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## Daniela Andreini

<p><b>Current Positions</b></p>	<p>January 2019 – present, <i>SdM – School of Management of the University of Bergamo</i>  <b>Vice Director of SdM – School of Management of the University of Bergamo</b></p> <p>September 2018 – present, <i>SdM – School of Management of the University of Bergamo</i>  <b>Director of the Master Course</b> in Digital Business Development</p> <p>September 2014- present, <i>University of Bergamo, Italy</i>  <b>Associate Professor</b> of Marketing (tenured position) at the University of Bergamo</p> <p>October 2008- September 2014  <b>Assistant Professor</b> of Marketing (tenured position) at the University of Bergamo</p> <p>2012-2016 - <i>University of Washington Bothell, Seattle, USA</i>  <b>Visiting Professor</b> in Marketing Management</p>
<p><b>Teaching Experience</b></p>	<p><i>On graduate courses at the University of Bergamo</i>          2016-present: - "Management Consulting" (6 credits- Course taught in Italian)          2015-present: " Advanced Marketing"- Focus on B2B Marketing (6 credits- Course taught in Italian)          2015-present: "Management Decisions" (6 credits- Course taught in English)          2009- present: "Marketing and Knowledge Management Seminar" – Focus on Digital Marketing (Course taught in English in the "Boarding Pass" International Program)          2013- present: "Digital Marketing Plan for tourism" (5 credits- Course taught in English)          2008-2009: "Marketing Case Study Seminar – Focus on Brand Management in digital age" (6 credits - Course taught in English in the "Boarding Pass" International Program)          2002-2005: "Digital Marketing Plan" in the II Level Master in "Business Strategy" (Course taught in Italian)</p> <p><i>On undergraduate courses at the University of Bergamo</i>          2019: "Economics and Marketing" (2.5 - Course credits taught in Italian)          2014-2016: "Logistics and Supply Chain" (6 credits- Course taught in Italian)          2012-2014: "Managing Product and Brand Innovation" (6 credits - Course taught in English in the International Program "Summer Business Program")          2007-2011: "Digital Marketing" (6 credits - Course taught in English in the International Program "Summer Business Program")          2004-2010: "Marketing and E-commerce" (6 credits- Course taught in Italian)</p> <p><i>In undergraduate courses at the University of Washington Bothell (USA)</i>          2013: "Global Multicultural Management" (5 credits- Course taught in English)          2014: "Global Multicultural Management" (5 credits- Course taught in English)          2015: "Marketing Management" (5 credits- Course taught in English)</p>
<p><b>Academic Research Activity</b></p>	<p><b>Research Profile</b></p> <p>Three are the areas of the research activity.</p> <p>1.The first one is digital marketing, especially focused on social media marketing and digital branding. In this research field, the following paper has been published in 2018: Andreini, D., Pedeliento, G., Zarantonello, L., and Solerio, C., A renaissance of brand experience: Advancing the concept through a multi-perspective analysis. <i>Journal of Business Research</i>, 91, 123-133.</p> <p>2. The studies in digital marketing in the B2B field have stimulated the interest in Business</p>

Model Innovation (BMI). The results of BMI investigation have been published in a book issued by Springer in 2017. Andreini A., Bettinelli, C., *Business Model Innovation: From Systematic Literature Review to Future Research Directions*. Springer.

3. The third area of interest is the market system dynamics, and in particular the role of consumers in creating and developing markets and product categories. In this research stream one paper is under review: Pedeliento G., Andreini D. and Dalli D. "Gin category: from mother's ruins to contemporary style product" in *Organization Studies* (third round of revision)

#### **Articles in peer-reviewed international journals**

Andreini D., Fetscherin M., Zarantonello L. Conceptualizing and Measuring CEO Brand Image. *Journal of Advertising Research* (forthcoming)

Pedeliento, G., Andreini, D., Bergamaschi, M. and Salo, J. (2019). End Users' Purchasing Task Involvement, Power, and Influence Strategies in Organizational Buying. *Journal of Business and Industrial Marketing*, 34(1), 150-165

Andreini, D., Pedeliento, G., Zarantonello, L. and Solerio, C. (2019). A renaissance of brand experience: Advancing the concept through a multi-perspective analysis. *Journal of Business Research*, 96, 355-365.

Pedeliento G., Bettinelli C., Andreini D. and Bergamaschi M. (2018). Consumer entrepreneurship and cultural innovation: the case of GinO12. *Journal of Business Research*, 92, Volume 92, November, 431-442.

