

ELENA CEDROLA PH.D.

**Full Professor - University of Macerata
Management and International Marketing**

**Professor of International Marketing - Catholic
University of Milan**

Dean of the Department of Economics and Law



Visiting Professor and Researcher

- **Beijing Normal University (Beijing) China**, Department of International Economy and Trade, 2014, 2015, 2017.
- **Paris IV Sorbonne (Paris) France**, 2014, 2015
- **Aix-Marseille University (Aix en Provence) France**, 2017, 2018, 2019, 2021

Full Professor of Management and Marketing since 2017

Associate Professor of Management and Marketing from 2005 to 2017

Member of the Board of the University of Macerata (from Nov. 2018 to Oct. 2021)

Member of the Academic Senate of the University of Macerata (from Nov. 2021 – present)

Affiliations

Department of Economics and Law (DED) – University of Macerata

Department of Economics and Management (SEGESTA) – Catholic University of Milan

Laboratory of International Management to Asia - IMA Lab – Ca' Foscari University of Venice

China Centre - University of Macerata

Centro Interdipartimentale di ricerca sull'Adriatico e il Mediterraneo (CIRAM) – University of Macerata

Laboratorio sulle politiche agricole, ambientali e alimentari “Ghino Valenti”

Memberships

AMS - Academy of Marketing Science

AIDEA - Accademia Italiana di Economia Aziendale

EURAM - European Academy of Management

SIM - Società Italiana di Marketing

SIMA – Società Italiana di Management

Education

- Graduation in Economics achieved in 1991 at the Catholic University of Milan.
- Post graduate specialization course in Bank Marketing, Catholic University of Milan, January - July 1991.
- Course in Marketing Research G. Tagliacarne, Aism – Associazione Italiana Studi di Mercato, October - December 1991.
- Course in Teaching Methods, Catholic University of Milan, February - March 1993.

- Course in Teaching Methods, Centrimark (Catholic University) Koinos, July 1993 - February 1994.
- Post graduate specialization course in Third Sector Management (No profit), Catholic University of Milan, October - July 1997.
- Ph.D. in Marketing, XIII cycle, achieved in 2002 at the University of Rome "La Sapienza".
- Course in Statistic methods for Social Sciences, University of Macerata, January - February 2011.
- Course in Qualitative Research, SDIPA University of Calabria, September 2011.

Languages

Italian (mother tongue)
English (fluent)
French (fluent)

Scientific Boards (Journals and Book Series)

- Since 2012 she is member of the Editorial Review Board of the International Journal of Marketing Principles and Practices, Marketing Research section.
- Since 2012 she is member of the Scientific Board of Micro & Macro Marketing Journal.
- Since 2014 she is member of the Scientific Committee of the International Marketing Trends Conference.
- Since 2015 she is member of the Scientific Committee of FATE - Fashion and Textiles International Journal of Interdisciplinary Research
- Since 2015 she is member of the Scientific Committee of the Eastern European Business and Economics Journal.
- Since 2015 she is Editor in Chief with Jin Byoungho of the Book Series "Palgrave Studies in Practice: Global Fashion Brand Management".
- Since 2018 she is member of the Editorial Review Board of the Cross Cultural & Strategic Management Journal.
- Since 2020 she is member of the Scientific Advisory Board of Sinergie Italian Journal of Management
- She is reviewer for:
 - Academy of Marketing Science, International Congress
 - EUM publisher, University of Macerata,
 - EURAM, International Congress
 - European Journal of Marketing
 - Il Capitale Culturale. Studies on the value of cultural heritage
 - International Journal of Retailing and Distribution Management
 - Marketing Trends, International Congress
 - Mercati e Competitività
 - Micro & Macro Marketing
 - Piccola Impresa Small Business
 - Sociologia Italiana-Ais Journal of Sociology
 - Journal of Global Fashion Marketing

Research

The most relevant research topics relate to International Management, Small and Medium Enterprises Business Models, Business to Business Industries, Relationships and Networks in International Strategies, Country of Origin Effect. In the last few years the research has been concentrated on Renewable energies business models, Textile and Apparel industries and on Chinese market, sales and blockchain.

