

CV – Deborah Raccagni (Updated October 2021)

PERSONAL INFORMATION	
Name, Surname	Deborah Raccagni
Date and Place of Birth	Milan, 11th September 1978
Address	Noviglio
Nationality	Italian
Mother tongue	Italian
Other languages	English (fluent); Spanish (basic)
STUDIES	
Laurea	Degree in Business Administration at Bocconi University, major Marketing
Doctoral Degrees	PhD Business Administration and Management at Bocconi University, 2008.
SDA POSITION	
Current SDA Position	SDA Professor - Marketing Department
Beginning of collaboration with SDA	2008
Institutional Roles at SDA	Director Online Program eCommerce Management - Gestire le vendite online per una strategia omnicanale Program Director in the Major Events Management Diploma Program delivered by SDA Bocconi in Qatar for the Josoor Institute
ACADEMIC POSITION	
Current Academic Position	Lecturer at Marketing Department Bocconi University
Collaboration with Bocconi University or other Universities. Courses of the last 5 years (min. 15 hours)	<p>2011-2012 Adjunct Professor in Marketing at Franklin College University in Lugano (CH)</p> <p>2010 Assegnista di Ricerca at Università degli Studi Roma Tre</p> <p>2007-2010 Assegnista di Ricerca at Università Bocconi</p> <p>2021- to now Director Online Program eCommerce Management - Gestire le vendite online per una strategia omnicanale (SDA Bocconi)</p> <p>2020- to now Strategic Marketing and Analytics II</p> <p>2019-to now Program Director in the Major Events Management Diploma Program in Qatar (SDA Bocconi)</p> <p>2019 – to now Event Management Module @FIFA Master (SDA Bocconi)</p> <p>2019- to now Event and Venue Management in Sport (SDA Bocconi)</p> <p>2019 – to now Marketing and Communication Master (MIMEC) - Marketing Plan & Strategic Marketing</p> <p>2015- to now Marketing Edizione Serale (SDA Bocconi)</p> <p>2015 - to now Marketing Edizione Intensiva (SDA Bocconi)</p> <p>2014- to now Digital Marketing Advanced (Graduate Bocconi)</p> <p>2013- to now Marketing and Communication Master (MIMEC) - eCommerce & eTailing</p> <p>2013- to now Communication Events and Entertainment Industries (Graduate Bocconi)</p> <p>2006- to now Product Innovation and Market Creation(Graduate Bocconi)</p> <p>2013- 2019 Introduction to Digital Marketing & eCommerce Innovation (Undergraduate Bocconi)</p> <p>2013-to 2018 Master Food & Beverage (SDA Bocconi) - Innovation Management</p>

	2013- 2018 Strategic Marketing & Marketing Plan (Graduate Bocconi) 2013- to 2015 Marketing Management Advanced (Graduate Bocconi)
RESEARCH INTERESTS	
Research Interests	Customer Knowledge Management and Value Creation. Digital Marketing Strategy eCommerce Content Management Event Management Innovation and Technology management
Main research activities	<p>“Fantasia e preferenza dei consumatori: la fantasia individuale guida le preferenze dei consumatori?”, PRIN 2007, Project leader: Michela Addis, Università degli Studi di Roma Tre</p> <p>“From relation marketing to collaborative marketing: the impact of virtual customer environment on value creation” Project leader: E.Prandelli Istituto di Economia e Gestione delle Imprese and Kellogg School of Management Northwestern University 2004</p> <p>“The impact of ICT on the new product development process”. Project leader: G.Verona Istituto di Economia e Gestione delle Imprese e Kellogg School of Management Northwestern University 2002</p>
INTERNATIONAL ACTIVITIES	
Visiting Professorship/Fellowship/Scholarship	2011-2012 Adjunct Professor in Marketing at Franklin College University in Lugano (CH) Sett 2005- Mag2006 Visiting Scholar at UCLA University of California Los Angeles – Anderson School of Business
International Activities (projects, teaching)	Program Director in the Major Events Management Diploma Program delivered by SDA Bocconi in Qatar for the Josoor Institute
PUBLICATION	
Books	<p>BUSACCA B., CHIZZOLI C., RACCAGNI D. Customer Value Analysis. Problems and Applications Egea, Milano, Italia, 2014</p> <p>VICARI S., CILLO P., RACCAGNI D. Product Innovation and Market Creation Egea, Milano, Italia, 2011</p> <p>PIANCATELLI C., MASSI M., RACCAGNI D. - Marketing Experiential Events Through New Media: The Ferragnez Wedding Case in Handbook of Research on New Media Applications in Public Relations and Advertising. Elif Esyok (a cura di), IGI Global, chap. 8, pp.133-148, 2020</p> <p>RACCAGNI D. - Il valore del content marketing, online in Marketing Una Disciplina Fantastica B. Busacca, M. Costabile (a cura di), Egea, pp.439-458, 2018</p> <p>RACCAGNI D. - Channel management in Marketing@Bocconi E. Valdani (a cura di), Egea, chap. 19, pp.521-550, 2016</p> <p>CIRRINCIONE A., RACCAGNI D. - Identificare il mercato obiettivo: definizione e segmentazione del mercato in Marketing@Bocconi E.Valdani (a cura di), Egea, chap. 6, pp.139-182, 2016</p>
Articles	

