imprese: l'emergere di un modello 'ibrido'

ORDANINI, A., "L'adozione delle ICT nelle piccole imprese: l'emergere di un modello 'ibrido'" in ICT e piccole e medie imprese., A. Ordanini (Ed.), Egea, pp. 65-87, 2005

L'evoluzione delle telecomunicazioni mobili in Italia: dinamica recente e prospettive

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

Forgiare il Futuro. L'effectuation Theory e il Percorso Imprenditoriale di Luccioni

COLM, L., I. M., A. ORDANINI - "Forgiare il Futuro. L'effectuation Theory e il Percorso Imprenditoriale di Luccioni" - 2021, Egea, Milano, Italy

Information Technology and Small Businesses

ORDANINI, A. - "Information Technology and Small Businesses" - 2006, Edward Elgar Publishing, Great Britain

ICT e distretti industriali. Una governance per la competitività di imprese e territori

BRAMANTI, A., A. ORDANINI - "ICT e distretti industriali. Una governance per la competitività di imprese e territori" - 2004, Etas Libri, Milano, Italy

Comments, Discussions, Replies in Journal

Value, values, symbols and outcomes

DOMEGAN, C., M. HAASE, K. HARRIS, W.-J. V. D. HEUVEL, C. KELLEHER, P. P. MAGLIO, T. MEYNHARDT, A. ORDANINI, L. PEÑALOZA, "Value, values, symbols and outcomes", Marketing Theory, 2012, vol. 12, no. 2, pp. 207-211

Research Notes or short Articles in Journals

"Crowd funding" As Emerging Trend

ORDANINI, A., "Crowd funding" As Emerging Trend", Mit Sloan Management Review, 27 March 2009, vol. 13, no. 1

Edited Books

ICT e piccole e medie imprese

ORDANINI, A. (Ed.), "ICT e piccole e medie imprese" - 2005, Egea, Milano, Italy