

Short Academic CV

Elisa Arrigo, PhD

Associate Professor

Department of Economics, Management and Statistics (DEMS)

University of Milan–Bicocca

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RESEARCH INTERESTS

Fashion and Luxury Marketing; Fashion & Luxury Retailing; Digitalization in Fashion and Luxury Brands, Fashion Sustainability.

CURRENT POSITION

Associate Professor

University of Milan–Bicocca,

Department of Economics, Management and Statistics, Milan, Italy

October 2017 – present

PREVIOUS POSITIONS

Assistant Professor (with tenure)

University of Milan–Bicocca,

Department of Economics, Management and Statistics, Milan, Italy

November 2012- September 2017

Assistant Professor (with tenure)

University of Milan–Bicocca,

Department of Business Administration and Management, Milan, Italy

April 2009- October 2012

Assistant Professor

University of Milan–Bicocca,

Department of Business Administration and Management, Milan, Italy

April 2006 – March 2009

EDUCATION

Milan-Bicocca University

Doctor of Philosophy in Marketing and Business Management,

Department of Business Administration and Management

Dissertation: “Corporate Responsibility and Competitive Dynamics”

November 2002 – November 2005 (discussion: 02/13/2006)

Milan-Bicocca University

Economics and Business Management

(Degree) Summa cum Laude

October 1997 – April, 19 2002

AWARDS & RECOGNITIONS

2023: 'Emerald Literati Awards for Excellence 2023' for the Outstanding Paper 'Digital Platforms in Fashion Rental: A Business Model Analysis', published in 2022 on Journal of Fashion Marketing and Management.

2021: "Appreciation Award", International Conference on Technology Management, Operations and Decisions (IEEE ICTMOD) - Disruptive Technologies and Social Impacts, con: 'Arrigo E. & Palladino R., Digital technologies and phygital strategies in luxury fashion brands'

2020: 'Emerald Literati Awards for Excellence 2020' as Outstanding Reviewer.

2019: 'Emerald Literati Awards for Excellence 2019' for the Highly Commended Paper 'Social media marketing in luxury brands: a systematic literature review and implications for management research' published in 2018 on Management Research Review.

2017: Italian Ministry of Education Funding for Research (€ 3,000).

AFFILIATIONS

European Marketing Association (EMAC)
January 2016-present

Società Italiana di Management (SIMA)
August 2015-present

Società Italiana di Marketing (SIM)
September 2017-present

Accademia Italiana di Economia Aziendale (AIDEA)
September 2017-present

Academy of Marketing (AM)
January 2021-present

EDITORIAL BOARDS

Member of the Advisory Board 'Advances in E-Business Research' (AEBR) Book Series, Hershey, PA: IGI Global, USA (ISSN: 1935-2700).
'Journal of Innovation and Entrepreneurship', Springer (ISSN: 2192-5372)
'Management Research Review', Emerald (ISSN: 2040-8269)

Member of the Scientific Committee 'Corporate Governance and Research & Development Studies, FrancoAngeli Editore (ISSN 2704-8462).

Ad hoc Reviewer 'Journal of Fashion Marketing and Management: An International Journal' (ISSN: 1361-2026),
'Journal of the Knowledge Economy' (ISSN: 1868-7865, online 1868-7873),
'International Journal of Retail and Distribution Management' (ISSN: 0959-

0552),
 'International Journal of Management Reviews' (ISSN: 0363-7425, online 1468-2370),
 'Journal of Innovation and Entrepreneurship' (ISSN: 2192-5372),
 'International Journal of Physical Distribution & Logistics Management' (ISSN: 0960-0035),
 'Fashion & Textiles' (ISSN: 2198-0802),
 'Journal of Knowledge Management' (ISSN: 1367-3270),
 'Management Research Review' (ISSN: 2040-8269),
 Journal of Business Research (ISSN: 0148-2963),
 Journal of Retailing and Consumer Services (ISSN: 0969-6989),
 Sustainability (ISSN 2071-1050),
 Australasian Marketing Journal (ISSN: 1441-3582)
 Journal of Marketing Communications (ISSN: 1352-7266)
 Journal of Marketing Management (ISSN: 1472-1376)
 International Marketing Review (ISSN: 0265-1335)
 Journal of Marketing Theory and Practice (ISSN: 1069-6679)
 Journal of International Management (ISSN: 1075-4253)

