

CURRICULUM VITAE

ANDREA ORDANINI

Full Professor - Department of Marketing
BNP Endowed Chair in Marketing & Service Analytics
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EDUCATION

- 2003-2005 Individual Courses, MSc Social Science Data Analysis – University of Essex, UK
1999 PhD in Management - University of Pavia, ITA
1993 Degree in Business Administration, Bocconi University, ITA

ACADEMIC EXPERIENCE

- 2018 - BNP Paribas Chair in Marketing & Service Analytics, Bocconi University
2011 - Full Professor - Department of Marketing, Bocconi University
2006; 2003 Visiting Researcher, Paul Merage Business School, University of California at Irvine.
2004-2011 Associate Professor - Department of Management, Bocconi University
2000-2004 Assistant Professor - Department of Management, Bocconi University
1999-2000 Post-doc position - Department of Management, Bocconi University
1997 Visiting PhD student, Economics of Industry Group, London School of Economics and Political Sciences.

HONORS AND AWARDS

External Awards

- 2019 Best Paper Award, Services Marketing Track – American Marketing Association Winter Conference, Austin, TX: When Technology Hurts: Unexpected Evidences from a Multi-Method Analysis in High-Touch Services (with A. Nanni)
2017 Emerald Citation of Excellence Award for articles published in 2014: When the Recipe Is More Important Than the Ingredients: A Qualitative Comparative Analysis (QCA) of Service Innovation Configurations. “Journal of Service Research”, (with A. Parasuraman, and G. Rubera)
2012 “Journal of Service Research” 2011 Best Article Award: Service Innovation Viewed Through a Service-Dominant Logic Lens: A Conceptual Framework and Empirical Analysis (with A. Parasuraman)
2010 Best Paper Award, Overall Conference – American Marketing Association ServSig International Conferences, Porto, PT: Crowdfunding: transforming customers into investors through innovative service platforms (with M. Pizzetti, L. Miceli, and A. Parasuraman)
2010 Best Paper Award, Research Methods Track – American Marketing Association Winter Conference, New Orleans, LO: Exploring the Power of Qualitative Comparative Analysis: A

- Replication and Extension of a Prior Study on Accelerating New Product Development (with E. Nijssen and F. Langerak)
- 2009 Best Practitioner Presentation Award Finalist - 18th Frontiers in Service Conference, University of Hawaii: A “Financial” Innovation in Promotion Services: the case of LoyaltyShares™ (with E. Philips)
- 2009 Highly Commended Paper – 11th Symposium on Service Excellence in Management, Wolfsburg, GER: The Moderating Role of Customer Co-Production on the link between Service Creativity and Intention-to-buy (with G. Rubera and A. Parasuraman)
- 2009 Best Paper Award, Overall Conference – American Marketing Association Winter Conference, Tampa, FL: Service Innovation in The Service Dominant Logic: In Search of a Framework (with A. Parasuraman)
- 2008 Emerald Literati Award for a Highly Commended Paper Published on the “International Journal of Production and Operation Management”: Strategic Capabilities and Internet Resources in Procurement: A Resource-Based View of B-to-B Buying Process (with G. Rubera)

Internal Awards (Bocconi University)

- 2019; 2016; 2012: “Teaching Excellence” Award (Graduate School and PhD School)
- 2019; 2015; 2007: “Research Excellence” Award for A+ level publications
- 2018; 2016; 2012; 2010; 2007: “Research Profile” Status (Teaching Discount for Research Productivity)
- 2004: SDA Best Management Paper Award: Consumption Patterns, Digital Technology and Music Downloading. (with L. Molteni). “Long Range Planning” – vol.36, n.4 – 2003 (pp. 389-406)

ARTICLES IN INTERNATIONAL JOURNALS (42)

1. Nunes, J.C., Ordanini, A., Giambastiani, G. (2021). The Concept of Authenticity: What It Means to Consumers. “Journal of Marketing”, 85(4), 1-20. [Lead article in the Issue]
2. 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.
3. Nijssen, E., Ordanini, A. (2020). How important is alignment of social media use and R&D–Marketing cooperation for innovation success? “Journal of Business Research”, 116(C), 1-12.
4. Polyakova, A., Estes, Z., Ordanini, A. (2020). Free Upgrades with Costly Consequences: Can Preferential Treatment Inflate Customers' Entitlement and Induce Negative Behaviors? “European Journal of Marketing”, 54(4), 691-712.
5. Kim, C., Kannan, PK., Trusov M., Ordanini, A. (2020). Modeling Dynamics in Crowdfunding. “Marketing Science”, 39(2), 339-365.
6. Colm, L., Ordanini, A., Bornemann, T. (2019). Dynamic Governance Matching in Solution Development. “Journal of Marketing”, 84(1), 105-124.
7. 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 5th 2019]
8. Colm L., Ordanini, A., Parasuraman A. (2017). When Service Customers Do Not Consume in Isolation: A Typology of Customer Co-Presence Influence Modes (CCIMs). “Journal of Service Research”, 20(3), 223-239.

