

Gabriele Troilo

INNOVATION

ARTICLES IN SCHOLARLY JOURNALS

DE LUCA L. M., HERHAUSEN D., TROILO G., ROSSI A.

How and when do big data investments pay off? The role of marketing affordances and service innovation

Journal of the Academy of Marketing Science, 2021, vol.49, no. 4, pp.790-810

TROILO G., DE LUCA L. M., GUENZI P.

Linking Data-Rich Environments with Service Innovation in Incumbent Firms: A Conceptual Framework and Research Propositions

Journal of Product Innovation Management, 2017, vol.34, no. 5, pp.617-639

ADDIS M., TROILO G.

Humanizing a Superhero: An Empirical Test in the Comic Books Industry

International Business Research, 2016, vol.9, no. 11, pp.189-200

TROILO G.

Marketing della creatività

Economia & Management, 2016, no. 2, pp.49-54

GUENZI P., SAJTOS L., TROILO G.

The dual mechanism of sales capabilities in influencing organizational performance

Journal of Business Research, 2016, vol.69, pp.3707-3713

COLOMBARI L., TROILO G.

Quando i musei non escludono: strategie di innovazione inclusiva per i musei del XXI secolo

Economia dei Servizi - Mercati, Istituzioni, Management, 2015, vol.10, no. 2, pp.241-257

GUENZI P., TROILO G.

Sogno o incubo? Marketing analytics e social media visti dai direttori marketing

Economia & Management, 2015, no. 3, pp.55-61

TROILO G., DE LUCA L., ATUAHENE-GIMA K.

More innovation with less? A strategic contingency view of slack resources, information search and radical innovation

Journal of Product Innovation Management, 2014, vol.31, no. 2, pp.259-277

TROILO G., CITO M., SOSCIA I.

Repurchase behavior in the performing arts: Do emotions matter without involvement?

Psychology & Marketing, 2014, vol.31, no. 8, pp.635-646

TROILO G., GUENZI P., DE LUCA L.

L'integrazione fra Marketing e Vendite: barriere, meccanismi operativi e risultati

Economia & Management, 2013, no. 2, pp.1-22

GUENZI P., DE LUCA L., TROILO G.

Organizational drivers of salespeople's customer orientation and selling orientation

The Journal of Personal Selling & Sales Management, 2011, vol.31, no. 3, pp.269-286

TROILO G., CILLO P., DE LUCA L. M.

Market information approaches, product innovativeness, and firm performance: An empirical study in the fashion industry

Research Policy, 2010, vol.39, no. 9, pp.1242-1252

SHERRY J. F., JOY A., TROILO G., DESCHENES J.

Re-thinking the relationship between self and other: Levinas and narratives of beautifying the body

Journal of Consumer Culture, 2010, vol.10, no. 3, pp.333-361

TROILO G., DE LUCA L. M., GUENZI P.

Dispersion of influence between Marketing and Sales: Its effects on superior customer value and market performance

Industrial Marketing Management, 2009, vol.38, no. 8, pp.872-882

TROILO G., GUENZI P.

The joint contribution of marketing and sales to the creation of superior customer value

Journal of Business Research, 2007, vol.60, no. 2, pp.98-107

TROILO G., GUENZI P.

Developing marketing capabilities for customer value creation through Marketing-Sales integration

Industrial Marketing Management, 2006, vol.35, no. 8, pp.974-988

TROILO G., ZAGHI K.

Imprese vinicole e orientamento al mercato: un connubio da costruire

Economia & Management, 2006, no. 3, pp.57-80

CORNA V., TROILO G.

L'esperienza della lettura: una ricerca sui sequel letterari

Finanza, Marketing e Produzione, 2005, vol.23, no. 4, pp.25-50

CILLO P., DE LUCA L., MAZURSKY D., TROILO G.

Orientamento al mercato e innovazione nei settori creativi. Una ricerca nel settore della moda

Finanza, Marketing e Produzione, 2005, vol.1, pp.23-45

CILLO P., TROILO G.

Il ruolo del senso di appartenenza nell'evoluzione dei distretti industriali: una proposta metodologica

Finanza, Marketing e Produzione, 2002, vol.1, pp.63-93

TROILO G.

