

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

Biography

Andrea Ordanini is Full Professor at the Marketing Department of Università Bocconi, where he holds the BNP Paribas Chair in Marketing and Service Analytics. He has been the Marketing Department Director from 2013 to 2019.

His teaching activity is focused on Marketing Analytics and Services Marketing with particular attention to music and art industries both at the graduate and the business school. He is faculty member of the DBA program.

Andrea's research focuses on services marketing and cultural products consumption. He published his papers on the most relevant marketing journals like the Journal of Marketing, Marketing Science and the Journal of Consumer Research. He is a Developmental Editor at the Journal of Marketing, and an Associate Editor at the Journal of Product Innovation Management" and the Journal of Service Research.

He received a degree in Business Administration from Università Bocconi, a PhD in Business Administration from Università di Pavia and he has been Visiting Researcher at the London School of Economics and Political Sciences and at the University of California at 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

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

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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?

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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

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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,

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

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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

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*

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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

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

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

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

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Strategic capabilities and internet resources in procurement

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

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Integrating Functional Knowledge and Embedding Learning in New Product Launches

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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

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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

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

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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

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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

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

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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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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

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

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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

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