Here below the main international research projects she was involved in:

- 2022 at present DiSuDeSME (Digitalisation for sustainable development of SMEs) - The general idea of the project is to prepare SME employees for sustainable digital transformation. More to improve skills and competencies in small and medium-sized enterprises to accelerate digital transformation with a view to sustainable development.
- 2022 at present Fodigret (Fostering Digital and Green Transformation in SMEs) - The project aims to develop and transfer innovative and good practices on the quality of business education for SMEs, enabling digital and green transformation.
- 2022 at present RETOURN (REcovery TOURrism after Natural disaster) - The project, positioned in the field of vocational education, was born in response to the lack of preparation and adequate knowledge on the figures operating in the tourism industry on risk management and recovery of damage deriving from natural disasters such as earthquakes, floods, hurricanes and pandemics such as that caused by COVID-19.
- 2021 at present (H2020-Marie Skłodowska Curie Actions-RISE) TRUST - Promotes an interdisciplinary research program, involving academic and non-academic institutions, in order to understand the role of trust in the implementation of digital technologies and suggest actual means of development. Assuming that the digital transformation of European society can be fully achieved only if technologies evolve in a trustworthy environment, the project analyses the mutual influence between trust and digital technologies in order to raise relational reliance in people-to-people, people-to-business and people-to-authorities interactions. The attention is on blockchain technology (BCT) as one of the most relevant forms of Distributed Ledger Technology.
- 2012-2016 (Marie Curie Project - EU) POREEN— Partnering Opportunities between Europe and China in the Renewable Energies and Environmental industries, as coordinator of the microeconomic task and researcher. The research project aims at integrating and combining economic, legal and engineering competencies to analyze the level of economic cooperation reached so far between China and Europe in the renewable energy and the environment industries and to identify specific areas to boost partnership opportunities.
- 2013-2017 (Marie Curie Project - EU) CHETCH - China and Europe taking care of healthcare solutions as coordinator of a research on Chinese clients and researcher. The research project intends to contribute to the cooperation between Europe and China through the investigating of opportunities for mutual integration in the healthcare sector. Cooperation and potential synergies will be examined from a comprehensive perspective, including policies at national and local level, the legal environment, medical practices, healthcare industries and related businesses. In order to develop a comprehensive understanding of the integration opportunities, an interdisciplinary approach is followed.
- 2015-2018 Global Fashion Brand Management as coordinator with Jin B. (North Carolina University of Greensboro). The research focuses on fashion brand cases that made a success in the global marketplaces. An international network of 25 researchers (mainly from Europe, USA, China and South Korea) will examine the strategies of the selected cases in diverse aspects encompassing internationalization, innovation, branding and communication, and retail management.

Here below the main national research projects she was involved in:

- 2021 (Società Italiana di Marketing) Trasformazione digitale dei mercati: il Marketing nella creazione di valore per le imprese e la società. The research project had the following

objectives: 1) to analyse Digital Transformation in the general business and marketing perspective of the company, in order to understand its dynamics and effects on business processes and performance; to study the impact of DT on the company's internal human resources management and, in particular, the marketing area; observing, from the company's point of view, the impact that DT is generating on customer/consumer behaviour and on the management of company/customer relations. Coordinator of local unit.

- 2014-2015 (Società Italiana di Marketing) – Il ruolo della cultura e dell'identità territoriale nelle strategie di marketing internazionale. Verso un modello per lo sviluppo del made in Italy (the role of culture and territorial identity in international marketing)

- 2014-2015 (Assocalzaturifici) - Il posizionamento di mercato e il merito di credito nei distretti calzaturieri (the market positioning and the creditworthiness in footwear districts), as coordinator of the business model for international marketing section and researcher.

- 2012-2013 (Società Italiana di Marketing) - Il marketing internazionale e il country of origin effect (International marketing and country of origin effect), as researcher.

- 2010 (Società Italiana di Marketing, Catholic University of Milan) – Marketing e funzione vendite in periodi di crisi (Marketing and sales during periods of crisis) as researcher.

- 2009-2010 (Società Italiana di Marketing) - Lo sviluppo delle medie imprese in Italia (the development of medium-sized companies in Italy), as researcher.

- 2008 (University of Macerata) – L'internazionalizzazione delle piccole e medie imprese italiane: best practices e modelli di successo (the internationalization of small and medium-sized Italian companies: best practices and successful models), as coordinator and researcher.