Postmodernità, consumo e marketing dei beni artistici e culturali

Micro & Macro Marketing, 2002, vol.1, pp.9-31

CILLO P., TROILO G.

Rovistare nel Passato per Progettare il Futuro: Evidenze da un Campione di Aziende Italiane

Economia & Management, 2002, no. 3, pp.62-63

TROILO G., OSTILLIO M. C.

La progettazione dei sistemi informativi di marketing: un approccio marketing-driven

Economia & Management, 2001, no. 2, pp.65-77

VICARI S., TROILO G.

Creatività organizzativa e generazione di conoscenza: il contributo della teoria dei sistemi informativi

Sinergie, 1999, vol.50, pp.3-24

PAGANI G., TROILO G.

Evoluzione Socio-Culturale Dei Consumatori E Sviluppo Dei Nuovi Mercati: Il Caso Laboratoires Boiron

Micro & Macro Marketing, 1999, vol.1, pp.161-178

CASTALDO S., TROILO G., VERONA G.

Funzione commerciale e network per l'innovazione di prodotto

Sviluppo & Organizzazione, 1998, vol.167, pp.33-50

GUERZONI G., TROILO G.

Un nuovo protagonista dello scenario post-industriale: il consumatore collezionista

Economia & Management, 1998, no. 3, pp.19-32

TROILO G., VICARI S.

Affrontare il Possibile: le mappe cognitive. Approcci di management in condizioni di incertezza

Economia & Management, 1997, no. 1, pp.79-109

MELODI G., TROILO G.

I prodotti biologici Wander-Cèreal: dalla nicchia al mass market

Micro & Macro Marketing, 1996, vol.5, no. 3, pp.505-518

TROILO G.

L'orientamento ecologico di marketing: una scelta etica

Micro & Macro Marketing, 1996, vol.5, no. 3, pp.409-438

TROILO G.

La gestione ambientale d'impresa come percorso di innovazione e apprendimento

Sviluppo & Organizzazione, 1996, vol.156, pp.53-59

OSTILLIO M. C., TROILO G.

The evolution of direct marketing in Italy

Journal of Direct Marketing, 1996, vol.10, no. 1, pp.71-81

CASTALDO S., TROILO G., OSTILLIO M. C.

L'analisi del potenziale di mercato: un'applicazione nel settore vinicolo

Commercio, 1993, vol.48, pp.103+

TROILO G.

L'evoluzione del concetto di marketing mix: una proposta interpretativa

Finanza, Marketing e Produzione, 1993, vol.11, no. 2, pp.41-74

BUSACCA B., TROILO G.

La diffusività intersettoriale dell'immagine di marca

Economia & Management, 1992, no. 5, pp.70-91

RESEARCH MONOGRAPHS

TROILO G.

Marketing in Creative Industries: Value, Experience and Creativity

Palgrave Macmillan, , 2015

TROILO G.

Marketing Knowledge Management. Managing Knowledge in Market Oriented Companies

Edward Elgar Publishing, Great Britain, 2006

TROILO G.

Marketing knowledge management. La gestione della conoscenza nell'impresa orientata al mercato

Etas Libri, Milano, Italy, 2001

OSTILLIO M. C., TROILO G.

Management dei sistemi informativi di marketing. Competenze, fiducia e tecnologia in evoluzione

Egea, Milano, Italy, 2000

BERTOLINI F., TROILO G.

Green management. L'ecologia come vantaggio competitivo per l'impresa

Egea, Milano, Italy, 1996

EDITED BOOKS

MOLTENI L., TROILO G. (EDS.)

Ricerche di marketing II Ed. Metodologie e tecniche per le decisioni strategiche e operative

Egea, Milano, Italy, 2022

MOLTENI L., TROILO G. (EDS.)

Ricerche di marketing. Metodologie e tecniche per le decisioni strategiche e operative di marketing

Egea, Milano, Italy, 2012

MOLTENI L., TROILO G. (EDS.)

Ricerche di marketing. II Ed.

McGraw-Hill Italia, Italy, 2007

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

TROILO G.

