

Short Academic CV

ELISA ARRIGO

ADDRESS

University of Milano-Bicocca
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CONTACTS

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FIELDS OF INTEREST

Primary Fields: Fashion and Luxury Marketing; Fashion Retailing; Digital Transformation in Fashion and Luxury Brands.

Secondary Fields: Corporate Sustainability, Social Media Marketing.

CURRENT POSITIONS

2017- Associate Professor of Marketing

FORMER POSITIONS

2009-2017 Assistant Professor (with tenure) in Marketing at the University of Milano-Bicocca

2006-2009 Assistant Professor in Marketing at the University of Milano-Bicocca.

EDUCATION

2002-2005 Ph.D. in Marketing and Business Management (XVIII Cycle) (PhD Coordinator: Prof. Jean-Jacques Lambin) at University of Milano-Bicocca, Department of Business Administration and Management, PhD Dissertation: "Corporate Responsibility and Competitive Dynamics".

2002 Laurea (MSc eq.) in Economics and Business Management at the University of Milano-Bicocca.

Final Mark: 110/110 cum laude

VISITING

2018 Visiting Professor of Marketing at the Higher Institute of Business Communication (ISCEM), Lisbon, Portugal.

2017 Visiting Professor of Marketing at the Higher School of Social Communication (ESCS), Instituto Politecnico de Lisboa, Lisbon, Portugal.

2016 Visiting Professor of Marketing at the Universitat Autònoma de Barcelona (UAB), Barcelona, Spain.

2004 Visiting Ph.D. Scholar at the Stockholm Business School, Stockholm University, Sweden.

2004 Visiting Ph.D. Scholar at the London Business School, UK.

AFFILIATIONS

Member of the following Scientific Societies:

2016- European Marketing Association (EMAC)

2015- Società Italiana di Management (SIMA)

2017- Società Italiana di Marketing (SIM)

AWARDS & RECOGNITIONS

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

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

EDITORIAL BOARDS

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

PARTICIPATION IN RESEARCH PROJECTS FINANCED BY THE EUROPEAN COMMISSION

January 2015-September 2018	Member of the research group "The Fashion Industry in the European Union" Research Project co-funded by the European Union as a Jean Monnet Module 2015-2018 within the Erasmus+ Programme.
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PUBLICATIONS

Scientific Journals

2020. Arrigo, E. "Global Sourcing in Fast Fashion Retailers: Sourcing Locations and Sustainability Considerations", *Sustainability*, 12(2), 508, 1-22, DOI 10.3390/su12020508.

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*, DOI 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. DOI: 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*, DOI: 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), pp. 150-161. DOI: 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*, Vol. 6 n. 2, pp. 49-61, DOI: 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*, Vol. 43 n. 6, pp. 518-537. DOI 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, pp. 1-8. DOI: 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, pp. 9-23. DOI: 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*, Vol. 17 n. 2, pp. 175-189. DOI 10.1108/JFMM-10-2011-0074.
2012. Arrigo E., "Alliances, Open Innovation and Outside-in Management", *Symphonya. Emerging Issues in Management*, 2, pp. 53-65. DOI: 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, pp. 55-67. DOI: 10.4468/2011.106arrigo.
2010. Arrigo E., "Innovation and Market-Driven Management in Fast Fashion Companies", *Symphonya. Emerging Issues in Management*, 2, pp. 67-85. DOI: 10.4468/2010.2.06arrigo.
2009. Arrigo E., "Market-Driven Management, Global Competition and Corporate Responsibility", *Symphonya. Emerging Issues in Management*, 1, pp. 54-70. DOI: 10.4468/2009.1.06arrigo.
2006. Arrigo E., "Code of Conduct and Corporate Governance", *Symphonya. Emerging Issues in Management*, 1, pp. 93-109. DOI: 10.4468/2006.1.07arrigo.
2005. Arrigo E., "Corporate Responsibility and Hypercompetition. The Ikea Case", *Symphonya. Emerging Issues in Management*, 2, pp. 37-57. DOI: 10.4468/2005.2.04arrigo.