- 2008 (Società Italiana di Marketing – Polytechnic University of Marche) - Marketing competitività e sviluppo sostenibile (marketing competitiveness and sustainable development), as researcher.

- Prin 2007 (MIUR) – Modelli di business per l'ingresso delle imprese italiane nel mercato cinese. La valorizzazione delle competenze e lo sviluppo di relazioni tra imprese per la gestione della supply chain (business models for the entry of the Italian companies in the Chinese market. The enhancement of skills and the development of relations between companies for the supply chain management) as coordinator of the University of Macerata research unit and researcher.

- 2006-2007 (University of Macerata) – L'internazionalizzazione delle piccole e medie imprese in Italia: un focus sulle variabili di marketing (the internationalization of small and medium-sized enterprises in Italy: a focus on marketing variables), as coordinator and researcher.

- 1995-1996 (Toniolo Institute - Catholic University) – Il direct marketing nel settore bancario (direct marketing in the bank sector), as researcher.

Here below the main research projects financed by local investors she was involved in:

- 2016 (Unicredit Group) – Eccellenze italiane. Internazionalizzazione ed ecosostenibilità del distretto tessile biellese (Italian excellence. Internationalization and sustainability in the textile district of Biella) as coordinator and researcher.

- 2014-2015 (Consilia)- Le imprese appartenenti al settore delle energie rinnovabili in Europa: modelli di business e di internazionalizzazione (companies belonging to the renewable energy sector in Europe: business models and internationalization) as coordinator and researcher.

- 2015 (Mailwork, Marche Region) - Solar Green House as coordinator and researcher. The project aims to break down the entry barriers to the start of construction works of renewal shortening the supply chain.
- 2007-2008 (Manas)- L'internazionalizzazione delle imprese marchigiane: territorio, tradizione, innovazione, network internazionali (the internationalization of the Marche enterprises: land, tradition, innovation, international networks), as coordinator and researcher.

Awards

- Best Conference Paper Excellent Award 2012, Global Marketing Conference in Seoul, for the paper "Country of origin effect in business to business markets – The impact of the Italian country image on business models and relations in China", Cedrola E., Battaglia L.
- Premio Speciale della Presidenza della Repubblica in the XV edition of the Premio Nazionale di Letteratura Naturalistica "Parco Majella", for the paper "Il turismo sostenibile nel settore alberghiero italiano: il caso EcoWorldHotel", in Rovati P., "Oikos: la radice comune di economia e di ecologia", Eum, Macerata, 2012.

Chair and discussant in conferences

- 7th International Congress of Marketing Trends, Venice, 17-18-19 January 2008 - Session 'Sports'
- Workshop AIDEA-Young "The internationalization of Italian small and medium sized enterprises", Macerata, 25-26 January 2008 - Session 'The territory as a resource and constraint for firms in the made in Italy'.
- Euram "Annual Conference 2011", Tallin 1-4 June 2011 - session 'Family Business'
- 11th International Congress Marketing Trends, Venice, 19-20-21 January 2012 - Session 'Communication 2'

Keynote speaker

International conference: The value of networks and territory in firm development, in the International Conference Valeur/s et responsabilité/s face à la globalisation, Paris, Paris IV Sorbonne University, 22-23 November 2013.

Assignments and academic experiences (details in attachment 1)

- From 1992 to 1997
Assistant Professor in Marketing at the Catholic University of Milan (Faculties of Economics and Foreign Languages).
- From 1997 to 2005
Adjunct Professor at the University of Macerata (Faculties of Politic Sciences and of Communication Sciences), courses of Marketing, Bank Marketing, and Trade Marketing.
- From 2000 to 2001
Adjunct Professor at the Catholic University of Brescia (Faculty of Foreign Languages), course of International Marketing.
- From 2003 to 2005

Adjunct Professor at the Catholic University of Milan (Faculty of Foreign Languages), course of International Marketing.

- From 2005 to 2017

Associate Professor at the University of Macerata, courses of Management and International Marketing.

Professor at the Catholic University of Milan, Faculty of Foreign Languages, course of International Marketing.

- From 2017 to now

Full Professor at the University of Macerata, courses of Management and International Marketing.

Professor at the Catholic University of Milan, Faculty of Foreign Languages, course of International Marketing.