9. Ordanini, A., Nunes, J.C. (2016). From Fewer Blockbusters by More Superstars to More Blockbusters by Fewer Superstars: How Technological Innovation Has Impacted Convergence on the Music Chart. *"International Journal of Research in Marketing"*, 33(2), 297-313.
10. 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.
11. Rubera G., Chandrasekaran D., Ordanini A. (2016). Open Innovation, Product Portfolio Innovativeness and Firm Performance: The Dual Role of New Product Development Capabilities. *"Journal of the Academy of Marketing Science"*, 44(2), 166-184.
12. Nunes, J.C., Ordanini, A., Valsesia F. (2015). The Power of Repetition: Repetitive Lyrics in a Song Increase Processing Fluency and Drive Market Success. *"Journal of Consumer Psychology"*, 25(2), 187-199.
13. Ordanini, A., Parasuraman, A., Rubera G. (2014). When the Recipe Is More Important Than the Ingredients: A Qualitative Comparative Analysis (QCA) of Service Innovation Configurations. *"Journal of Service Research"*, 17(2), 134-149
14. Heijden, G.A.H. van der, Schepers, J.J.L., Nijssen, E.J., Ordanini, A. (2013). Don't fix it, make it better! Using frontline service employees to improve recovery performance. *"Journal of the Academy of Marketing Science"*, 41(5), 515-530
15. Ordanini A., Parasuraman A. (2012). A Conceptual Framework for Analyzing Value-Creating Service Ecosystems: An Application to the Recorded-Music Market. *"Review of Marketing Research"*, 9, 171-205
16. Lehrer M., Ordanini A., DeFillippi R., Miozzo M. (2012). Challenging the orthodoxy of value co-creation theory: A contingent view of co-production in design-intensive business services. *"European Management Journal"*, 30(6), 499-509
17. Rubera G., Ordanini A., Calantone R. (2012). Whether to Integrate R&D and Marketing: The Effect of Firm Knowledge. *"Journal of Product Innovation Management"*, 29(5), 766-783
18. Domegan, C., Haase, M., Harris, K., Van den Heuvel, W., Kelleher, C., Maglio, P.P., Meynhardt, T., Ordanini, A. and Penaloza, L. (2012). Value, values, symbols and outcomes. *"Marketing Theory"*, 12(2), pp. 207-211.
19. Rubera G. Ordanini A., Griffith D. (2011). Incorporating Cultural Values for Understanding the Influence of Perceived Product Creativity on Intention to Buy: An Examination in Italy and the U.S. *"Journal of International Business Studies"*, 42, 459-476
20. Ordanini A., Miceli L., Pizzetti M., Parasuraman A. (2011). Crowd-Funding: Transforming Customers into Investors through Innovative Service Platforms. *"Journal of Service Management"*, 22(4), 443-470. [Lead article in the Issue]
21. Ordanini A., (2011). The Ties that Bind: How Cooperative Norms and Readiness to Change Shape the Role of Established Relationships In B-To-B E-Commerce. *"Journal of Business-to-Business Marketing"*, 18(3), 276-304
22. Ordanini A., Parasuraman A. (2011). Service Innovation Viewed through a Service-Dominant-Logic Lens: A Conceptual Framework and Empirical Analysis. *"Journal of Service Research"*, 14, 3-23. [Lead article in the Issue]