2003. Arrigo E., "Corporate Responsibility in Scarcity Economy. The Olivetti Case", *Symphonya. Emerging Issues in Management*, 1, pp. 114-134. DOI: 10.4468/2003.1.10arrigo.

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

Book Chapters

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.

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, DOI: 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). DOI: 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). DOI: 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). DOI: 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). DOI: 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). DOI: 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: 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

Refereed Conference Proceedings

Arrigo, E. (2019). Digital Platforms and Social Media in Fashion Rental Business Models. In Global Fashion Management Conference Proceedings, 2019 Global Fashion Management Conference: Fashion, Culture and Design Management in Sustainable Environment, Paris 2019. (DOI): 10.15444/GFMC2019.02.02.05

Arrigo, E. (2019). Sustainability and Collaborative Consumption in the Fashion Industry. In Proceedings of the 18th Conference International Marketing Trends Conference, 2019, Venice, ISBN: 9782953281125.

Arrigo, E. (2017). Bricks and Mortar Retail Stores as Sustainability Communication Channels for Luxury Fashion Brands. In Proceedings of the 'Marketing of Luxury Industries Symposium', International Marketing Trends Conference 2017, London, ISBN: 9782953281125.

Arrigo E. (2017). The Store as Propagator of Luxury Brand Sustainability, Conference Proceedings Book, "Luxury Retail, Operations and Supply Chain Management", ISBN-13: 978-1542627139, ISBN-10: 1542627133.

Arrigo E., Liberati C., Mariani P. (2016). "A Multivariate Approach to Facebook Data for Marketing Communication", Proceedings of the First International Conference on Advanced Research Methods and Analytics, CARMA2016, Editorial Universitat Politècnica de València, pp. 66-74, ISBN: 978-84-9048-462-3, Valencia, Spain, doi: 10.4995/CARMA2016.2016.4355.

SELECTED CONFERENCE PARTICIPATIONS

Arrigo E., "Digital Platforms and Social Media in Fashion Rental Business Models", Global Fashion Management Conference, ESCP Europe Republic Campus, Paris, France, July 11-14, 2019.

Arrigo E., "Sustainability and Collaborative Consumption in the Fashion Industry", 18th Conference International Marketing Trends Conference, 2019, Venice, Italy, January 17-19, 2019.

Session Chair and Member of Scientific Committee, Seventh International Workshop on Luxury Retail, Operations and Supply Chain Management, Politecnico, Milan, November 25-26, 2018.

Session Chair and Member of Scientific Committee, Sixth International Workshop on Luxury Retail, Operations and Supply Chain Management, Politecnico, Milan, November 27-28, 2017.

Arrigo E., Bricks and Mortar Retail Stores as Sustainability Communication Channels for Luxury Fashion Brands, Marketing of Luxury Industries Symposium, International Marketing Trends Conference 2017, ESCP Europe London Campus, London, September 15-16, 2017.

Arrigo E., "Fast Fashion Business Model" Seminar at the Higher School of Social Communication (ESCS), Victor Macieira, Lisbon, Portugal, March 3, 2017.

Arrigo, E., "The Store as Propagator of Luxury Brand Sustainability", Fifth International Workshop on Luxury Retail, Operations and Supply Chain Management, Politecnico, Milan, Italy, November 14-16 2016.

Arrigo, E. Liberati, C., & Mariani P. "A Multivariate Approach to Facebook Data for Marketing Communication". First International Conference on Advanced Research Methods and Analytics (CARMA), Polytechnic University of Valencia, Spain, July 6-7, 2016.

Arrigo, E., 'The Fashion Industry: Global Development Trends', The Fashion Industry In The European Union Conference, University of Verona, Verona, Italy, March 18, 2016.

RESEARCH FUNDS

2019: Unit Leader, Research Group on "Sustainable Business Models in the Fashion Industry" Research Project, FA 2019, University of Milan-Bicocca.