- From April to May 2014, from April to May 2015, from April to May 2017

Visiting Professor and Researcher at the Beijing Normal University (China) – Lectures on International Management

- In December 2014 and December 2015

Visiting Professor in the Erasmus+ program at the Paris IV Sorbonne University – Lectures on Marketing Research

- In September 2017, 2018, 2019, 2021

Visiting Professor in the Erasmus+ program at the Aix Marseille University – Lectures on Fashion and innovation

- From 1996 she has been teaching in several Ph.D. Courses, Masters and post-bachelor courses:

Catholic University of Milan

- Course Post-Bachelor in Bank Marketing
- Course Post-Bachelor in Sales Management
- Master (2nd level) in Banking, Mutuality and Development
- Master (2nd level) in Credit Risk Management
- Master (1st level) in Economics and Management of International Trade
- Master (1st level) in Small and Medium Enterprises Management (on line)

University of Macerata

- Master (1st level) in Marketing Management
- Master (1st level) in Expert in Generational Transition
- Master (1st level) in Marketing and Rural Development
- Master (1st level) in Expert in Orientation methods
- Master (1st level) Euro-Mediterranean in Trade and socio-cultural cooperation
- Master (1st level) in Communication and e Persuasion
- Summer School in Western Culture Civilization

CIS School of Management, Reggio Emilia

- Short Master in Internationalization of firms

Consulmarche, Ancona

- Master (1st level) in Marketing Management

ICE – Emilia Romagna Region – University of Bologna, Alma Graduate School Bologna

- Master (2nd level) in Processes of Internationalization of firms

Assoservizi

- Course of Principles of International Trade

PhD in Management (University of Macerata - University of Urbino - University Politecnica of Marche – University of Rimini)

Publications

Jin B., Cedrola E., Editors in Chief dal 2015 della collana internazionale “Palgrave Studies in Practice: Global Fashion Brand Management”, Palgrave Macmillan US, New York.

Italian Journals with peer review

1. 2021 Bernardi, A., Cantu', C. L., Cedrola, E., Heritage marketing e valorizzazione del territorio: il percorso verso l'innovazione sostenibile nel tessile in CORPORATE GOVERNANCE AND RESEARCH & DEVELOPMENT STUDIES; 1/2021; Milano, Franco Angeli; pp. 11 - 30 (ISSN: 2704-8462)
2. Bernardi A., Cantù C., Cedrola E. Fattori chiave di successo per l'innovazione sostenibile nel settore tessile e moda. Best practices di due luxury brand del Made in Italy in L'INDUSTRIA; 4; Bologna, Il Mulino; pp. 1349 - 1376 (ISSN: 0019-7416)
3. Cedrola E., Masè S., “La vocazione territoriale tra approccio sistemico e situazionista: analisi di una collaborazione culture driven tra aziende del made in Italy attraverso il caso del Contratto di Rete Polo Alta Moda Area Vestina”, Il Capitale Culturale. Studies on the value of cultural heritage, 10/2014, pp. 585-612.
4. Cedrola E., Battaglia L., “Piccole e medie imprese e internazionalità: modelli di business e soluzioni operative”, Sinergie, 85/2011, pp. 71-92. A summary of the research was published in Il Sole 24 Ore Centro Nord, 17/2/2010 p. 13, and Famiglia Cristiana 5/9/2010 p. 29.
5. Cedrola E., Ferrero G., Gregori G., “Marketing & Sales oltre la crisi: i cambiamenti in atto nelle medie imprese”, in Mercati e Competitività, 2/2011, pp. 9-28.
6. Cedrola E., “FAAM Group: una storia ed un percorso imprenditoriale di successo”, Mondo Cinese, 144, 2011, pp. 68-77.
7. Cedrola E., Battaglia L., Cantù C., Tzannis A., “Relazioni di business Italia-Cina: quali opportunità per le piccole e medie imprese italiane”, in Mercati e Competitività, 4/2010, pp. 45-64.
8. Cedrola E., “Internet per le piccole e medie imprese: potenzialità e stato dell'arte in Italia e in Europa”, in Mercati e Competitività, 1/2009 pp. 19-43.
9. Cedrola E., “Un modello di successo per la piccola impresa, in Harvard Business Review Italia, Dec. 2008, 12, 65-72.
10. Cedrola E., Memmo S., “Internet e franchising: stato dell'arte e prospettive” in Micro & Macro Marketing, 3/2007, pp. 339-364.
11. Cedrola E., “La pubblicità sul punto vendita e la sua influenza sul processo di acquisto”, in Problemi di gestione dell'impresa, Vita e Pensiero, n°29, 2000, pp. 113-139.
12. Cedrola E., “La pubblicità sul punto vendita: passato presente e futuro. Una ricerca empirica”, in Problemi di gestione dell'impresa Vita e Pensiero, n°28, 1999, pp. 201-228.
13. Cedrola E., “Tecnologia e distribuzione dei servizi nel settore bancario”, in Problemi di gestione dell'impresa, Vita e Pensiero, n°20, 1995, pp. 25-52.
14. Cedrola E., “Direct Marketing: il marketing di relazione nella banca”, in Micro e Macro Marketing, Il Mulino, n°1, 1994, pp. 27-53.