23. Rubera G., Ordanini A., Mazurski D. (2010). Toward a contingency view of new product creativity: Assessing the interactive effects of consumers. *"Marketing Letters"*, 21(2), 191-206.
24. Ordanini A., Rubera G. (2010). How does the application of an IT service innovation affect firm performance? A theoretical framework and empirical analysis. *"Information & Management"*, 47(1), 60-67.
25. Ordanini A., Maglio P. (2009). Market Orientation, Internal Process, and External Network: A Qualitative Comparative Analysis of Key Decisional Alternatives in the New Service Development. *"Decision Sciences"*, 40(3), 601-625.
26. Ordanini A. (2009). Crowdfunding: Customers as Investors. *"MIT Sloan Management Review"*, Business Insights, March. [Excerpt published on Wall Street Journal, March 22nd]
27. Arbore A., Guenzi P., Ordanini A. (2009). Loyalty building, relational trade-offs and key service employees: the case of radio DJs. *"Journal of Service Management"*, 20(3), 317-341.
28. Ordanini A., Pasini P. (2008). Service co-production and value co-creation: the case for a service-oriented architecture (SOA). *"European Management Journal"*, 26, 289-297.
29. Ordanini A., Rubera G. and DeFillippi R. (2008). The Many Moods of Inter-organizational Imitation. A Critical Review. *"International Journal of Management Reviews"*, 10(4), 375-398.
30. Ordanini A., Rubera G. (2008). Strategic Capabilities and Internet Resources in Procurement: A Resource-Based View of B-to-B Buying Process. *"International Journal of Production and Operations Management"*, 28(1), 27-52
31. Ordanini A., Rubera G., and Sala M. (2008). Integrating Functional Knowledge and Embedding Learning in New Product Launch: How Projects Helped EMI Music. *"Long Range Planning"*, 41(2), 17-32
32. Ordanini A., Silvestri G. (2007). Recruitment and Selection Services: Efficiency and Competitive Reasons in the Outsourcing of HR practices. *"International Journal of Human Resource Management"*, 19(2), 372-391.
33. Ordanini A., Rubera G. (2007). 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"*, 4(1), 4-25.
34. Ordanini A. (2006). Content, governance and structure: what drives market transactions in electronic exchanges? *"Communication of the ACM"*, 49(4), 88-94.
35. Arbore A., Ordanini A. (2006). Broadband Divide Among SMEs: The Role of Size, Location and Outsourcing Strategies. *"International Small Business Journal"*, 24(1), 83-99
36. Ordanini A. (2006). Selection Models in Creative Industries: How a Prior Independent Experience May Affect the Chart Success. *"Journal of Cultural Economics"*, 30(3), 183-200
37. Ordanini A. (2005). The Effects of Participation on B-to-B Exchanges: A Resource-Based View. *"California Management Review"*, 47(2), 97-113
38. Ordanini A., Rubera G. (2004). Launching Strategies and Time-to-Market: An Empirical Analysis of Greatest Hits Success in the Italian Recording Market. *"International Journal of Arts Management"*, 6(3), 24-36

39. Ordanini A., Di Maria E., and Micelli E. (2004). Failure and Success of B-to-B Exchange Business Models: A Contingent Analysis of Their Performance. "European Management Journal", 22(3), 281-289
40. Ordanini A., Molteni L. (2003). Consumption Patterns, Digital Technology and Music Downloading. "Long Range Planning", 36(4), 389-406
41. Ordanini A., Corrocher N. (2002). Measuring the Digital Divide: a Framework for the Analysis of Cross-Countries Differences. "Journal of Information Technology", 17(1), 9-19
42. Ordanini A., Pol A. (2001). Infomediation and Competitive Advantage in b2b Digital Marketplace. "European Management Journal", 19(3), 276-285

BIBLIOMETRIC INFORMATION (Ago 2021)

Google Scholar: 5,834 citations; H-index = 31

ISI: 1,813 citations; H-index = 19

BOOKS, EDITED BOOKS AND BOOK CHAPTERS (INTERNATIONAL PUBLISHERS) (4)

Marelli A., Ordanini A. (2016)

What Makes Crowdfunding Projects Successful 'Before' and 'During' the Campaign? In "Crowdfunding in Europe – State of The Art in Theory and Practice". Brüntje, D., & Gajda, O. (eds). Springer, New York.

Ordanini A., Arbore A. (2008)

External Pressures for Adoption of ICT Services Among SMEs. In "Handbook of Research on Global Diffusion of Broadband Data Transmission". Dwiwedi Y.K., Papazafeiropoulou A., Choudrie J. (eds). Information Science Reference, Hershey, New York, 524-535

Ordanini A. (2006)

Information Technology and Small Businesses: Antecedents and Consequences of Technology Adoption. Edward Elgar Publishing. 2006

Ordanini A., Arbore A. (2005)

External Pressures for E-business Inclusion and E-business Involvement among SMEs: an Empirical Study. In "E-business as a normal practice". Van der Wiele et al. (eds), 2005. Erasmus University, Rotterdam.

AFFILIATIONS TO RESEARCH CENTRES

2010 -2013	Deputy-director of the Cermes (Center for Research on Marketing and Services), Bocconi University.
2009 June-	Appointed Global Faculty Member CSL (Centre for Service Leadership), W.P: Carey School of Business, Arizona State University
2007 Mar	Appointed Associate Fellow CICL (Centre for Innovation and Change Leadership), Sawyer Business School, Suffolk University, Boston
2006-2010	Deputy-director and member of the scientific committee at the CSSlab (Customer and Service Science lab), Bocconi University.
2006 Sep	Appointed Affiliate Researcher PCIC (Personal Computer Industry Center), Paul Merage Business School, University of California at Irvine
2000-2005	Deputy director of I-LAB, the Centre for Research on Digital Economy at the Bocconi University.