PUBLICATIONS

Journal articles

2023. Behl, A., Kamboj, S., Sarmah, B., Pereira, V., Sharma, K., Rammal, H., Arrigo, E. “Customer involvement and servitization in hybrid offerings: moderating role of digitalization and co-creation”, *International Marketing Review*, [https://doi.org/10.1108/IMR-11-2021-0325].
2023. Arrigo E., “Fashion rental as a new and innovative channel alongside fashion retail”, *Sinergie Italian Journal of Management*, [https://doi.org/10.7433/s120.2023.07]
2023. De Nicola, M., Arrigo, E., Anees, U. (2023). “The strategic effect of corporate reputation on customer citizenship behavior: an empirical verification”, *Review of Managerial Science*, [https://doi.org/10.1007/s11846-023-00618-z]
2022. Di Vaio, A., Hassan, R., Chhabra, M., Arrigo, E., Palladino, R. “Sustainable Entrepreneurship Impact and Entrepreneurial Venture Life Cycle: A Systematic Literature Review”, *Journal of Cleaner Production*, 378(10 December 2022) [http://dx.doi.org/10.1016/j.jclepro.2022.134469].
2022. Arrigo, E., Di Vaio, A., Hassan, R., & Palladino, R., “Followership behavior and corporate social responsibility disclosure: Analysis and implications for sustainability research”, *Journal of Cleaner Production*, 360, (August 2022) [http://dx.doi.org/10.1016/j.jclepro.2022.132151].
2022. Arrigo, E., “Digital Platforms in Fashion Rental: A Business Model Analysis”, *Journal of Fashion Marketing and Management*, 26(1), 1-20, [http://dx.doi.org/10.1108/JFMM-03-2020-0044]
2022. Chaudhary, S., Sangroya, D., Arrigo, E., & Cappiello, G., “The Impact of Market orientation on SME's performance: A Configurational Approach”, *International Journal of Emerging Markets*, [http://dx.doi.org/10.1108/IJOEM-03-2021-0411].
2021. Arrigo, E., “Collaborative Consumption in the Fashion Industry: A Systematic Literature Review and

