

DANIELA ANDREINI

Address: Department of Management, Economics and Quantitative Methods
University of Bergamo
Via Dei Caniana, 4 - Room 208
24121 Bergamo - ITALY
Tel: +39 035 2052636
E-mail: daniela.andreini@unibg.it

List of Publications

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. (2018). A renaissance of brand experience: Advancing the concept through a multi-perspective analysis. *Journal of Business Research*, 91, October 2018, 123-133.
- 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.
- 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.

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.

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)

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* (third round of 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*

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