International Journals with peer review

1. 2022 Bernardi, A., Cantù, C. L., Cedrola, E., Key success factors to be sustainable and innovative in the textile and fashion industry: evidences from two Italian luxury brands in JOURNAL OF GLOBAL FASHION MARKETING; online; London, Taylor & Francis; pp. 1 - 28 (ISSN: 2093-2685)
2. - 2021 Davcik, N. S., Cardinali, S., Sharma, P., Cedrola, E., Exploring the role of international R&D activities in the impact of technological and marketing capabilities on SMEs' performance in JOURNAL OF BUSINESS RESEARCH; 128; New York, Elsevier; pp. 650 - 660 (ISSN: 0148-2963)
3. 2020 Mase', S., Cedrola, E., Cohen Cheminet, G., Davino, C., Multivariate Statistical Analysis of Artification Effect on Customer-Based Brand Equity in Luxury Brands in INTERNATIONAL JOURNAL OF ARTS MANAGEMENT; Volume 22 Number 3; Montreal, HEC Montréal; pp. 55 - 66 (ISSN: 1480-8986)
4. Silchenko K., Askegaard S., Cedrola E. (2019). Three decades of research in health and food marketing: A systematic review. The Journal of consumer affairs, vol. on line, p. 1-42, ISSN: 0022-0078, doi: 10.1111/joca.12289
5. Masè S., Cedrola E., Cohen-Cheminet G., "Is artification perceived by consumers of luxury products? The research relevance of a customer-based brand equity model | [顾客能否感知奢侈品中的艺术化？基于顾客的资产价值模型的相关性调查]", In Journal of Global Fashion Marketing, 2018, 9(3), pp. 223-236
6. Cedrola E., Battaglia L., "Renewable energy industries in Europe: are they successful in the Chinese market?", International Journal of Ambient Energy, 2017, 38(5), pp. 459-470.
7. Cedrola E., Battaglia L., "Country-of-origin effect and firm reputation influence in business-to-business markets with high cultural distance", Journal of Global Scholars of Marketing Science, 24/2013, pp. 394-408 (15 pp.).
8. Cedrola E., Memmo S., "Loyalty marketing and loyalty cards: a study of the Italian market", International Journal of Retail and Distribution Management, 3/2010, pp. 205-225.
9. Cedrola E., Memmo S., "Internet for franchising: current use and areas of improvement. Results of an empirical research", Journal of Euromarketing (merged into Journal of Global Marketing from 2010), 18/1, 2009, pp. 5-21.
10. Cedrola E., "The Italian bank's concept of the Internet. A compared analysis with Europe and USA", Journal of Euromarketing (Merged into Journal of Global Marketing from 2010), vol. 15, issue 3, 2006, pp. 73-102.
11. Cedrola E., "Les nouveaux services bancaires liés à Internet. Comparaison entre l'Italie, l'Europe et les Etats Unis", Revue Française du Marketing, n° 189/190, 2002, pp. 105-118.

Other Italian journals

1. Cedrola E., "Il telephone banking. Il caso della National Westminster Bank", Siam, Poliedros Group, 3/1993, pp. 37-43.
2. Cedrola E., "La qualità nelle banche spagnole. Il caso della Caixa", Siam, Poliedros Group, 4/1992, pp. 40-50.
3. Cedrola E., "Il direct marketing nei servizi finanziari" second part, Bollettino Trimestrale BPN, 4/1992, pp. 46-63.
4. Cedrola E., "Il direct marketing nei servizi finanziari" first part, Bollettino Trimestrale BPN, 2/1992, pp. 71-79.