- Conceptual Framework”, *Journal of Cleaner Production*, 325, 129261, 1-32, [http://dx.doi.org/10.1016/j.jclepro.2021.129261].
2021. Arrigo, E., & Brun, A., “A Classification Model for Formal High-End Menswear Retailers in Italy”. *International Journal of Retail & Distribution Management*, 49(9), 1348-1366. [http://dx.doi.org/10.1108/IJRDM-07-2020-0241]
2021. Arrigo, E., Liberati, C., & Mariani, P., “Social Media Data and Users' Preferences: A Statistical Analysis to Support Marketing Communication”. *Big Data Research*, 24, 100189. [https://doi.org/10.1016/j.bdr.2021.100189]
2020. Arrigo, E. “Global Sourcing in Fast Fashion Retailers: Sourcing Locations and Sustainability Considerations”, *Sustainability*, 12(2), 508, 1-22. [https://doi.org/10.3390/su12020508]
2020. Pero, M., Arrigo, E., & Fionda-Douglas, A., “Sustainability in Fashion Brands”. *Sustainability*, 12(14). [http://dx.doi.org/10.3390/su12145843]
2019. Scuotto V., Arrigo E., Candelo E., Nicotra M. “Ambidextrous innovation orientation effected by the digital transformation: A quantitative research on fashion SMEs”, *Business Process Management Journal*, 26(5), 1121-1140. [https://doi.org/10.1108/BPMJ-03-2019-0135]
2018. Arrigo, E., “The Flagship Stores as Sustainability Communication Channels for Luxury Fashion Retailers”. *Journal of Retailing and Consumer Services*, 44, 170-177. [https://doi.org/10.1016/j.jretconser.2018.06.011]
2018. Arrigo E., ‘Social media marketing in luxury brands: A systematic literature review and implications for management research’, *Management Research Review*, 41(6), 657-679, [https://doi.org/10.1108/MRR-04-2017-0134]
2018. Arrigo E., ‘Open Innovation and Market Orientation: An Analysis of the Relationship’, *Journal of the Knowledge Economy*, 9(1), 150-161, [https://doi.org/10.1007/s13132-015-0327-7]
2016. Arrigo E., “Global Supply Chain Management in Fashion Companies”, *Papers di Diritto Europeo, Special Edition, n. 1 “The Fashion Industry in the European Union”*, pp. 3-15.
2016. Arrigo E., “Deriving Competitive Intelligence from Social Media: Microblog Challenges and Opportunities”, *International Journal of Online Marketing*, 6(2), 49-61, [https://doi.org/10.4018/IJOM.2016040104].
2015. Arrigo E., “The Role of the Flagship Store Location in Luxury Branding. An International Exploratory Study”, *International Journal of Retail and Distribution Management*, 43(6), 518-537. [https://doi.org/10.1108/IJRDM-08-2013-0158].
2015. Brondoni S.M. & Arrigo E., “Ouverture de Special Issue on Fashion and Luxury Management”, *Symphonya. Emerging Issues in Management*, Special Issue on Fashion & Luxury Management, 4, 1-8, [https://doi.org/10.4468/2015.4.01ouverture]
2015. Arrigo E., “Corporate Sustainability in Fashion and Luxury Companies”, *Symphonya. Emerging Issues in Management*, Special Issue on Fashion & Luxury Management, 4, 9-23. [https://doi.org/10.4468/2015.4.02arrigo].

2013. Arrigo E., “Corporate Responsibility Management in Fast Fashion Companies: the GAP Inc. Case”, *Journal of Fashion Marketing and Management*, 17(2), 175-189. [<https://doi.org/10.1108/JFMM-10-2011-0074>]
2012. Arrigo E., “Alliances, Open Innovation and Outside-in Management”, *Symphonya. Emerging Issues in Management*, 2, 53-65. [<https://doi.org/10.4468/2012.2.05arrigo>].
2011. Arrigo E., “Fashion, Luxury and Design: Store Brand Management and Global Cities’ Identity”, *Symphonya. Emerging Issues in Management*, 1, 55-67. [<https://doi.org/10.4468/2011.106arrigo>].
2010. Arrigo E., “Innovation and Market-Driven Management in Fast Fashion Companies”, *Symphonya. Emerging Issues in Management*, 2, 67-85. [<https://doi.org/10.4468/2010.2.06arrigo>].
2009. Arrigo E., “Market-Driven Management, Global Competition and Corporate Responsibility”, *Symphonya. Emerging Issues in Management*, 1, 54-70. [<https://doi.org/10.4468/2009.1.06arrigo>].
2006. Arrigo E., “Code of Conduct and Corporate Governance”, *Symphonya. Emerging Issues in Management*, 1, 93-109. [<https://doi.org/10.4468/2006.1.07arrigo>].
2005. Arrigo E., “Corporate Responsibility and Hypercompetition. The Ikea Case”, *Symphonya. Emerging Issues in Management*, 2, 37-57. [<https://doi.org/10.4468/2005.2.04arrigo>].
2003. Arrigo E., “Corporate Responsibility in Scarcity Economy. The Olivetti Case”, *Symphonya. Emerging Issues in Management*, 1, 114-134. [<https://doi.org/10.4468/2003.1.10arrigo>].