Il customer insight management per la creazione di nuovi mercati in *Marketing, una disciplina fantastica: omaggio a Enrico Valdani*

Bruno Busacca, Michele Costabile(Ed), Egea, pp.321-356, 2018

SOSCIA I., TROILO G.

Ricerche quantitative di marketing in *MARKETING @ BOCCONI. Progettare e trasferire valore al cliente*

E.Valdani (Eds),Egea, pp.203-221, 2016

TROILO G.

Prodotti estetici, consumatore e approcci di marketing in *Prodotto, consumatore e politiche di mercato quarant'anni dopo. Scritti in onore di Stefano Podestà*

Stefania Borghini, Antonella Carù, Francesca Golfetto, Stefano Pace, Diego Rinallo, Luca Massimiliano Visconti, Fabrizio Zerbini(Ed), Egea, pp.225-238, 2012

GUENZI P., TROILO G., SAIBENE C., CITO M., SCARPA A.

Competenze di marketing & sales, metriche e performance in *Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo*

F. Ancarani (Eds),Egea, pp.2-41, 2011

TROILO G.

Integrating Sales and Marketing in *Sales Management: A Multinational Perspective*

P. Guenzi(Ed), Palgrave Macmillan, pp.39-69, 2011

SOSCIA I., TROILO G.

Ricerche quantitative di marketing in *Marketing Management*

E. Valdani (Eds),Egea, pp.261-284, 2011

VICARI S., TROILO G.

The role of unexpected market events in market creation strategies in *Strategic market creation. A new perspective on marketing and innovation management*

K. Tollin, A. Carù (Eds),John Wiley & Sons, pp.187-209, 2008

SANTORO C., TROILO G.

The drivers of hedonic consumption experience: a semiotic analysis of rock concerts in *Consuming experiences*

A. Carù, B. Cova (Eds), Routledge, pp.109-125, 2007

TROILO G., JOY A., SHERRY J. F., DESCHENES J.

Writing it Up, Writing it Down: Being Reflexive in Accounts of Consumer Behavior in *Handbook of Qualitative Research Methods in Marketing*

Russell W. Belk (Eds), Edward Elgar Publishing, 2006

TROILO G.

Marketing e cultura: dal contatto alla contaminazione in *Cultura e competitività. Per un nuovo agire imprenditoriale*

Osservatorio impresa e cultura(Ed), Rubettino Editore, pp.292-306, 2003

VALDANI E., CASTALDO S., TROILO G., VERONA G.

La multidimensionalità della definizione di nuovo prodotto: concettualizzazioni teoriche e rappresentazioni manageriali in *La gestione dell'innovazione di prodotto. Il caso delle calzature e degli imballaggi flessibili*

P. Stampacchia, L. Nicolais (Eds), ESI - Edizioni Scientifiche Italiane, pp.59-95, 2001

GUERZONI G., TROILO G.

Pour et contre le marketing in *L'avenir des musées*

AA.VV. (Eds), Reunion des Musées Nationaux, pp.135-147, 2001

VICARI S., TROILO G.

Organizational Creativity: A New Perspective from Cognitive Systems Theory in *Knowledge Creation. A Source of Value*

von Krogh G., Nonaka I., Nishiguchi T. (Eds), Palgrave Macmillan, pp.63-88, 2000

BUSACCA B., GRANDINETTI R., TROILO G.

Transizione del marketing e concezione sistemico-evolutiva del consumatore in *Sistemi ed evoluzione nel management*

E. Rullani, S. Vicari (Eds), Etas Libri, pp.107-133, 1999

VICARI S., TROILO G.

Errors and learning in organizations in *Knowing in Firms: Understanding, Managing and Measuring Knowledge*

G. von Krogh, J. Roos, D. Kleine (Eds), SAGE Publications, pp.204-222, 1998

TROILO G.

L'innovazione: rappresentazioni manageriali, strategie d'impresa e performance in *Lo sviluppo di nuovi prodotti. Teoria ed analisi empiriche in una prospettiva cognitiva*

S. Castaldo, G. Verona(Ed), Egea, pp.125-158, 1998

GUERZONI G., TROILO G.

