

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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Biography

Andreina Mandelli is Fellow of Digital Marketing at SDA Bocconi School of Management.

She has been faculty member since 1995 and as of today she is director of the following programs: 1) Data & AI in Marketing; 2) Digital Marketing Advanced; 3) Digital Communication; 4) Social Media Marketing, 5) Digital Analytics 6) Digital Customer Experience Management. Mandelli has also served in the faculty of the graduate programs at SDA Bocconi Asia Center in Mumbai, teaching Digital Marketing, since 2012.

Mandelli research focus is on digital transformation in marketing, service management and communication management. She directed the Osservatorio Internet Italia at SDA Bocconi, the first research observatory on the phenomenon of the Internet in Italy, and is active in research at the international level. She co-founded the World Internet Project (WIP), a global research network involving universities from 30 different countries (affiliated to USC, Los Angeles Center for Digital Future) and coordinated the Italian chapter of the Business Information Technology (BIT) global research program in collaboration with UCLA from 2003 to 2016.

Mandelli has also developed an extensive international teaching experience. As visiting or adjunct professor she has collaborated with UCLA Anderson School of Management (USA), Duke university (USA), IE Madrid (Spain), University of Zagreb (Croatia) and USI Lugano (Switzerland). Before embracing her academic profession she built a significant technical and managerial career. Her first area of expertise was in software development and design of complex IT projects for major companies, working in one of the first Italian IT service companies, now part of Cap Gemini Group. Later she served in marketing management positions for different IT and media companies.

Mandelli holds a MBA (with high honors) from SDA Bocconi and a PhD in Communication from Indiana University, Bloomington (IN, USA).

Articles in Scholarly Journals

EXPRESS: AI-Assisted Shopping on Voice Assistants: The Efficiency-Autonomy Consumer Decision Trade-Off

MARI, A., A. MANDELLI, R. ALGESHEIMER, "EXPRESS: AI-Assisted Shopping on Voice Assistants: The Efficiency-Autonomy Consumer Decision Trade-Off", Journal of Interactive Marketing, 2025

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. 114566

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

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

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

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

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