Books

1. 2020 Cedrola, E., Trabaldo Togna, L. A., Eccellenze italiane. Internazionalizzazione ed ecosostenibilità del distretto tessile biellese Milano, Pearson Italia; pp. 1 - 218 (ISBN: 9788891918314)
2. Jin B. E., Cedrola E. (2019). Process Innovation in the Global Fashion Industry. PALGRAVE STUDIES IN PRACTICE: GLOBAL FASHION BRAND MANAGEMENT, p. 1-125, New York:Palgrave Macmillan US, ISBN: 978-1-137-52352-5
3. Jin B., Cedrola E., Palgrave Studies in Practice: Product Innovation in the Global Fashion Industry, in book series Palgrave Studies in Practice: Global Fashion Brand Management, Palgrave Macmillan (Springer), New York, 2018, pp. 1-155.
4. Jin B., Cedrola E., Fashion Branding and Communication: Core Strategies of European Luxury and Premium Brands (B. Jin and E. Cedrola eds.), Palgrave Macmillan, New York, 2017, pp. 1-188.
5. Jin B., Cedrola E., Fashion Brand Internationalization, in book series Palgrave Studies in Practice: Global Fashion Brand Management (B. Jin and E. Cedrola eds.), Palgrave Macmillan, New York, 2016, pp.1-142.
6. Blythe J., Cedrola E., Fondamenti di Marketing, Pearson Italia, Milano, 2013, pp. 1-432.
7. Cedrola E., Battaglia L., Storia, economia, cultura, modelli di business e di marketing per operare con successo in Cina. La via verso la terra di mezzo. CEDAM, Padova, 2012, pp. 1-300.
8. Blythe J., Cedrola E., "Fondamenti di Marketing", Pearson Italia, Milano, 2010, pp. 1-464.
9. Cedrola E., Il marketing internazionale per le piccole e medie imprese", McGraw Hill, Milano, 2005, pp. 1-259.
10. Cedrola E., "L'impatto di Internet sull'intermediazione finanziaria: il caso delle banche in Rete" Quaderni di Ricerca del Dipartimento di Scienze dell'Economia e della Gestione Aziendale, Università Cattolica del Sacro Cuore, Pubblicazioni ISU Università Cattolica, 2002, pp. 1-249.
11. Cedrola E., "Appunti sulle ricerche di mercato", ISU Università Cattolica, Milano, 2001, pp. 1-111.

Books edited

1. 2020 Busilacchi, G, Cedrola, E., La forza delle reti 1; Canterano (RM), Aracne Editrice; pp. 1 - 392 (ISBN: 9788825535327)
2. Cedrola E., Covassi G., "Marketing Metrics" di Farris P.W., Bendle N.T., Pfeifer P.E., Reibstein D.J., Pearson Prentice Hall, Milano, 2008.
3. Cedrola E., Fondamenti di Marketing di Blythe J., Pearson Prentice Hall, Milano, 2006.
4. Cedrola E., Moscatelli G., "L'automazione dei servizi di retail banking", Bancaria Editrice, 1994.

Books chapters

1. 2021 Battaglia, L., Gavinelli, L., Danneo, V., Cedrola, E., Turismo e tecnologia digitale: la trasformazione del settore tra sfide e opportunità in Turismo 4.0. Storia, digitalizzazione, territorio; 1; Milano, Vita e Pensiero; pp. 131 - 150 (ISBN: 9788834344620)
2. 2021 Giovannetti, M., Cedrola, E., The impact of salesperson's ambidexterity and career stage: a quantitative study in LEVERAGING INTERSECTIONS IN MANAGEMENT THEORY AND PRACTICE; Vicenza, Sinergie Italian Journal of Management - CUEIM; pp. 1 - 7