Cavallone, M., Andreini, D., Pedeliento, G. and Magno, F. (2018). Legitimizing the contribution of marketing to firms' success: An exploratory investigation of marketing professionals. *Mercati & Competitività*.

Pedeliento G., Andreini D., Bergamaschi, M., Klobas, J. (2017) Trust, information asymmetry, and professional service online referral agents, *Journal of Service Theory and Practice*, 27(6), 1081-1104

Pedeliento, G., Andreini, D. and Dalli, D., (2017). The local(s) as the new global? local brands for the new premium markets for spirits: The case of gin mare. In SAGE Business Cases. 2017. <http://dx.doi.org/10.4135/9781473995925>

Andreini, D., Bergamaschi, M., Pedeliento, G. and Salo, J. (2016). Industrial Ingredient Co-branding: A Brand Relationship Approach. *International Journal of Business and Management*, 11(7), 23-41.

Pedeliento, G., Andreini, D., Bergamaschi, M. and Salo, J. (2016). Brand and product attachment in an industrial context: The effects on brand loyalty. *Industrial Marketing Management*, 53, 194-206.

Andreini D., Salo J., Wendelin R., Pezzotta G., Gaiardelli P. (2015). From a service-dominant logic to a good-dominant logic: Consequences for the buyer-seller relationships of a corporate bank, *IMP Journal*, 9(3), 250 – 266.

Andreini, D., Rinallo, D., Pedeliento, G., and Bergamaschi, M. (2015). Brands and Religion in the Secularized Marketplace and Workplace: Insights from the Case of an Italian Hospital Renamed After a Roman Catholic Pope, *Journal of Business Ethics*, 1-22 (In press, published online June 5th 2015).

Nadeem, W., Andreini, D., Salo, J., and Laukkanen, T. (2015). Engaging consumers online through websites and social media: A gender study of Italian Generation Y clothing consumers. *International Journal of Information Management*, 35(4), 432-442.

Andreini, D., Pedeliento, G., Bergamaschi, M., and Salo, J. (2014). The cross-effects of sponsorship in non-professional sports communities. *Management Decision*, 52(10), 2044-2068.

Andreini, D., Pedeliento, G., and Signori, S. (2014). CSR and service quality in nonprofit organizations: the case of a performing arts association. *International Journal of Nonprofit and Voluntary Sector Marketing*, 19(2), 127-142.

Andreini, D. (2009). Multi-Channel Integration Strategies in Retailing: An Exploratory Analysis in the PC And Electronics Industries. *International Journal of Business & Economics*, 8(1), 135-148.

#### **Book chapters**

Andreini D., Pedeliento G., (2014) "Is Multichannel Integration in Retailing a Source of Competitive Advantage? A Consumer Perspective". In Musso, F., Druica, E. (Eds.), *Handbook of Research on Retailer-Consumer Relationship Development*, IGI Global. Hershey, PA: Business Science Reference. [indexed in Scopus].

Pirola, F., Pezzotta, G., Andreini, D., Galmozzi, C., Savoia, A., Pinto, R. (2014). Understanding customer needs to engineer Product-Service Systems. In: Grabot, B., Vallespir, B., Gomes, S., Bouras, A., Kiritsis, D. (Eds.). *Advances in Production Management Systems. Innovative and Knowledge-Based Production Management in a Global-Local World*. Springer Berlin Heidelberg.

Andreini, D. (2010). Multichannel Integration for Small and Medium Retailers. In: Brychan, T., Simmons, G. (Eds.). *E-commerce Adoption and Small Business in the Global Marketplace: Tools for Optimization*. IGI Global. Hershey, PA.

Andreini, D. (2005). The evolution of the theory and practice of marketing in the light of information technology". In: Krishnamurthy, S. (Ed.). *Contemporary Research in E-Marketing*. vol. 2, Idea Group Publishing.

#### **Books**

Andreini A., Bettinelli, C. (2017) *Business Model Innovation: From Systematic Literature Review to Future Research Directions*. Springer.

Andreini, D. (2009). *Misurare le attività di Internet Marketing*. Milano: FrancoAngeli.

Andreini, D. (2002). *Internet Marketing*. vol. 6.

