

CURRICULUM VITAE

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Personal Information

Date of Birth July 17th, 1970

Citizenship Italian

Current Academic Position

Associate Professor of Management, Università Bocconi

Education

February 2001

Ph.D. in Management, Bocconi University, Milan

Ph.D. Dissertation: From Customer Orientation to Customer Integration: Using Information Technology to Integrate Customers into the Firm's Knowledge Creation Process.

February 1999 – September 1999

Quantitative Modeling and Organizations in their Environments courses in the Ph.D. program at the Kellogg Graduate School of Management, Northwestern University, Chicago, IL

Technology Marketing and Contextual Inquiry and Consumer Experience courses in the MBA program at the Kellogg Graduate School of Management, Northwestern University, Chicago, IL.

September 1998 – February 1999

Research Methodology courses in the Ph.D. program at the Institut für Betriebswirtschaft Doktorandenprogramm of St. Gallen University, Switzerland

September 1996 – June 1998	Ph.D. Program in Management, Bocconi University, Milan
May 1998 – July 1998	<i>How to teach in English</i> course at the Graduate School of Business Administration, Bocconi University, Milan
October 1995	<i>Learning how to teach</i> course at the Graduate School of Business Administration, Bocconi University, Milan.
September 1989 – March 1994	Laurea <i>summa cum laude</i> in Business Administration at Bocconi University, Milan, Italy
	Dissertation: <i>The consumer-product affective relationship: theory and measurement.</i>

International academic experiences

July 2001-December 2001	Visiting Professor at the Kellogg Graduate School of Management, Northwestern University, Chicago, IL. Teaching activity in the course “Product Development in the Networked Economy” - Master in Business Administration
February 1999 – September 1999	Research Assistant at the Kellogg Graduate School of Management, Northwestern University - Center for Research on Innovation, Technology, and E-commerce
September 1998 – February 1999	Research Assistant at St. Gallen University, Switzerland – KnowledgeSource-Center for Research on Network Economy and Knowledge Management

Academic Distinctions and Awards

2006 August	Runner-up for JIM’s 2006 Award for the Best Paper published in the Journal of Interactive Marketing in 2005 con l’articolo Collaborating to Create: The Internet as Platform for Customer Engagement in Product Innovation (co-autori M. Sawhney, G. Verona), published on Journal of Interactive Marketing, Autumn, 2005.
2007 June - 2005 July	Università Bocconi - <i>Indennità di Eccellenza nella Ricerca</i> (award for distinctive academic research).
July 2001 - June 2003	Università Bocconi - <i>Indennità di Eccellenza nella Ricerca</i> (award for distinctive academic research)

- December 2001 Università Bocconi - *Best Management Paper Award* for the article *Communities of Creation: Managing Distributed Innovation in Turbulent Markets* (co-author Mohanbir Sawhney), published on California Management Review
- February 2001 *Accenture Award* (best paper of the year) for the article *Communities of Creation: Managing Distributed Innovation in Turbulent Markets* (co-author Mohanbir Sawhney), published on California Management Review.
- October 2000 *Ph.D. Student Finalist* with the Ph.D. Dissertation Proposal *From Customer Orientation to Customer Integration: Using Information Technology to Integrate Customers into the Firm's Knowledge Creation Process* for the "Booz Allen & Hamilton/Strategic Management Society PhD Fellowship", Vancouver, Canada.
- October 1999 *Scholarship* provided by the Marketing Science Institute, Cambridge, CA for the Ph.D. Dissertation Proposal *From Customer Orientation to Customer Integration: Using Information Technology to Integrate Customers into the Firm's Knowledge Creation Process*
- September 1996 – December 2000 *Full Scholarship* for the PhD Program in Management at Bocconi University, Milan.
- March 1994 *Best Graduate Award* for the Academic Year 1992 – 1993 at Bocconi University, Milan.