Book chapters

2022. Arrigo E, Pellicelli AC. “Emerging Trends in Retailing and Consumption Patterns”. In: Martínez-López, F.J., Gázquez-Abad, J.C., Ieva, M. (eds) *Advances in National Brand and Private Label Marketing*. Springer, Cham. [https://doi.org/10.1007/978-3-031-06581-1_20]
2022. Arrigo, E. “Collaborative Fashion Consumption: A Contemporary Marketing Trend”. In Bhattacharyya, J., Balaji, M.S., Jiang, Y., Azer, J., Hewege, C.R. (eds) *Socially Responsible Consumption and Marketing in Practice*. Springer, Singapore. [https://doi.org/10.1007/978-981-16-6433-5_4]
2021. Arrigo, E. Offshore Outsourcing in Fast Fashion Companies: A Dual Strategy of Global and Local Sourcing?. In M. Bilgin (Eds), *Eurasian Business and Economics Perspectives* (pp. 73-86). Springer International Publishing [https://doi.org/10.1007/978-3-030-77438-7_5].
2018. Arrigo E., “Managing Luxury Brands in the Digital Environment”. In B. Berghaus, G. Müller-Stewens, & S. Reinecke (a cura di), *The Management of Luxury* (pp. 245-263). London: KOGAN PAGE ISBN: 9780749481827.
2018. Arrigo E., “Outside-In Open Innovation in Competitive Business Management”. In S.M. Brondoni (Ed.), *Competitive Business Management: A Global Perspective* (pp. 79-92). New York: Routledge. ISBN: 978-1-138-34222-4.
2018. Arrigo E., “Customer Relationships and Supply Chain Management in the Fast Fashion Industry”. In I. Lee (Ed.), *Diverse Methods in Customer Relationship Marketing and Management*, IGI Global. ISBN:

9781522556190.

2018. Arrigo E., “The key role of Retail Stores in Fast Fashion Companies: The H&M Case Study”. In P.-S. Chow et al. (eds.), *Contemporary Case Studies on Fashion Production, Marketing and Operations*, Springer, ISBN: 978-981-10-7006-8, [https://doi.org/10.1007/978-981-10-7007-5_8]
2017. Arrigo E., “Luxury Fashion Brand Sustainability and Flagship Store Design. The Case of ‘Smart Sustainable Stores’”. In M.A. Gardetti (Ed.), *Sustainable Management of Luxury*, Springer Book Series on Environmental Footprints and Eco-design of Products and Processes, Springer (pp. 281-299). [https://doi.org/10.1007/978-981-10-2917-2_13]
2016. Arrigo E., “The Influence of Social Media Management on Firms’ Competitiveness”. In I. Lee (Ed.), *Encyclopedia of E-Commerce Development, Implementation, and Management* (3 Volumes), Hershey, PA: IGI Global, USA (pp. 2051-2061). [<https://doi.org/10.4018/978-1-4666-9787-4>]
2016. Arrigo E., “Micro-Blog and E-Commerce Strategy: Investigating the Linkages”. In I. Lee (Ed.), *Encyclopedia of E-Commerce Development, Implementation, and Management* (3 Volumes), Hershey, PA: IGI Global, USA (pp. 2062-2071). [<https://doi.org/10.4018/978-1-4666-9787-4>]
2016. Arrigo E., “Fast Fashion Business Model: An Overview”. In A. Vecchi & C. Buckley (Eds.), *Research Handbook on Fashion Management and Merchandising*, Hershey, PA: IGI Global, USA (pp. 186-209). [<https://doi.org/10.4018/978-1-5225-0110-7.ch008>]
2015. Arrigo E., “Micro-Blogging as Generator of Market Insights and Competitive Intelligence”. In J.N. Burkhalter & N.T. Wood (Eds.), *Maximizing Commerce and Marketing Strategies through Micro-Blogging*, Hershey, PA: IGI Global, USA (pp. 297-312). [<https://doi.org/10.4018/978-1-4666-8408-9.ch013>]
2014. Arrigo E., “Social Media Opportunities for Market-Driven Firms”. In I. Lee (Ed.), *Integrating Social Media into Business Practice, Applications, Management, and Models*. Hershey, PA: IGI Global, USA (pp. 180-199). DOI: [<https://doi.org/10.4018/978-1-4666-6182-0.ch010>]
2014. Arrigo E., “Luxury Brands Enter the Online Market”. In B. Berghaus, G. Müller-Stewens, and S. Reinecke (Eds.), *The Management of Luxury. A Practitioner’s Handbook*, Kogan Page, UK (pp. 259-273). ISBN 9780749471668.
2012. Arrigo E., “Market-Space Management and Codes of Conducts in Global Companies”. In S.M. Brondoni (Ed.), *Market-Driven Management and Corporate Growth*, Giappichelli, Torino (pp. 45-58) ISBN 9788834838761.
2012. Arrigo E., “Market-Driven Management and Outside-in Capabilities”. In S.M. Brondoni (Ed.), *Managerial Economics and Global Corporations* Giappichelli, Torino (pp. 43-56) ISBN 9788834838778.
2010. Arrigo E., “Networking, concorrenza globale e Corporate Governance Communication”. In S.M. Brondoni (Ed.), *Market-Driven Management, Corporate Governance e spazio competitivo d’impresa*, Giappichelli, Torino (pp. 135-146). ISBN 9788834817209.
2007. Arrigo E. & Bisio L., “Market-Driven Management, Corporate Governance e Stati-Nazione”. In S.M. Brondoni (Ed.), *Market-Driven Management e mercati globali*, Giappichelli, Torino (pp. 197-217). ISBN 9788834882771

