

## SHORT CV

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### RESEARCH INTERESTS

Services Marketing  
Consumption of Cultural Products  
B-to-B Marketing  
Multi-methods

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### MOST RELEVANT RECENT PUBLICATIONS

- Nanni A., Ordanini A. (2025). Unintended Consequences of In-Store Technology for Frontline Employees: An Empirics-First Approach. *Journal of the Academy of Marketing Science*, 53(1), 129-149.
- Nanni A., Ordanini A. (2024). Digital Signage for Promoting Price Discounts: First Insights into Customer Spending on Distant and Nearby Discounted Products. *Journal of Retailing*, 100(2), 186-198.
- Nunes, J.C., Ordanini, A., Giambastiani, G. (2021). The Concept of Authenticity: What It Means to Consumers. *Journal of Marketing*, 85(4), 1-20.  
[\[Winner of the 2022 Hunt/Maynard AMA award\]](#)
- Valsesia F., Nunes, J.C., Ordanini, A. (2021). I am not talking to you: Partitioning an audience in an attempt to solve the self-promotion dilemma. *Organizational Behavior and Human Decision Processes*, 165, 76-89.
- Kim, C., Kannan, PK., Trusov M., Ordanini, A. (2020). Modeling Dynamics in Crowdfunding. *Marketing Science*, 39(2), 339-365.
- Colm, L., Ordanini, A., Bornemann, T. (2019). Dynamic Governance Matching in Solution Development. *Journal of Marketing*, 84(1), 105-124.  
[\[Runner Up for the 2024 Louis W. Stern Award, IOSIG AMA\]](#)
- Ordanini, A., Nunes, J.C., Nanni, A. (2018). The Featuring Phenomenon in Music: How Combining Artists of Different Genres Increases a Song's Popularity. *Marketing Letters*, 29(4), 485-499.  
[\[Featured in Rolling Stones US, Feb 5<sup>th</sup>, 2019\]](#)
- Valsesia F., Nunes, J.C., Ordanini, A. (2016). What Wins Awards Is Not Always What I Buy: How Creative Control Affects Authenticity and Thus Recognition (but Not Liking). *Journal of Consumer Research*, 42(6), 897-914.

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### CURRENT EDITORIAL POSITIONS

- 2022 – Editorial Board Member, *Journal of Marketing*  
2013 – Associate Editor, *Journal of Service Research*  
2017 – Editorial Board Member, *Journal of Product Innovation Management*