	<p>PRANDELLI E., VERONA G., RACCAGNI D. - Diffusion of Web-Based Product Innovation. <i>California Management Review</i>, 2006, vol.48, no. 4, pp.109-135</p> <p>PRANDELLI E., VERONA G., RACCAGNI D. - Il ruolo del Web ai fini del coinvolgimento del cliente nei processi di innovazione: teoria e prassi a confronto <i>Micro & Macro Marketing</i>, 2003, vol.3, pp.321-352</p> <p>PIANCATELLI C., RACCAGNI D., MASSERINI S. - Il ruolo strategico dei social media nel mutato contesto degli eventi 2021, <i>Harvard Business Review Italia</i>, Italia.</p>
Conference Papers	<p>2005 “Web-based product innovation: To what extent do companies actually import customer knowledge?” (co-authors E. Prandelli e G.Verona). Presented at Strategic Management Society (25rd Annual International Conference), Orlando,Florida and at the Academy Of Management Society, Honolulu Hawaii</p> <p>2004 “Innovation and Virtual Customer Environments: Towards a Multichannel Innovation Strategy” (co-authors E. Prandelli, G.Verona e M.Sawhney). Presented at Strategic Management Society (24rd Annual International Conference), San Juan, Puerto Rico</p> <p>2003 “Collaborative Marketing and Innovation: involving customers through the Web “(co-autori E. Prandelli, G.Verona e M.Sawhney). Presented at Marketing Science Conference, University of Maryland</p>
RESEARCH OUTPUT	
PhD Dissertation	Collaborative Innovation: Current Findings, Conceptualization and Future Directions. <i>Ph.D. Dissertation</i>
Studies and research reports	<p>2008- 2011 Studi di Settore (SOSE)</p> <p>Marzo 2009 Tetra Pak - Il Marketing a servizio dell’Innovazione o l’Innovazione a servizio del Marketing? (co-authors P.Cillo e S.Vicari)</p> <p>Novembre 2008 Badedas: The Post regeneration – Part B (co-authors E.Prandelli)</p> <p>Giugno 2006 “BravoSolution. Come sopravvivere all’ascesa e al declino di una disruptive technology” (co-authors G.Verona e N.Sabbaghian).</p> <p><i>Case Study e Teaching Notes</i></p> <p>Giugno 2005 “BioIniziativa: una metodologia di successo per l’organizzazione dell’innovazione in Italia“(co-authors S.Vicari e G.Verona). <i>Research report</i></p> <p>Gennaio 2004 “Lo stato dell’arte dell’innovazione nelle PMI italiane” (co-authors S.Vicari, G.Verona e L.De Luca). <i>Rapporto di Ricerca</i></p>
OTHER SCIENTIFIC/PROFESSIONAL ACTIVITIES	
Membership in Professional/Scientific Committees	Deputy Director to the Master of Science in Marketing Management, Bocconi University Affiliate at CERMES, Centre for Research on Marketing & Services of Bocconi University.