2006. Arrigo E. & Codignola F., "Imprese globali e cross-cultural management". In S.M. Brondoni (Ed.), *Cultura di network, performance e dinamiche competitive*, Progetto di Ricerca di Rilevante Interesse Nazionale, Giappichelli, Torino (pp. 71-90). ISBN 9788834873045

Books

2015. Arrigo E., "Market-Driven Management e Imprese Globali del Fast Fashion", Giappichelli, Torino. ISBN 9788834887158

2008. Arrigo E., "Responsabilità Aziendale e Performance Economico-Sociale", Giappichelli, Torino. ISBN 9788834859780

TEACHING

Undergraduate courses

- MARKET-DRIVEN MANAGEMENT (9 CFU) ECOMARK, a.y. 2006-2007
- ECONOMIA E TECNICA DELLA COMUNICAZIONE AZIENDALE (8 CFU) ECOMARK, a.y. 2011-2012.
- GLOBAL COMMUNICATION (5 CFU) ECOMARK, a.y. 2015-2016, 2016-2017, 2017-2018.
- VENDITE E MARKETING (4 CFU) ECOCOM, a.y. 2012 2013
- MARKETING I (9 CFU) ECOMARK, from a.y. 2011-2012 to present
- MARKETING METRICS (5 CFU) ECOMARK, from a.y. 2016-2017 to present

Postgraduate courses

- ECONOMIA E GESTIONE DELLE IMPRESE (Corso Progredito) (9 CFU) ECOAZ, a.y. 2007-2008
- COMMUNICATION MANAGEMENT (12 CFU) ECOMARKS, a.y. 2008-2009, 2009-2010, 2010-2011.
- MARKETING COMMUNICATIONS (6 CFU) ECOMARKS, from a.y. 2009-2010 to a.y. 2014-2015.
- MARKETING MANAGEMENT (12 CFU) ECOMARKS a.y. 2012-2013.
- GLOBAL MARKETING (6 CFU) ECOMARKS, a.y. 2020-2021.

Master, PhD, Summer & Winter Schools courses

- Marketing Strategy and Consumer Behavior, PhD course, Business for Society PhD, Milan-Bicocca University (from a.y. 2021-2022 to present)
- Supply Chain Management in European Fashion Companies, *Winter School on Law and Fashion*, University of Verona, (a.y. 2019-2020, 2021-2022)
- Marketing, *Winter School of Science and Technology Entrepreneurship Promotion (STEP)* for PhD students and post-doc researchers University of Milano-Bicocca (a.y. 2018-2019)
- Marketing, Master (level II) in *Bioeconomy in the Circular Economy (Biocirce)*, Milan-Bicocca University (a.y. 2018-2019)
- Supply Chain Management in European Fashion Companies, Summer School Univr Fashion Week, University of Verona, (a.y. 2015-2016, 2016-2017, 2017-2018)

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