2018: Unit Leader, Research Group on "Luxury and Fashion Brands in the Digital Environment" Research Project, FA 2018, University of Milan-Bicocca.

2017: Unit Leader, Research Group on "Sustainability Policies in Fashion and Luxury Companies" Research Project, Research Project, FA 2017, University of Milan-Bicocca.

2016: Research Group Participant 'Next Generation Luxury. International Segmentation Study on Millennial Consumers' International Research Project, Principal Investigator: University of Saint Gallen, Switzerland.

2016: Unit Leader, Research Group on "Sustainability Policies in Fashion and Luxury Companies" Research Project, FA 2016, University of Milan-Bicocca.

2015: Unit Leader, Research Group on "Digital Marketing Strategies in Fashion and Luxury Companies" Research Project, FA 2015, University of Milan-Bicocca.

2014: Unit Leader, Research Group on "Corporate Growth Strategies in Global Market" Research Project, FA2014, University of Milan-Bicocca.

2013: Unit Leader, Research Group on "Global Development Policies of Luxury and Fashion Firms" Research Project, FAR 2013, University of Milan-Bicocca.

2011: Unit Leader, Research Group on "Fashion e Luxury Management. Design Management. Alternative Models of Immaterial Assets Development of Cities" Research Project, FAR 2011, University of Milan-Bicocca.

2010: Unit Leader, Research Group on "Market-Driven Management in the Apparel Industry" Research Project, FAR 2010, University of Milan-Bicocca

TEACHING (only recent years)

2019-2020

- Marketing (Li-Z) (Marketing I + Marketing Metrics), Undergraduate Course, Economics and Statistics School, Milan-Bicocca University.
- Marketing Metrics (A-Lh), Undergraduate Course, Economics and Statistics School, Milan-Bicocca University.
- Marketing, Master (level II) in *Bioeconomy in the Circular Economy* (BIOCIRCE), Università degli Studi Milano-Bicocca.
- Supply Chain Management in European Fashion Companies, *Winter School on Law and Fashion*, University of Verona, January 2020.

2018-2019

- Marketing (Li-Z) (Marketing I + Marketing Metrics), Undergraduate Course, Economics and Statistics School, Milan-Bicocca University.
- Marketing Metrics (A-Lh), Undergraduate Course, Economics and Statistics School, Milan-Bicocca University.
- Marketing, *Winter School of Science and Technology Entrepreneurship Promotion* (STEP) for PhD students and Post-doc researchers University of Milano-Bicocca.
- Marketing, Master (level II) in *Bioeconomy in the Circular Economy* (Biocirce), Università degli Studi Milano-Bicocca.

2017-2018

- Business Communication, Undergraduate Course, Economics and Statistics School, Milan-Bicocca University.
- Marketing (Li-Z) (Marketing I + Marketing Metrics), Undergraduate Course, Economics and Statistics School, Milan-Bicocca University.
- Marketing Metrics (A-Lh), Undergraduate Course, Economics and Statistics School, Milan-Bicocca University.
- Marketing e Business Communication in Cultural and Artistic Institutions, Master (Level II) on Management and Valorization of Cultural Goods ('Management e valorizzazione dei beni culturali'), University of Milano-Bicocca.
- Supply Chain Management in European Fashion Companies, Summer School on The Fashion Industry in the European Union, University of Verona, June 2018.

2016-2017

- Global Communications, Undergraduate Course, Economics and Statistics School, Milan-Bicocca University.
- Marketing (Li-Z), Undergraduate Course, Economics and Statistics School, Milan-Bicocca University.

- Supply Chain Management in European Fashion Companies, Summer School on The Fashion Industry in the European Union, University of Verona, June 2017.

2015-2016

- Global Communications, Undergraduate Course, Economics and Statistics School, Milan-Bicocca University.
- Marketing, Undergraduate Course, Economics and Statistics School, Milan-Bicocca University.
- Supply Chain Management in European Fashion Companies, Summer School on The Fashion Industry in the European Union, University of Verona, June 2016.