#### **Under review**

Pedeliento G., Andreini D. and Dalli D. "Gin category: from mother's ruins to contemporary style product" in *Organization Studies* (third round of revision)

Andreini D., Bettinelli C., Pedeliento G. and Apa R. "How Do Consumers See Family Firms? A Review of the Literature" accepted in proposal form for the 3rd Special Review Issue of the *Family Business Review* (third round revision)

Bettinelli C., Dossena G., Andreini D., Pedeliento G. "The Power of Role Models and the Mediating Effects of Individual Cognition on Entrepreneurial Intention" in *Sinergie*

Pedeliento G., Andreini D. and Veloutsou C. "Brand Community Integration, Participation and Commitment: A Comparison Between Consumer-Run and Company-Managed Communities" in *Journal of Business Research*

Andreini D., Bettinelli C., Mismetti M. and Foss N. "Business Model Innovation: A Process-Based Conceptualization in *IEEE Transactions on Engineering Management*

#### **Articles in peer-reviewed Italian journals**

Cavallone, M., Andreini, D., Magno, F., Pedeliento, G. (2018). Legitimizing the contribution of marketing to firms' success: An exploratory investigation of marketing professionals. *Mercati & Competitività*, 2, 15-36

Andreini, D., Pedeliento, G. (2014). The Multichannel Effects of Sponsorship: an Empirical Analysis. *Mercati & Competitività*, 4, 65-83

Andreini, D., Pedeliento, G. (2014). Crowdfunding: A Financing Alternative For New Ventures: The Kickstarter Experience. *IR Top – Journal of Investor Relations*, 1, 26-29.

Andreini, D., Pedeliento, G. (2013). B2B vs. B2C: An Empirical Attempt to Bridge the Gap. *Mercati & Competitività*, 1, 75-98.

Andreini, D. (2012). I fattori esogeni ed endogeni influenti sulle strategie di integrazione

multicanale: un'analisi nel retailing in Europa. *Mercati & Competitività*, 3, 13-31.

Andreini, D. (2012). OEM's value through ingredient co-branding strategy: a case in the energy industry. *Sinergie*, 89, 35-49.

Andreini, D., (2009). Real options analysis for multi-channel retailing investments. *IR Top – Journal of Investor Relations*, 1.

**Presentations in international conferences**

Andreini A. and Pedeliento G. (2019) “Brand experience: here we go again!” 13th Global Brand Conference. Berlin. May 8-10

Pedeliento, G., Andreini, D. and Veloutsou C. (2018) “Integration in Brand Communities. A Comparison Between Consumer Generated and Marketer Generated Communities”. 13<sup>th</sup> Global Brand Conference. New Castel. May 2-4, 2018

Andreini D., Romano E. and Pedeliento G. (2018) “How can Marketing enhance the Innovation Process in B2B Context?” University-Industry Annual Conference. London. 20-22 June.

Andreini D. and Bettinelli C. (2018) “Family-Based Brand Identity: A Systematic Literature Review” 21<sup>st</sup> Academy of Marketing Science World Marketing Congress (AMS WMC). Porto. 26-28 June

Pedeliento, G., Andreini, D. and Veloutsou C. (2018) “Integration in Brand Communities. A Comparison Between Consumer Generated and Marketer Generated Communities”. 4th International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR) Calabria. 3 – 4 September.

Andreini, D., Pedeliento, G., Zarantonello, L., & Solerio, C. (2017). Brand experience: a multi-perspective analysis. 12<sup>th</sup> Global Brand Conference. Kalmar. April 26–28, 2017

Pedeliento, G., Dalli, D., Andreini, D. (2015). Local David(s) out-localize Global Goliath(s): Evidences from the Super-Premium Market for Gin. Paper selected for the Brand Camp 3. March 20-22. University of Innsbruck – Brand Research Laboratory. Association for Consumer Research.

Andreini, D., Salo, J., Wendelin, R., Pezzotta, G., Gaiardelli, P. (2015) “Productization in bank services: are we in a paradox?” The IMP Journal Seminar, Milano Bicocca, 8-9 May.

Pedeliento, G., Dalli, D., Andreini, D. (2014). The Local(s) as the New Global? Local Brands in the New Premium Market for Spirits: the Case of Gin Mare from Spain. Annual Meeting of the Network of Mediterranean Marketing, 18-19 November, Bocconi University, Milan.

Pedeliento, G., Andreini, D., Bergamaschi, M. (2013). The Impact of a Religious Brand on Stakeholders’ Perceptions: A Case of a Public Hospital Rebranding, EMAC- European Marketing Academy Conference, Istanbul (Turkey) (accepted but not presented).