Teaching Activities at Bocconi University

- 2007-2008 Teaching activity for the course *Technology Marketing* – Ph.D. in Management
- Teaching activity and responsible for the course *E-business & the global market (Internet Marketing)*
- Teaching activity and responsible for the course *E-marketing* (graduate course)
- Teaching activity for the course *E-business and Innovation Management*
- Teaching activity for the course *Technology and Innovation Management*

- 2006-2007
- Teaching activity for the course *Technology Marketing – Ph.D. in Management*
 - Teaching activity and responsible for the course *E-business & the global market (Internet Marketing)*
 - Teaching activity and responsible for the course *E-marketing (graduate course)*
 - Teaching activity for the course *E-business and Innovation Management*
- 2005-2006
- Teaching activity for the course *Technology Marketing – Ph.D. 2005-2006* Teaching activity for the course *Technology Marketing – Ph.D. in Management*
 - Teaching activity and responsible for the course *E-business & the global market (Internet Marketing)*
 - Teaching activity and responsible for the course *E-business and Innovation Management*
 - Teaching activity and responsible for the course *E-marketing (graduate course)*
- 2004-2005
- Teaching activity for the course *Technology Marketing – Ph.D. in Management*
 - Teaching activity and responsible for the course *Technologies for cultural activities and communication*
 - Teaching activity and responsible for the course *E-business & the global market (Internet Marketing)*
 - Teaching activity and responsible for the course *E-business and Innovation Management*
- 2003-2004
- Teaching activity for the course *Technology Marketing – Ph.D. in Management*
 - Teaching activity and responsible for the course *Technology Marketing – Master in Marketing and Communication*
 - Teaching activity and responsible for the course *Technologies for cultural activities and communication*
 - Teaching activity and responsible for the course *E-business & the global market (Internet Marketing)*
 - Teaching activity and responsible for the course *E-business and Innovation Management*

	Teaching activity in the course <i>Marketing</i>
2002-2003	Teaching activity and responsible for the class <i>Technologies for cultural activities and communication</i>
	Teaching activity and responsible for the course <i>E-business & the global market (Internet Marketing)</i>
	Teaching activity in the course <i>Marketing</i>
2001-2002	Teaching activity and responsible for the course <i>Technologies for cultural activities and communication</i>
	Teaching activity and responsible for the course <i>E-business & the global market (Internet Marketing)</i>
2000-2001	Teaching activity and responsible for the course <i>E-commerce</i>
1999-2000	Teaching activity in the course <i>E-commerce</i>
	Teaching activity in the course <i>Innovation Management</i>
	Teaching activity in the course <i>Marketing</i>
1997-1998	Teaching activity in the course <i>Strategic Marketing</i>
1995-1996	Lecturer in the course <i>Consumer Behavior</i>

Teaching Activities at the Graduate School of Business Administration, Bocconi University

2000-2008	Teaching activity in the courses <i>Marketing</i> and in <i>E-commerce</i> , MBA programs
	Teaching activity and coordinator of <i>Basic Marketing</i> , executive program
2003-2008	Teaching activity and responsible for the course <i>Marketing</i> , Master in Fashion, Design and Experience program.
2003-2005	Teaching activity and coordinator of <i>Basic Internet Marketing</i> , executive program
2001-2005	Teaching activity in the course of <i>E-commerce</i> , MIEM program
2002	Teaching activity and responsible for the course <i>Consumer Behavior</i> , Master in Fashion Management program.
2000-2001	Teaching activity and coordinator of <i>Technology Marketing and Media & New Media Marketing</i> , Master in Marketing and E-commerce program

- 1999-2000 Teaching activity and coordinator of *Media & New Media Marketing*, executive program
- Teaching activity and coordinator of *Internet Marketing*, executive program
- 1995-1996 Teaching activity and assistant coordinator of *Sales Force Incentive Management*, executive program
- Assistant coordinator of *Sales Force Management, Creative Marketing Management* and *Trade Marketing*, executive programs
- Teaching activity in *Fashion & Design ManagementI*, MBA program
- 1994-1996 Teaching activity in *Fashion & Design ManagementI*, executive program.