Silk purses out of sows' ears. Mass rarefaction of consumption and the emerging consumer-collector in *The Active Consumer. Novelty and Surprise in Consumer Choice*

M. Bianchi (Eds), Routledge, pp.174-197, 1998

CASTALDO S., TROILO G., VERONA G.

Verso la re-ingegnerizzazione del processo di sviluppo di nuovi prodotti. una ricerca empirica in *I processi di marketing*

E. Valdani, F. Ancarani (Eds), Egea, pp.85-117, 1997

VICARI S., TROILO G.

Errore e apprendimento nelle politiche di marketing in *Scritti in Ricordo di Carlo Fabrizi (1907-1975)*

AA.VV. (Eds), CEDAM, pp.641-658, 1995

LAZZARO G., TROILO G.

Il marketing nelle aziende agricole in *L'impresa agricola. Tecniche di gestione e strumenti di controllo nel quadro della normativa CEE*

AA.VV. (Eds), Etas Libri, pp.213-233, 1993

TROILO G.

L'analisi della domanda. Il caso del settore vinicolo in *L'impresa agricola. Tecniche di gestione e strumenti di controllo nel quadro della normativa CEE*

AA.VV.(Ed), Etas Libri, pp.235-250, 1993

BOOK TRANSLATION/BOOK EDITION WITH COMMENTARY

TROILO G.

Marketing nei settori creativi

2014, Pearson

CASES IN INTERNATIONAL CASE COLLECTIONS

TROILO G.

Berlucchi. Designing market development strategies

2011, The Case Centre, Great Britain

PROCEEDINGS/PRESENTATIONS

GUENZI P., CAIOZZO P., TROILO G.

Are we Missing the Real Points?

44th EMAC Conference - May 24-27, 2015, Leuven, Belgium

GUENZI P., SAJTOS L., TROILO G.

What are sales capabilities and how do they affect performance? A preliminary investigation

5th EMAC Regional Conference - September 24-26, 2014, Katowice, Poland

GUENZI P., CAIOZZO P., TROILO G.

What really matters to sales executives?

The Thought Leadership on the Sales Profession Conference - June 10-11, 2014, New York, United States of America

CITO M., TROILO G., SOSCIA I.

Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?

XII International Conference on Arts & Cultural Management - June 26-29, 2013, Bogotá, Colombia

CITO M., TROILO G., SOSCIA I.

Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?

European Marketing Academy Annual Regional Conference - June 4-7, 2013, Istanbul, Turkey

GUENZI P., DE LUCA L., SPIRO R., TROILO G.

Does adaptive selling improve or hurt customer trust in the salesperson?

41st EMAC Annual Conference - May 23-26, 2012, Lisbon, Portugal

FUMAGALLI E., TROILO G.

Does motivation really matter in pursuing artists' goals? An investigation on the mediating role of artists' strategies

41st EMAC Conference - May 22-25, 2012, Lisbon, Portugal

VLASIC G., KOHLI A., TROILO G.

Marketing department's impact on the pursuit of market deriving strategy

EMAC 40th Conference - May 22-25, 2012, Lisbon, Portugal

DE LUCA L., ATUAHENE-GIMA K., TROILO G.

The contingent value of market-technology knowledge complementarity

40th EMAC Conference - May 24-27, 2011, Ljubljana, Slovenia

KHOLI A., TROILO G., VLASIC G.

Enhancing customer purchase likelihood through market driving strategies

39th EMAC Conference - June 1-4, 2010, Copenhagen, Denmark

TROILO G., GUENZI P.

What can sales managers learn from coaches of professional sport teams?

39th EMAC Conference - June 1-4, 2010, Copenhagen, Denmark

GUENZI P., TROILO G., DE LUCA L. M.

Organizational drivers of customer-oriented selling

38th EMAC Conference - May 26-29, 2009, Nantes, France

TROILO G., GUENZI P.

Marketing-Sales relationship: how to achieve their integration?

37th EMAC Conference - May 27-30, 2008, Brighton, Great Britain

DE LUCA L., TROILO G., GUENZI P.

The contingent value of sales participation in marketing decision-making for market performance

37th EMAC Conference - May 27-30, 2008, Brighton, Great Britain

GUENZI P., TROILO G., DE LUCA L. M.

