Boris Durisin

AFFILIATE PROFESSOR
Innovation

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Biografia

Boris Durisin è Affiliate Professor di Marketing and Sales presso SDA Bocconi School of Management. È anche Professore Associato presso ESCP Europe Business School-Paris Campus.

Presso SDA Bocconi, è stato membro del Management Team "EMMS – Executive Master in Marketing & Sales" (unitamente all'ESADE Business School e in collaborazione con la faculty della Cornell University). Tiene conferenze, offre consulenze e collabora con aziende, operanti nei settori elettronico, farmaceutico e delle telecomunicazioni, su piani di marketing, temi di market innovation e strategie di lancio sul mercato di prodotti inediti e di tecnologie radicalmente innovative.

Le sue ricerche si concentrano sulla innovazione di mercato (la modalità attraverso cui le aziende fronteggiano le innovazioni tecnologiche e creano nuovi mercati), sulla capacità di assorbimento (il riconoscimento del valore dell'innovazione e la capacità da parte delle imprese di acquisire, trasformare, assimilare o sfruttare nuove conoscenze) e la organizzazione ambidestra dell'innovazione (la capacità delle imprese di confrontarsi con e sviluppare innovazioni radicali e incrementali).

È autore di capitoli di libri e articoli che riguardano i temi da lui trattati. I suoi lavori sono stati pubblicati su journal quali Academy of Management Review, Journal of Product Innovation Management, e altre riviste accademiche di gran rilievo. È stato Visiting Professor presso l'Università Bocconi ed ha svolto attività di Visiting Scholar presso la Stern School of Business dell'Università di New York e la Sloan School of Management del MIT a Cambridge, MA.
Boris ha ottenuto la Laurea del programma MiM di CEMS, ottenendo un titolo sia dall' Universität St. Gallen e da HEC Paris;. Ha perseguito il Dottorato di Ricerca presso l'Universität St. Gallen e ha seguito il programma ITP (International Teachers Programme) presso l'HEC di Parigi.

Ambito di insegnamento

New Product Development

Design Thinking

B2B Marketing

Pricing and Revenue Management

ARTICOLI SU RIVISTA SCIENTIFICA

DURISIN B., TODOROVA G.
A study of the performativity of the "Ambidextrous Organizations" theory: neither lost in nor lost before translation
Journal of Product Innovation Management, 2012, vol.29, no. S1, pp.53-75

DURISIN B., CALABRETTA G., OGLIENGO M.
Uncovering the Intellectual Structure of Research in Business Ethics: A Journey through the History, the Classics, and the Pillars of Journal of Business Ethics
Journal of Business Ethics, 2011, vol.104, no. 4, pp.499-524

DURISIN B., CALABRETTA G., PARMEGGIANI V.
The Intellectual Structure of Product Innovation Research: A Bibliometric Study of the Journal of Product Innovation Management, 1984-2004
Journal of Product Innovation Management, 2010, vol.27, no. 3, pp.437-451

DURISIN B., PUZONE F.
Maturation of Corporate Governance Research, 1993-2007: An Assessment
Corporate Governance: An International Review, 2009, vol.17, no. 3, pp.266-291

DURISIN B., TODOROVA G.
Absorptive Capacity: Valuing a Reconceptualization
Academy of Management Review, 2007, vol.32, no. 3, pp.774-786

CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

DURISIN B.
Market innovation and legitimate, legit and ethical conduct in business in *Innovazione e Management*
S. Castaldo, G. Bertoli, P. Cillo, G, Troilo, G. Verona (a cura di), Egea, pp.61-68, 2022

DURISIN B., VON KROGH G.
Competitive Advantage, Knowledge Assets and the Role of Group-Level Effects. An Empirical Study of Global Investment Banking in *Strategies in Transition*
Bettis R. (a cura di), Blackwell Publishing, pp.35-80, 2005

PROCEEDINGS/PRESENTATIONS

CALABRETTA G., DURISIN B.
A Bridge or a Link? New Product Development Decisions, Innovation Performance, and the Role of Product Innovativeness
AMA Summer Educators Conference, August 13-16, 2010, Boston, MA, Stati Uniti d'America

DURISIN B., AIROLDI A., PREMAZZI K.
The reification of dynamic capabilities: a critical review of the construct
29th International Conference of the Strategic Management Society - 11-14 October, 2009, Washington, Stati Uniti d'America

DURISIN B., AIROLDI A., PREMAZZI K.
The reification of dynamic capabilities: a critical review
Green Management Matters - Academy of Management Annual Meeting - 7-11 August, 2009, Chicago, Stati Uniti

d'America

DURISIN B., CALABRETTA G.
New product decisions and innovativeness: examining the different routes to innovation performance
The Questions We Ask - Academy of Management Annual Meeting - 8-13 August, 2008, Anaheim, CA, Stati Uniti d'America

DURISIN B., CALABRETTA G.
New Product Development and dynamic capabilities: a framework and an empirical test
AOM Annual Meeting: Doing well by doing good - 3-8 August, 2007, Philadelphia, Stati Uniti d'America

DURISIN B., CALABRETTA G.
Unravelling Firm Innovativeness: Insights From An Empirical Investigation
Strategic Management Society 26th Annual International Conference - 29 October-1 November, 2006, Wien, Austria

CALABRETTA G., DURISIN B.
Firm innovativeness: an empirical study of strategic and operational factors driving NPD decisions
AOM Annual meeting: Knowledge, action and the public concern - 11-16 August, 2006, Atlanta, Georgia, Stati Uniti d'America

DURISIN B., TODOROVA G.
Mixing and matching modularity: an empirical test for strategic flexibility and types of modularity
AOM Annual meeting: Knowledge, action and the public concern - 11-16 August, 2006, Atlanta, Georgia, Stati Uniti d'America

DURISIN B., CALABRETTA G.
Technology Adoption: An Integrative Model of Strategic Factors Driving the Diffusion of Innovation
EURAM Conference - 16-20 May, 2006, Oslo, Norvegia

CALABRETTA G., DURISIN B.
The effect of economic, strategic and operational decisions on firm innovativeness
34TH EMAC Conference - 23-26 May, 2006, Athens, Grecia

RAPPORTI DI RICERCA

DURISIN B.
Europe as a "Tech laggard" in the face of waves of technological change: Will European leaders carry on or break away?
2024, ESCP Research Institute of Management (ERIM)

DURISIN B.
Capital has no responsibility toward humans. Capital has no responsibility toward the planet. ... and customers do not fall from heaven
2021, ESCP Research Institute of Management (ERIM)

DURISIN B.
"The world is changing so rapidly I have little time to be astonished." Some reflections on Leadership in High-Tech for addressing tectonic shifts and fault lines in our Society
2020, ESCP Research Institute of Management (ERIM)