Conferences

- 2007 Academy of Management Conference, Philadelphia, August, presenting the papers:
- “Knowledge and user innovation: co-creation of knowledge by firms, users, and communities” (co-author G. Verona and G. Di Stefano)
 - “Collaborative Innovation: Web-Based Tools for Customer Involvement in New Product Development for the 21st Century Management” (co-author G. Verona)
- International Workshop on User Innovation, Copenhagen, June, presenting the paper “Customer reaction to NPD empowerment: Evidence from the Diesel Windows Display Competition” (co-author M. Schreier)
- 2006 International Conference on Information Systems - ICIS Milwaukee, Wisconsin, December, presenting the paper “Internet-Enabled Co-Production: Partnering or Competing with Customers?” (co-author G. Verona)
- Strategic Management Society, Vienna, October, presenting the paper “Sharing the Pie of Distributed Innovation: Towards a Contingent Model for Solving The Paradox of Creative Destruction” (co-authors M. Sawhney e G. Verona).
- Second Workshop on Coopetition Strategy Toward a New Kind of Interfirm Dynamics – EIASM & SDA Bocconi, Milano, September, presenting the paper “Sharing the Pie of Distributed Innovation: Towards a Contingent Model” (co-authors M. Sawhney , G. Verona).
- Academy of Management Conference, Atlanta, August, presenting the paper “Collaborative innovation: Web-based

tools for customer involvement in new product development” (co-authors M. Sawhney , G. Verona).

International Workshop on User Innovation, Monaco, July, presenting the paper “From Customer Involvement to Customer Co-creation: Current Findings and Future Directions”, (co-author G. Verona)

2005

Strategic Management Society, Orlando, CA, October, presenting the papers:

- “Web-based product innovation: To what extent do companies actually import customer knowledge?” (co-author Deborah Raccagni)
- “Collaborating to Create: The Internet as a Platform for Customer Engagement in Product Innovation” (co-authors Mohanbir Sawhney and Gianmario Verona).

Academy of Management Conference, Honolulu, Hawaii, August, presenting the paper “Web-based product development: to what extent do companies actually import customer knowledge through virtual environments” (co-authors G. Verona, D. Raccagni).

International Workshop on User Innovation, MIT, Boston, June, presenting the paper “Towards Virtual Knowledge Brokers and Virtual Customer Integration”, (co-author G. Verona)

European Marketing Academy, Milano, May, presenting the paper “Beyond Customer Integration: The Internet as a Platform for a Multi-channel Innovation Strategy” (coauthors Mohanbir Sawhney and Gianmario Verona).

2004

Strategic Management Society Conference, November, Puerto Rico, presenting the paper “Web-based product development: to what extent do companies actually import customer knowledge through virtual environments” (co-authors G. Verona, D. Raccagni).

Global Forum 2004, November, Malmo, Sweden, presenting the paper “Managing distributed and Collaborative Innovation”

Academy of Management Conference, August, New Orleans, presenting the papers:

- “Innovation and Virtual Environments: Towards Virtual Knowledge Brokers” (co-authors M. Sawhney, G. Verona)
- “Beyond Customer Integration: The Internet as a Platform for a Multi-Channel Innovation Strategy” (co-authors M. Sawhney, G. Verona).

EURAM (European Academy of Management) Conference, St.Andrews, Scotland, presenting the paper “Mediated

innovation and virtual customer environments: theory and evidence” (co-authors Mohanbir Sawhney, Gianmario Verona).

European Marketing Academy, Murcia (Spain), presenting the paper “Mediated innovation and virtual customer environments: theory and evidence” (co-authors M. Sawhney, G. Verona).

2003

Strategic Management Society Conference, Baltimore, “Collaborative marketing and innovation: involving customers through the web” (co-authors M. Sawhney, G. Verona, D. Raccagni).

AIDEA Conference, Udine, presentino the paper “Le potenzialità di apprendimento congiunto tra impresa e consumatori nell’economia digitale” (co-author B. Busacca).

Academy of Management Conference, Seattle, presenting the paper “The emergence of mediated innovation: an exploratory study in virtual customer environments” (co-authors M. Sawhney, G. Verona).

Marketing Science Conference, College Park, Maryland, presenting the papers:

- “The emergence of mediated innovation: theory and evidence” (co-authors M. Sawhney, G. Verona)
- “Collaborative marketing and innovation: involving customers through the web” (co-authors M. Sawhney, G. Verona, D. Raccagni).

2003

EURAM Conference, Università Bocconi, Milan, presenting the paper “The emergence of mediated innovation: an exploratory study of virtual customer environments” (co-authors M. Sawhney, G. Verona).

2002

Strategic Management Society Conference, Paris, presenting the paper “Beyond Customer Integration: Innovation towards a Multi-channel Strategy” (co-authors M. Sawhney, G. Verona) and “From Infomediation to Innomediation: Exploiting the power of mediated innovation” (co-authors M. Sawhney, G. Verona).