The contingent value of sales participation in marketing decision-making on organizational performance

2008 AMA Winter Marketing Educators' Conference - February 15-18, 2008, Austin, United States of America

DE LUCA L., TROILO G., ATUAHENE GIMA K.

Information search types, market knowledge dimensions, and new product performance: a contingency model and empirical test

36th EMAC Conference - May 22-25, 2007, Reykjavik, Iceland

ATUAHENE GIMA K., TROILO G., DE LUCA L.

Antecedents and consequences of depth and breadth of market knowledge

Product Development and Management Association Conference - October 21-22, 2006, Atlanta, United States of America

GUENZI P., TROILO G.

Integrating Marketing and Sales: A Means-End Approach

35th EMAC Conference - May 23-26, 2006, Athens, Greece

TROILO G., CORNA V.

Interpreting the reading experience: An introspective analysis

35th EMAC Conference - May 23-26, 2006, Athens, Greece

ANCARANI F., GUENZI P., TROILO G.

Marketing and sales integration an empirical examination of its antecedentes and consequences

3rd International Urbino Workshop on Business Markets "Organizing marketing and purchasing in business markets" - April 27-28, 2006, Urbino, Italy

TROILO G.

Building and managing different concepts of contemporary art museums

8th International Conference on Arts & Cultural Management - July 3-7, 2005, Montreal, Canada

TROILO G., CORNA V.

Interpreting the reading experience: an introspective analysis

8th International Conference on Arts & Cultural Management - July 3-7, 2005, Montreal, Canada

TROILO G., LEGRENZI L.

The impact of exhibit arrangements on visitors' emotions: an experiment at the Victoria & Albert Museum
8th International Conference on Arts & Cultural Management - July 3-7, 2005, Montreal, Canada

ANCARANI F., GUENZI P., TROILO G.

Antecedents and consequences of Marketing and Sales integration
34th European Marketing Academy Conference - May 24-27, 2005, Milano, Italy

CILLO P., MAZURSKY D., TROILO G.

Antecedents to corporate reputation and its impact on performance: empirical evidence from the fashion industry
33th European Marketing Academy Conference - May 23-26 2004, Murcia, Spain

CILLO P., DE LUCA L., MAZURSKY D., TROILO G.

Enhancing organizational innovativeness through forward-looking market orientation. An empirical study in the fashion industry
Strategic Management Society Conference - August, 1-6 2003, Baltimore, United States of America

CILLO P., TROILO G.

Sustaining Innovation Through Market Knowledge: Evidence From The Fashion Industry
Academy of Management Conference - August, 1-6 2003, Seattle, United States of America

ADDIS M., TROILO G.

In search of the determinants of cultural sponsorship
7th AIMAC Conference - June 29-July 2, 2003, Milano, Italy

CILLO P., MAZURSKY D., TROILO G., DE LUCA L.

The limits of market orientation: identifying the aspects that accelerate innovation versus those that impede it
Marketing Science Conference - June 12-15, 2003, College Park, Maryland, United States of America

CILLO P., TROILO G., MAZURSKY D.

Retrospective and forward-looking market orientation among innovative companies: Evidence from the fashion industry
Strategic Management Society Conference - September 22-25 2002, Paris, France

CILLO P., MAZURSKY D., TROILO G.

Retrospective and forward-looking market orientation to innovate. Some empirical evidences from the fashion industry
31th European Marketing Academy Conference - May 28-31, 2002, Braga, Portugal

ADDIS M., TROILO G.

Building a Market Orientation in an Arts or Cultural institution
AIMAC Annual Conference - July 1-4, 2001, Brisbane, Australia

CARÙ A., TROILO G.

Health Care Service Management: Customer or Competence Based?
4th International Research Seminar in "Service Management", June 4-7, 1996, Clos Guiot, Puyricard, France

CASTALDO S., TROILO G., VERONA G.

Market Related Competences for New Product Development
Italian Academy of Management, Firms and Innovation - November, 1995, Parma, Italy

CASTALDO S., BERTOZZI P., TROILO G., VERONA G.

Product Innovation between Competence development and the management of relations
IMP, Network, Trust, Relationship - September, 1995, Manchester, Great Britain
