

## **EMANUELA PRANDELLI**

Emanuela Prandelli is LVMH Associate Professor of Fashion & Luxury Management within the Department of Management & Technology of Bocconi University. She holds a Ph.D. in Management from Bocconi University and served as a Research Assistant at St.Gallen University and at the Research Center on Technology, Innovation, and eCommerce of the Kellogg School of Management, Northwestern University. She has also been Visiting Professor at the same Kellogg School of Management and at WU Vienna University of Economics and Business.

She is the Director of the Master in Fashion, Design, & Experience (MAFED) of SDA Bocconi School of Management, where she is the Leader of the Knowledge Center in Fashion and Design and Senior Lecturer within the Marketing Department. She teaches fashion and luxury management, innovation management, digital strategy, and marketing management. She has been coordinating ad-hoc initiatives for several companies, such as Artsana and Johnson & Johnson, in the fast moving consumer goods industry; RCS Group and Mondadori, in the publishing industry; Enel in the energy industry; Esprinet, IBM, and Philips, in the consumer electronics; Microsoft, Tim, and Vodafone, in the Telco.

She is responsible for the Fashion & Luxury Topic of Bocconi Alumni Association.

In 2021 she won the Research Excellence Award from Bocconi University and the Best Management Book of the Year Award by Canova Club with the book published in 2020 and entitled “Human digital enterprise. Creare e co-creare valore in un contesto omni-data”, co-author G. Verona. In 2012 she won the “Innovation Excellence Award” in custom executive programs. In 2008 she was prized as the best teacher of the Marketing Department at SDA Bocconi in 2007. She also got the award for distinctive academic research from Bocconi University for the results achieved during the periods 2001-2003, 2005-2007, and 2013-2014.

She also teaches Marketing Management at the Executive Master in Marketing & Sales (EMMS), Marketing & CRM in Luxury and Digital & Interactive Marketing at the Master in Business Administration (MBA), and Marketing Management and Customer Relationship Management & Digital Strategy at the Master in Fashion, Design and Experience of SDA Bocconi.

Her research focus regards collaborative marketing and open innovation, digital business and social media marketing. She has a special interest in exploring these topics in the fashion and luxury industry and in the publishing industry. She permanently develops her research projects in collaboration with the Kellogg School of Management of Northwestern University and the User Innovation Group of the MIT, Boston.

She published several national and international books and articles in leading international journals, such as Journal of Marketing, Journal of Business Venturing, California Management Review, Organization Studies, Journal of Interactive Marketing, MIT Sloan Management Review, European Management Journal, Communications of the Association for Information Systems. She won the 2001 Accenture Award for the best paper published in California Management Review in 2000. She also was Runner-up for the Theo Scholler-Preis 2011, Munich Best Paper Award Innovation Management, and for the JIM's 2006 Award for the Best Paper published in the Journal of Interactive Marketing in 2005.

Her Ph.D. Dissertation was prized by Booz Allen & Hamilton and financed by the Marketing Science Institute of Cambridge.