2001

Strategic Management Society Conference, San Francisco, CA, presenting the papers:
- “The impact of Information and Communication Technology on the new product development process” (co-author G. Verona)

- "Customer Affiliation or Customer Lock-in? How to Stick Customers in the Frictionless Economy" (co-author G. Verona).

Emac Conference, Norway, presenting the paper "Infomediatio: Managing interactions in the network economy"

2000

Strategic Management Society Conference: "Strategy in the entrepreneurial millenium", Vancouver, Canada, presenting the papers:

- "Communities of creation: Managing distributed innovation in turzbulent markets" (co-author M. Sawhney)

- "From Customer Orientation to Customer Integration: Using Information Technology to Integrate Customers into the Firm's Knowledge Creation Process."

Annual Conference "The Frontier of Electronic Commerce" organized by the journal "Industry and Distribution", Parma, Italy, presenting the paper "From electronic markets to virtual communities: towards new economic scenarios" (co-author S. Micelli, in Italian).

1998

Fachstellefur Weiterbildung: "Learning and Work", Zurich University, Zurich, Switzerland, presenting the paper "The role of suppliers and customers in the firm's processes of knowledge development: new opportunities for cooperation" (co-author A. Caglio).

1997

"Reengineering and Renewal: rethinking firms to cope with new economy's challenges", Italian Association for Management Studies, Torino, Italy, presenting the paper "The marketing processes reengineering oriented at time-based competition" (co-author R. Fiocca, in Italian).

1996

CEMS Conference: "Recent Developments in Economics and Business Administration", Milan, Italy, presenting the paper "Towards the relational product. Evidences from the fashion industry" (co-author S. Saviolo).

Publications

International Books

Collaborating with Customers to Innovate. Conceiving and Marketing Products in the Network Age, (coauthors M. Sawhney, G. Verona), July 2008, Edgar, Sheffield Brightman

Italian Books

Marketing in Rete. Oltre Internet verso il Nuovo Marketing (coauthor G. Verona), 2006. McGraw Hill, Milano (second edition)

Collaborative Innovation (coauthor G. Verona), 2006. Carocci, Roma

Marketing in Rete. Analisi e decisioni nell'economia digitale, (coauthor G. Verona), McGraw Hill, Milano, 2002.

Oltre la notizia. Economia e gestione delle imprese editrici di quotidiani in Italia, Etaslibri, Milano, 1999.

International Articles

“Internet-Enabled Co-Production: Partnering or Competing with Customers?” (co-authors, U. Schultze, P.I. Salonen, M. Van Alstyne), *Communications of the Association for Information Systems*, Volume 19 Article 15, April 2007, pp. 294-324

“Web-based Product Innovation” (coauthors G. Verona, D. Raccagni), *California Management Review*, Summer 48 (4), 2006, pp. 109-135

“Innovation and virtual environments: towards virtual knowledge brokers” (coauthors M. Sawhney, G. Verona), *Organization Studies*, 27(6), 2006, pp. 765-788.

“Collaborating to Create: The Internet as a Platform for Customer Engagement in Product Innovation” (coauthors M. Sawhney, G. Verona), *Journal of Interactive Marketing*, 19(4), 2005, pp. 3-17.

“The Power of Innomediation” (coauthors M. Sawhney, G. Verona), *MIT Sloan Management Review*, Winter, 44 (2), 2003, pp. 77-82

“A dynamic model of customer loyalty for sustaining competitive advantage on the Web” (co-author G. Verona), *European Management Journal*, 20 (3), 2002, pp. 299-309.

“Communities of Creation: Managing Distributed Innovation in Turbulent Markets” (co-author M. Sawhney), in *California Management Review*, Vol. 42, n. 4, Summer, 2000, pp. 24-54.

Contributions to Collective International Books

“Co-developing New Products with Customers” (co-author G. Verona). In A. Carù & K. Tollin (eds.), *Strategic Market Creation: A New Perspective on Marketing and Innovation Management*, John Wiley & Sons, Ltd., 2008, forthcoming.

“Collaborative Innovation: Web-based tools for customer involvement in new product development” (co-author G. Verona). In C. Wankel (ed.), *21st Century Management: A Reference Handbook*, Sage Publications, Thousand Oaks, CA, 2007.