Pedeliento, G., Andreini, D. (2013). An Exploratory Investigation of the Users’ Influence in the Purchasing Process of Trucks, 29th IMP Conference, Georgia State University, Atlanta (USA).

Pedeliento, G., Andreini, D., Signori, S. (2012). The Customer Satisfaction in a Non Profit Context: the Role of Social Responsibility and its Communication. In: Proceedings of the 37th MACROMARKETING Conference (Berlin), 12-16 June.

Pedeliento G., Andreini D., Signori S. (2012). The customer satisfaction in a non-profit context: the role of social responsibility and its communication. In: Proceedings of the 12th EURAM Annual Conference (Rotterdam), 6-8 June.

Andreini D., Pedeliento G. (2012). The Extended Self in a B2B Context: An Inquiry Into Truck and Truck Drivers. In: 28th IMP Conference Proceedings. IMP Group - Industrial Marketing & Purchasing Group, Roma, 11-15 September.

Andreini D., Cassia F. (2011). Relation between ingredient co-branding value and OEM's loyalty: an analysis in Italian energy industry. In: 40th EMAC Annual Conference Proceedings. EMAC – European Marketing Academy, Ljubiana, 24-27 May.

Andreini, D., Cassia, F. (2010). Effectiveness of sponsorships in Niche Communities Online: a

	<p>preliminary study. In: Proceedings of International Conference on Management and Service Science (MASS 2010). Wuhan-China, 24-26 August.</p> <p>Andreini D. (2010). Comparing the Effectiveness of offline and online sponsorship of long tail communities. In: 6th Thought Leaders International Conference in Brand Management. Lugano, 18-20 April.</p> <p>Andreini D. (2009). The Long Tail Perspective for Niche Communities Online: a Framework for Brand Loyalty Measurement. In: Proceedings of the 9th Global Conference on Business &amp; Economics, vol. 1, Cambridge, 16-17 October.</p> <p>Andreini D. (2009). Multi-Channel Integration Strategies in Retailing: An Exploratory Analysis in the PC And Electronics Industries. In: Emerging Issue and Challenges in Business &amp; Economics: selected contributions from the 8th Global Conference. p. 195-212, Firenze University Press.</p> <p>Andreini, D. (2008). Multi-Channel Integration Strategies and Environmental Aspects: A Conceptual Framework In Retailing. In: 8th Global Conference on Business &amp; Economics. vol. 1, Cumbria, Florence, 18-19 October.</p>
<p><b>Action research</b></p>	<p>2008-present: Action research for several companies, such as MAN Trucks and Volvo Trucks Thanks to this research, data were gathered and elaborated for the paper:</p> <ul style="list-style-type: none"> <li>- Pedeliento, G., Andreini, D., Bergamaschi, M., &amp; Salo, J. (2016). Brand and product attachment in an industrial context: The effects on brand loyalty. <i>Industrial Marketing Management</i>, 53, 194-206.</li> </ul> <p>For Schneider Electric, ABB and Continental an action research about ingredient co-branding allowed the publication of these papers:</p> <ul style="list-style-type: none"> <li>- Andreini, D., Bergamaschi, M., Pedeliento, G., &amp; Salo, J. (2016). Industrial Ingredient Co-branding: A Brand Relationship Approach. <i>International Journal of Business and Management</i>, 11(7), 23-41.</li> <li>- Pirola, F., Pezzotta, G., Andreini, D., Galmozzi, C., Savoia, A., Pinto, R. (2014). Understanding customer needs to engineer Product-Service Systems. In: Grabot, B., Vallespir, B., Gomes, S., Bouras, A., Kiritsis, D. (Eds.). <i>Advances in Production Management Systems. Innovative and Knowledge-Based Production Management in a Global-Local World</i>. Springer Berlin Heidelberg</li> <li>- Andreini, D. (2012). OEM's value through ingredient co-branding strategy: a case in the energy industry. <i>Sinergie</i>, 89, 35-49.</li> <li>- Andreini D., Cassia F. (2011). Relation between ingredient co-branding value and OEM's loyalty: an analysis in Italian energy industry. In: 40th EMAC Annual Conference Proceedings. EMAC – European Marketing Academy, Ljubiana, 24-27 May.</li> </ul> <p>For Banco Popolare and Intesa Sanpaolo, an action research allowed the publication of the following work:</p> <ul style="list-style-type: none"> <li>- Andreini D., Salo J., Wendelin R., Pezzotta G., Gaiardelli P. (2015). From a service-dominant logic to a good-dominant logic: Consequences for the buyer-seller relationships of a corporate bank, <i>IMP Journal</i>, 9(3), 250 – 266.</li> </ul> <p>For start-ups, such as Friends (an energy company)</p> <p>Trainer and consultant for local companies, such as, Italcementi, Asendia, Lombardy Region, National Association of Artisans, Confcooperative, etc. Further references can be given upon request.</p>
<p><b>Scientific Committees / Organizing Committees</b></p>	<p>2017-present: Member of the Italian committee for ranking national journals in Management sponsored by the Italian National Committee for Scientific Research (AIDEA)</p> <p>2019-present: reviewer for CINECA per i "Piani di Innovazione"</p> <p>2016-present: Member of the board of the University Research Center for Innovation and Technology Transfer.</p> <p>2016-present: Member of Scientific Committee of the Ph.D Program in Business &amp; Law at the University of Brescia and University of Bergamo.</p>

