

Paola Caiozzo

ORGANIZATIONAL BEHAVIOR

ARTICLES IN SCHOLARLY JOURNALS

CAIOZZO P., CITO M., TAGGIASCO G.

Extraordinary salespeople: competenze per competere

Economia & Management, 2017, no. 1, pp.23-29

CAIOZZO P., CITO M. C., MINIERO G.

Venditori si nasce? Il mestiere visto dagli studenti

Economia & Management, 2017, no. 1, pp.13-17

CAIOZZO P.

Gli sfumati confini del mobbing

Economia & Management, 2004, no. 5, pp.40-44

CAIOZZO P.

Il mobbing: realtà vicina o lontana

Economia & Management, 2002, no. 3, pp.37-48

CAIOZZO P.

Mobbing: oltre il sipario. La violenza morale sul lavoro

Economia & Management, 2002, no. 5, pp.33-46

EDITED BOOKS

SISTI M. A., GUENZI P., CAIOZZO P. (EDS.)

Gestire le vendite. L'eccellenza nel sales management. II edizione

Egea, Milano, Italy, 2020

SISTI M. A., GUENZI P., CAIOZZO P. (EDS.)

Gestire le vendite – L'eccellenza nel sales management

Egea, Milano, Italy, 2015

CAIOZZO P., VACCANI R. (EDS.)

Le cause organizzative del mobbing. Se il malato fosse l'organizzazione?

Franco Angeli, , 2010

CASES IN INTERNATIONAL CASE COLLECTIONS

CAIOZZO P., TAGGIASCO G.

Learning@Hilti: Implementing Digital Transformation - Part A

2021, The Case Centre, Great Britain

CAIOZZO P., TAGGIASCO G.

Learning@Hilti: Implementing Digital Transformation: The 'Lead Now' Program - Part B2

2021, The Case Centre, Great Britain

CAIOZZO P., TAGGIASCO G.

Learning@Hilti: Implementing Digital Transformation: The Guided Onboarding Approach to Learning - Part B1

2021, The Case Centre, Great Britain

PROCEEDINGS/PRESENTATIONS

CAIOZZO P., CITO M. C., GUENZI P., MINIERO G., GHADDAR S.

How students perceive salespeople and the sales job

GSSI - Global Sales Science Institute Conference - June 8-9, 2017, Le Morne, Mauritius

CAIOZZO P., GUENZI P., MINIERO G., CITO M.

How students perceive salespeople and the sales job

Global Sales Science Institute (GSSI) Conference, 2016, Birmingham, Great Britain

GUENZI P., CAIOZZO P., TROILO G.

Are we Missing the Real Points?

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

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

RESEARCH REPORTS

CAIOZZO P.

Digital commercial transformation in action: TechnoStress or TechnoPower?

2020, SDA Bocconi

CAIOZZO P.

Digital Commercial Transformation in action

2019, SDA Bocconi, Milano, Italy

CAIOZZO P.

Gestire la digital transformation nel commerciale: un modello e la sua applicazione pratica, caso di ricerca

2019, SDA Bocconi, Milano, Italy

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Digital Commercial transformation Plan

2018, SDA Bocconi, Milano, Italy

CAIOZZO P.

Competenze e performance degli Account manager: un caso studio

2017, SDA Bocconi, Milano, Italy

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Il lato oscuro della forza (di vendita)

2017, SDA Bocconi, Milano, Italy

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Sales content management system

2017, SDA Bocconi, Milano, Italy