“Knowledge Management and the Emerging Organizational Models of Distributed Innovation: Towards a Taxonomy” (co-authors M. Sawhney, G. Verona). In Renzl B., Matzler K., Hinterhuber H. (eds.) *The Future of Knowledge Management*, Palgrave Macmillan, Houndmills, Hampshire, 2006, pp. 137-160.

“Beyond Customer Knowledge Management: Customers as Knowledge Co-Creators” (co-author M. Sawhney), in *Knowledge Management and Virtual Organization*, Idea Group Publishing, Hershey, PA, 2000, pp. 258-281.

Articles in Italian Journals

“Il ruolo dei broker tecnologici: Un’analisi esplorativa”, *Economia & Politica Industriale*, n. 3, Settembre, 2005 (coautori G. Verona, E. Barbi).

“Il ruolo del Web ai fini del coinvolgimento del cliente nei processi di innovazione: teoria e prassi a confronto”, *Micro & Macro Marketing*, n. 3, 2003, pp. 321-359 (coautori G. Verona, D. Raccagni).

“La Rete e l’assorbimento della conoscenza del cliente per l’innovazione” (coautore G. Verona), *Economia & Management*, n. 4, Settembre, 2003

“A dynamic model of customer stickiness for the buyer-seller relationship in the frictionless economy” (co-author G. Verona), in *Finanza Marketing Produzione*, n. 1, 2001.

“Affiliation o Lock-in? Strategie di marketing per competere in Internet” (co-autore G. Verona), in *Economia & Management*, n. 4, July, 2001.

“Il profilo dell’utenza individuale Internet in Italia”, *Economia & Management*, n. 5, settembre, 2000 (coautore E. Valdani).

“Net Marketing: gestire le relazioni in un mondo senza consumatori” (co-autore S. Micelli), in *Economia & Management*, n. 4, luglio, 2000.

“Fare leverage sulla conoscenza tacita dei consumatori: Verso una nuova economia cognitiva” (co-autore G.von Krogh), in *Sinergie*, Vol. 51, n. 1, gennaio-aprile, 2000.

“L’efficacia delle promozioni nel settore della stampa quotidiana: Un’indagine empirica”, in *Micro & Macro Marketing*, n. 3, dicembre, 1998.

“Verso il prodotto relazionale. Alcune evidenze empiriche dal settore dell’abbigliamento giovane” (co-autore S. Saviolo), in *Economia & Management*, n. 6, novembre, 1996.

“La gestione della Customer Satisfaction alla Xerox Corporation”, in *Micro & Macro Marketing*, n. 3, dicembre, 1995.

Contributions to collective books in Italian

“Reti Virtuali e Brokering di Innovazione” (coautore G. Verona). In Fiocca R, *Rileggere l'Impresa*, Etas, Milano, 2007, pp.151-174.

“La gestione delle comunità virtuali per lo sviluppo di relazioni e conoscenze” (coautore G. Verona), in S. Vicari (a cura di) *Vendite e Trade Marketing*, Egea, Milano, 2005, pp. 396-419.

“I canali digitali” (coautore G. Verona), in S. Vicari (a cura di) *Vendite e Trade Marketing*, Egea, Milano, 2005, pp. 22-43

“Democrazia informativa e media user empowerment: verso nuove logiche di partecipazione distribuita nei processi di comunicazione”, (coautore E. Valdani), in *Tecnologia dell'informazione e nuovi media*. ISIMM, Roma, 2002.

“Le opportunità di apprendimento congiunto tra impresa e consumatori nell'Economia della Virtualità” (co-autore B. Busacca), in *Economia della Virtualità*, S. Vicari (ed.), Egea, Milano, 2001.

“L'innovazione di prodotto nella Net Economy” (co-autore E. Baglieri), in *Il Management nell'Era della Connessione*, S. Vicari (ed.), Egea, Milano, 2001.

“La metamediazione: gestire le interazioni in un'economia virtuale” (co-autore P. Cillo), in *Il Management nell'Era della Connessione*, S. Vicari (ed.), Egea, Milano, 2001.

“Tecnologie dell'informazione, società e democrazia”, in *Le complessità da gestire*, IRSE, Pordenone, 2000.

“La reingegnerizzazione dei processi di marketing orientata alla Time-Based Competition” (co-autore R. Fiocca), in *I Processi di Marketing*, E. Valdani, F. Ancarani (a cura di), Egea, Milano, 1997.