3. 2021 Giraldi, L., Ceccacci, S., Cedrola, E., B2B relational with a quality approach in LEVERAGING INTERSECTIONS IN MANAGEMENT THEORY AND PRACTICE; Vicenza, Sinergie Italian Journal of Management - CUEIM; pp. 1 – 10
4. 2021 Masè, S., Cedrola, E., Pistolesi, S., Arte popolare come eredità culturale di una marca in cerca di autenticità: il caso Dolce & Gabbana in LEVERAGING INTERSECTIONS IN MANAGEMENT THEORY AND PRACTICE; Vicenza, Sinergie Italian Journal of Management - CUEIM; pp. 1 – 7
5. 2020 Cedrola, E., Gavinelli, L., Développement des réseaux, du territoire et de l'entreprise. Le point de vue des entreprises familiales italiennes. in La forza delle reti / The Strength of Networks / La puissance des réseaux; Canterano (RM), Aracne Editore; pp. 21 - 56 (ISBN: 9788825535327)
6. 2020 Cedrola, E., Trabaldo Togna, L. A., Masè, S., Eccellenze del distretto biellese. Il caso Zegna in Eccellenze italiane. Internazionalizzazione ed ecosostenibilità del distretto tessile biellese; Milano, Pearson Italia; pp. 164 - 186 (ISBN: 9788891918314)
7. 2020 Busilacchi, G., Cedrola, E., Introduzione - La forza delle reti in La forza delle reti / The Strength of Networks / La puissance des réseaux; Canterano (RM), Aracne Editore; pp. 9 - 18 (ISBN: 9788825535327)
8. 2020 Bernardi, A., Cantu', C., Cedrola, E., HERITAGE MARKETING E VALORIZZAZIONE DEL TERRITORIO NELLE RELAZIONI MULTI STAKEHOLDER in Il Marketing per una società migliore; online; Castellanza, Società Italiana di Marketing; pp. 1 - 8 (ISBN: 978-88-943918-4-8)
9. 2020 Mase', S., Cedrola, E., Cohen Cheminet, G., Davino, C., Multivariate Statistical Analysis of Artification Effect on Customer-Based Brand Equity in Luxury Brands in INTERNATIONAL JOURNAL OF ARTS MANAGEMENT; Volume 22 Number 3; Montreal, HEC Montréal; pp. 55 - 66 (ISSN: 1480-8986)
10. 2019 Cedrola, E., Silchenko, K., Masè, S., Arena Water Instinct: Innovation built-in the company DNA in Process innovation in the global Fashion Industry; New York, Palgrave Macmillan US; pp. 73 - 98 (ISBN: 978-1-137-52351-8)
11. 2019 Danneo, V., Battaglia, L., Cedrola, E., E-turism: Chinese and Western competition in New frontiers in the tourism and hospitality industry: digital, social and economic transformations; Milano, Pearson Italia; pp. 73 - 80 (ISBN: 9788891914545)
12. 2019 Jin, B. E., Cedrola, E., Kim, N. L., Process Innovation: Hidden Secret to Success and Efficiency in Process Innovation in the Global Fashion Industry; New York, Palgrave Macmillan US; pp. 1 - 23 (ISBN: 978-1-137-52351-8)
13. Jin B., Cedrola E., Product Innovation: Core to Continued Success, in Product Innovation in the Global Fashion Industry (B. Jin and E. Cedrola eds.), Palgrave Macmillan, New York, 2018, pp. 1 - 40.
14. 2019 Masè, S., Cedrola, E., Cohen, Cheminet, G., Sharma, A 30-Year-Long Relationship via the Art-based management perspective in Proceedings of EMAC 48th Annual Conference; Hamburg, European Marketing Association; pp. 1 - 25 (ISBN: 978-3-9821146-0-6)
15. 2019 Jin, B. E., Cedrola, E., Preface - Process Innovation in the Global Fashion Industry in Process Innovation in the Global Fashion Industry; 1; New York, Palgrave Macmillan; pp. 1 - 3 (ISBN: 978-1-137-52352-5)
16. 2018 Jin, B., Cedrola, Elena, Preface - Product innovation in the global fashion industry in Product innovation in the global fashion industry; New York, Palgrave Macmillan; pp. 1 - 4 (ISBN: 978-1-137-52349-5)

17. Masé S., Cedrola E., Louis Vuitton's Art-based Strategy to Communicate Exclusivity and Prestige, in *Fashion Branding and Communication: Core Strategies of European Luxury and Premium Brands* (B. Jin and E. Cedrola eds.), Palgrave Macmillan, New York, 2017, pp. 155 - 184.
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