INVITED SEMINARS/LECTURES

- 2020 University of Sussex, Brighton (UK) - Seminar series, Marketing Department
"Using Text Analytics Tools to Improve Online Reputation: Evidence from a Field Experiment and a Lab Study"
- 2019 University of Frankfurt, Marketing Department Research Camp.
"Using Text Analytics Tools to Improve Online Reputation: Evidence from a Field Experiment and a Lab Study"
- 2019 University of Hamburg – EMAC, Department Heads Forum, Invited Keynote Speaker "Faculty Recruitment: A Six Year Experience at Bocconi"
- 2019 Aalto, University of Helsinki - Seminar series, Marketing Department "Online Reputation Management: Text Analytics Tools as Cognitive Repairs"
- 2015 ETH, Zurich - Seminar series, Marketing Department. "The Impact of Artistic Ownership on Aesthetic Judgment and Preference"
- 2014 University of Southern California – PhD Seminar, Marketing Department. "How to get a treatment effect with observational data?"
- 2013 Eindhoven Technical University - Seminar series, Marketing & Supply Chain department. "What Drives the Popularity of Cultural Products? A Research Journey through Music Charts"
- 2012 Loughborough University - Seminar series, School of Business and Economics. "Configuration Research in Marketing: Two Empirical Applications"
- 2009 Eindhoven Technical University - Seminar series, Marketing & Supply Chain department. "Accelerating NPD revised: a fuzzy-set qualitative case analysis"
- 2008 Cass Business School - Seminar series, Management department. "Market Orientation, Internal Process and External Network: Key Decision Nodes in the New Service Development"
- 2007 Suffolk University – CICL seminar series, Management department. "Innovation processes in the Knowledge-Intensive Business Services"
- 2006 CRITO Hours – University of California at Irvine Faculty Seminars. "The competitive effects from participation to a digital marketplace: a resource-based v
- 2004 London Business School – Leverhulme Conference. The mis-measurement of ICT services

INTERNATIONAL SERVICES TO ACADEMIC ASSOCIATIONS

- 2019 Advisory Board Member – Convergence 2020 Annual Conference, IFIM Business School, Bangalore
- 2018 Program Committee Member – 11th European ACR Conference, Ghent
- 2015- Member of the Faculty Network Executive Committee, CSL (Centre for Service Leadership), W.P: Carey School of Business, Arizona State University
- 2013 Chair of the Service Track, American Marketing Association Summer Conference
- 2011-2012 Chair of the Service Track, European Marketing Association Conference
- 2011 Member of the Doctoral Consortium, Frontiers in Services Conference
- 2010 Chair of the Committee for Best Service Paper, Servsig, American Marketing Association
- 2007-2010 Regional Representative for Europe, BPS (Business, Policy and Strategy) Division, Academy of Management

EDITORIAL POSITIONS

2019 –	Associate Editor, “Journal of Product Innovation Management”
2013 –	Associate Editor, “Journal of Service Research”
2013 -	Consulting Editor, “International Journal of Management Reviews”
2007-2013	Area Editor (Marketing and Innovation) “International Journal of Management Reviews”

INTERNAL SERVICES AT BOCCONI UNIVERSITY

Department

2020-2021	Head of the Junior Hiring Committee
2013-19	Department Chair (Two terms)
2010-19	Member of the Department Committee

PhD School

2010-2013	Deputy director, PhD in Business Administration & Management
2009-2013	Member of the Ph.D. Admission Committee
2006-	Supervisor of PhD students (with first placement): <ul style="list-style-type: none">• Gaia Rubera (Assistant Professor, Eli Broad School of Management, MSU)• Alexandra Polyakova (Assistant Professor, University of Sussex, UK)• Aylar Pour Mohammad (Research Assistant, UCLA)• Gaia Giambastiani (Assistant Professor, VU University of Amsterdam, NL)• Anastasia Nanni (Assistant Professor, University of Aalto, FIN)

University

2020	Member of Research Ethics Committee
2020	Member of the Recruitment Committee at the University Level (CoFa)
2013-19	Member and Secretary of the Academic Council
2010-12	Member of the Research Committee at Bocconi University (Marketing Department)
2008-10	Member of the Research Committee at Bocconi University (Management Department)