

Alessandra Ricci

Fellow



Knowledge Group: Marketing

Research Domains: Marketing Management

Teaching Domains: SME Marketing, Digital Marketing, Management of Creativity, Event Marketing, Marketing Management

alessandra.ricci@sdabocconi.it

Articles in Scholarly Journals

Artification in the Industrial Sector: Exploring Florim Ceramiche's Integration of Art Into Business

RICCI, A., F. MASSARA, F. DE MATTEO, "Artification in the Industrial Sector: Exploring Florim Ceramiche's Integration of Art Into Business", Journal of Philanthropy and Marketing, 2024, vol. 29, no. 4, pp. e1884

Edited Books

Artificial Intelligence in the Cultural and Creative Sectors: Opportunities, Challenges, and Transformations

MASSI, M., M. PROKÚPEK, A. RICCI, M. C. OSTILLIO (Eds.), "Artificial Intelligence in the Cultural and Creative Sectors: Opportunities, Challenges, and Transformations" - 2025, Routledge, London

The Artisan Brand: Entrepreneurship and Marketing in Contemporary Craft Economies

MULHOLLAND, J., A. RICCI, M. MASSI (Eds.), "The Artisan Brand: Entrepreneurship and Marketing in Contemporary Craft Economies" - 2022, Edward Elgar Publishing, Great Britain

Costruttori di Valore. Il ruolo strategico del saper fare italiano

DALLOCCHIO, M., A. RICCI, M. VIZZACCARO (Eds.), "Costruttori di Valore. Il ruolo strategico del saper fare italiano" - 2016, Marsilio Editore, Venezia, Italy

Contribution to Chapters, Books or Research Monographs

Introduction to Artificial Intelligence in the Cultural and Creative Sectors

MASSI, M., M. PROKUPEK, A. RICCI, M. C. OSTILLIO, "Introduction to Artificial Intelligence in the Cultural and Creative Sectors" in Artificial Intelligence in the Cultural and Creative Sectors: Opportunities, Challenges, and Transformations., Marta Massi, Marek Prokúpek, Alessandra Ricci, Maria Carmela Ostillio (Eds.), Routledge, chap. 1, 2025

Introduction to The Artisan Brand

MULHOLLAND, J., M. MASSI, A. RICCI, "Introduction to The Artisan Brand" in The Artisan Brand: Entrepreneurship and Marketing in Contemporary Craft Economies., Jon Mulholland, Alessandra Ricci, Marta Massi (Eds.), Edward Elgar Publishing, chap. 1, pp. 1-12, 2022

New business models for craft: the case of Artemest

PIANCATELLI, C., A. RICCI, "New business models for craft: the case of Artemest" in The Artisan Brand: Entrepreneurship and Marketing in Contemporary Craft Economies., Jon Mulholland, Alessandra Ricci, Marta Massi (Eds.), Edward Elgar Publishing, chap. 9, pp. 136-155, 2022

Understanding of the concept of 'craft' from the perspective of Italian consumers

RICCI, A., M. MASSI, "Understanding of the concept of 'craft' from the perspective of Italian consumers" in The Artisan Brand: Entrepreneurship and Marketing in Contemporary Craft Economies., Jon Mulholland, Alessandra Ricci, Marta Massi (Eds.), Edward Elgar Publishing, chap. 2, pp. 14-25, 2022

Introduzione all'M&A

DALLOCCHIO, M., A. RICCI, "Introduzione all'M&A" in Mergers & Acquisitions - II Ed., M. Dallochio, G. Lucchini, C. Pirrone (Eds.), Egea, chap. 1, pp. 1-22, 2021

Introduzione all'M&A

DALLOCCHIO, M., A. RICCI, "Introduzione all'M&A" in Mergers & Acquisitions., M. Dallochio, G. Lucchini, M. Scarpelli (Eds.), Egea, pp. 1-17, 2014

Proceedings/Presentations

Digital Marketing and Artisanship: evidence of the Conceptualisation of the Craftsmanship within craft guilds' websites

RICCI, A., "Digital Marketing and Artisanship: evidence of the Conceptualisation of the Craftsmanship within craft guilds' websites" in XVIII[^] SIM Conference, October 14-15, 2021, Ancona, Italy

Research Reports

RUSSIA. Opportunità di crescita e raccolta per le imprese italiane

DALLOCCHIO, M., S. ALBERTI, G. MARTINOLI, A. RICCI, E. TETI, M. VIZZACCARO - "RUSSIA. Opportunità di crescita e raccolta per le imprese italiane" - 2013, Egea, Milano, Italy