	<p>2009-present: Member of Scientific Committee of the Ph.D Program in Business Administration and Marketing at the University of Bergamo.</p> <p>2012-present: Member of the Life Sciences Cluster of the Lombardy Region.</p> <p>1999-2004: University of Bergamo - Member of the scientific committee of the Internet Observatory of the University of Bergamo. (<a href="http://osservatorio.unibg.it">http://osservatorio.unibg.it</a>)</p>
<b>Editorial and Reviewer services</b>	<p>Member of the Editorial Board of "Journal of Product and Brand Management" since 2017</p> <p>Review service for the following journals:</p> <ul style="list-style-type: none"> <li>- Journal of Business Research</li> <li>- Industrial Marketing Management</li> <li>- Journal of Retailing and Consumer Service</li> <li>- International Journal of Information Management</li> <li>- Journal of Product &amp; Brand Management</li> <li>- Journal of Service Marketing</li> <li>- Journal of Small Business Management</li> <li>- Small Business Economics: An Entrepreneurship Journal</li> <li>- Journal of Business Ethics</li> </ul>
<b>Awards and recognitions</b>	<ul style="list-style-type: none"> <li>- Marketing Science Institute Research Grant n. 4-2001 "Brand Experience: A Systematic Literature Review" in 2017</li> <li>- Department prize for excellent research performance in 2016</li> <li>- Best Researcher 2013 at University of Bergamo</li> </ul>
<b>Education</b>	<p>2008-2012 - <i>Summer Schools for Social Research - SDIPA</i></p> <ul style="list-style-type: none"> <li>- Structural Equation Modelling- Advanced Course, 10-14 September 2012 at SDIPA</li> <li>- Econometrics Advanced Course, 5-9 September 2011 at SDIPA</li> <li>- Multivariate Analysis, 19-23 July 2010 at SDIPA</li> <li>- Structural Equation Modelling, 12-16 July 2010 at SDIPA</li> <li>- Research Design at ECPR (European Consortium for - Political Research) Summer School in - Methods and Techniques 2008</li> </ul> <p>2000-2003 - <i>La Sapienza University of Rome</i>  <b>Ph.D. in Marketing</b> at La Sapienza University of Rome.  During my doctoral studies I spent one semester at the Ryerson Polytechnic in Toronto.</p> <p>1993–1997 – <i>University of Bergamo</i>  <b>Degree in Economics</b> with a thesis titled "<i>Strategies for industrial manufactures in the new millennium</i>".</p> <p>1996-1997 – <i>Fachhochschule, Reutlingen (Germany)</i>  Erasmus Program at the Fachhochschule of Reutlingen in Germany</p>
<b>Research skills</b>	<p>Methodologically, these techniques have been applied to the above mentioned studies:</p> <ul style="list-style-type: none"> <li>- Multivariate Analysis</li> <li>- Cluster Latent Analysis</li> <li>- Structural Equation Modelling and Multigroup Analysis</li> <li>- Qualitative research</li> <li>- Case studies</li> </ul> <p>Software used in research:</p> <ul style="list-style-type: none"> <li>- Lisrel</li> <li>- Amos</li> <li>- Latent Gold</li> <li>- SPSS</li> </ul>
<b>Languages</b>	<p>Mother tongue: Italian</p> <p>Foreign languages: English (fluent)</p> <p>German (basic knowledge)</p>

	French (basic knowledge)
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