

Short Academic Curriculum Vitae

Elisa Arrigo, PhD

Associate Professor SECS-P/08

Department of Economics, Management and Statistics (DEMS)

University of Milan–Bicocca

20126 Milan, Italy

Email: elisa.arrigo@unimib.it

CURRENT POSITION

Associate Professor

Department of Economics, Management and Statistics (DEMS)

University of Milan–Bicocca

20126 Milan, Italy

Email: elisa.arrigo@unimib.it

Member of the PhD Academic Board

'Business for Society' (B4S) Doctoral Program

University of Milan–Bicocca

Department of Business and Law, Milan, Italy

May 2021- present

PREVIOUS POSITIONS

Assistant Professor (with tenure)

University of Milan–Bicocca,

Department of Economics, Management and Statistics (DEMS),

2016 Milan, Italy

April 2009- September 2017

Assistant Professor

University of Milan–Bicocca,

Department of Business Administration and Management,

2016 Milan, Italy

April 2006 – March 2009

Member of the Academic Board

'Marketing and Business Management' Doctoral Program

University of Milan–Bicocca

September 2006- November 2017

EDUCATION

2006

PhD in Marketing and Business Management,

Department of Business Administration and Management

Milan-Bicocca University

Dissertation: "Corporate Responsibility and Competitive Dynamics"

2004
Visiting Scholar
Stockholm Business School (Sweden)

2004
Visiting Scholar
London Business School (UK)

2002
Economics and Business Management Degree
Milan-Bicocca University
110 cum Laude

RESEARCH INTERESTS

Primary Fields: Marketing; Fashion Retailing; Digital Transformation in Fashion and Luxury Brands.
Secondary Fields: Corporate Sustainability, Social Media Marketing.

AWARDS & RECOGNITIONS

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

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.

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

AFFILIATIONS

European Marketing Association (EMAC)
January 2016-present

Italian Society of Management (SIMA)
August 2015- present

Italian Society of Marketing (SIM)
September 2017-present

Italian Academy of Business Administration (AIDEA)
September 2017-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)

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 Management (ISSN: 1472-1376).

PUBLICATIONS

Journal articles

2021. Arrigo, E., “Digital Platforms in Fashion Rental: A Business Model Analysis”, *Journal of Fashion Marketing and Management*, <http://dx.doi.org/10.1108/JFMM-03-2020-0044>.
2021. Arrigo, E., & Brun, A., “A Classification Model for Formal High-End Menswear Retailers in Italy”, *International Journal of Retail & Distribution Management*, <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, DOI <https://doi.org/10.3390/su12020508>.
2020. Pero, M., Arrigo, E., & Fionda-Douglas, A., “Sustainability in Fashion Brands”. *Sustainability*, 12(14). DOI: <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*, DOI <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. DOI: <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*, DOI: <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), pp. 150-161. DOI: <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), pp. 49-61, DOI: <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), pp. 518-537, DOI <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, pp. 1-8. DOI: <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, pp. 9-23. DOI: <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), pp. 175-189. DOI <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, pp. 53-65. DOI: <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, pp. 55-67. DOI: <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, pp. 67-85. DOI: <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, pp. 54-70. DOI: <https://doi.org/10.4468/2009.1.06arrigo>.
2006. Arrigo E., “Code of Conduct and Corporate Governance”, *Symphonya. Emerging Issues in*

Management, 1, pp. 93-109. DOI: <https://doi.org/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: <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, pp. 114-134. DOI: 10.4468/2003.1.10arrigo.

Book chapters

2021. Arrigo, E., “Offshore outsourcing in fast fashion companies: A dual strategy of global and local sourcing?”, in Bilgin, M.H., Danis, H., Demir, E., García-Gómez, C. D. (Eds.), *Eurasian Business and Economics Perspectives*, Vol. 19, Springer (forthcoming).

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*, Hershey, PA: IGI Global, USA. ISBN: 978-152-25-5619-0. DOI: 10.4018/978-1-5225-5619-0.ch001

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

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.

RECENT TEACHING

2020-2021

- Marketing (Li-Z) (Marketing I + Marketing Metrics), Undergraduate Course, Bachelor's Degree in Marketing, Communication and Global Markets, Milan-Bicocca University.
- Marketing Metrics (A-Lh), Undergraduate Course, Bachelor's Degree in Marketing, Communication and Global Markets, Milan-Bicocca University.
- Global Marketing (with Professor Matthyssens) Master Course (in English), Master's Degree in Marketing and Global Markets, Milan-Bicocca University

2019-2020

- Marketing (Li-Z) (Marketing I + Marketing Metrics), Undergraduate Course, Bachelor's Degree in Marketing, Communication and Global Markets, Milan-Bicocca University
- Marketing Metrics (A-Lh), Undergraduate Course, Bachelor's Degree in Marketing, Communication and Global Markets, Milan-Bicocca University.
- Marketing, Master (level II) in *Bioeconomy in the Circular Economy* (Biocirce), Milan-Bicocca University.
- 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, Bachelor's Degree in Marketing, Communication and Global Markets, Milan-Bicocca University.
- Marketing Metrics (A-Lh), Undergraduate Course, Bachelor's Degree in Marketing, Communication and Global Markets, 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), Milan-Bicocca University.

2017-2018

- Business Communication, Undergraduate Course, Bachelor's Degree in Marketing, Communication and Global Markets, Milan-Bicocca University.
- Marketing (Li-Z) (Marketing I + Marketing Metrics), Undergraduate Course, Bachelor's Degree in Marketing, Communication and Global Markets, Milan-Bicocca University.
- Marketing Metrics (A-Lh), Undergraduate Course, Bachelor's Degree in Marketing, Communication and Global Markets, Milan-Bicocca University.
- Marketing and Business Communication in Cultural and Artistic Institutions, Master (Level II) on *Management and Valorization of Cultural Goods*, 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.

Last update July 2021