
FULL PROFESSOR

Digital Marketing

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Biography

Gaia Rubera is Amplifon Chair in Customer Science, Head of the Marketing Department, Full Professor at Bocconi University and at SDA Bocconi School of Management.

At SDA Bocconi, she is Director of the online program Fundamentals of Python and teaches Social Media Marketing in the MBA full time program.

Her research areas focus on Business Analytics, Social Media Marketing, Innovation and New Product Development, Strategic Marketing, Design Innovation and Creativity. Gaia was Research Manager at the Center for Innovation at Marshall School of Business, University of Southern California (2007–2008). From 2008 to 2012, she was an Assistant Professor at Michigan State University.

She is the author of numerous articles on her topics of interest. Her works have been published in important journals such as Marketing Science, Journal of Marketing, Strategic Management Journal, Journal of the Academy of Marketing Science, Journal of Service Research, Journal of Product Innovation Management, and Journal of International Business Studies. She is Associate Editor of Journal of the Academy of Marketing Science and sits in the editorial board of the Journal of Product Innovation Management and of the Journal of International Marketing. She is also member of the Academic Committee of the Product Development Management Association

Gaia holds a degree in Business Administration and a PhD in Business Administration and Management from Bocconi University.

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Teaching domains

Digital Marketing

Big Data and AI Marketing

Social Media Communication

Customer-Centric Innovation

ARTICLES IN SCHOLARLY JOURNALS

CILLO P., RUBERA G.

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Economia & Management, 2021, no. 2, pp.13–16

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Strategy

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CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

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PROCEEDINGS/PRESENTATIONS

GIANNETTI V., RUBERA G.

Product's Characteristics as Drivers of Trickle-Down and Reverse Innovation: Evidence from the Food Industry

Product Innovation Management Annual Global Conference - October, 2016, Atlanta, GA, United States of America

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Is Beauty in the Eye of the Beholder? The Effect of Firm Innovation on Consumer and Investor Responses

AMA Winter Conference - February 15-17, 2013, Las Vegas, NV, United States of America

RUBERA G., CHANDRASEKARAN D., ORDANINI A.

Open Innovation Practices and Innovation Outcomes: The Moderating Role of New Product Capabilities

Product Innovation Management Annual Global Conference - October, 2012, Orlando, FL, United States of America

KIRCA A. H., RUBERA G.

The Moderating Effects of National Innovation Systems on the Firm Innovativeness-Performance Relationship

AMA Winter Conference - February 17-19, 2012, St. Petersburg, FL, United States of America

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The Role of National Innovations Systems in the Firm Innovativeness-Performance Relationship

AIB Annual Meeting - June 24-28, 2011, Nagoya, Japan

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AMA Global Marketing Special Interest Group Conference - January 13-16 2011, Cancun, Mexico

WORKING PAPERS

GIAVAZZI F., IGLHAUT F., LEMOLI G., RUBERA G.

Terrorist Attacks, Cultural Incidents and the Vote for Radical Parties: Analyzing Text from Twitter

2020, National Bureau of Economic Research, Working Paper 26825

MASCIANDARO D., RUBERA G., ROMELLI D.

Does It Fit? Tweeting on Monetary Policy and Central Bank Communication

2020, SUERF, Policy Note, Issue No 147

VEGA-REDONDO F., PIN P., UBFAL D., BENEDETTI-FASIL C., BRUMMITT C., RUBERA G., HOVY D., FORNACIARI T.

Peer Networks and Entrepreneurship: A Pan-African RCT

2020, IZA - Institute of Labor Economics, Discussion Paper No. 12848

Grants & Honors

Excellence in Research Award - Università Commerciale Luigi Bocconi , 2022

Best Paper Award by Theme 'Marketing to and around the World' at the AMA Winter Conference - AMA - American Marketing Association , 2017

Emerald Citations of Excellence Award - Emerald Publishing Limited , 2017

Teaching Innovation Award for the course 'Social Media Marketing' - Università Commerciale Luigi Bocconi , 2017

Research Excellence Award - Università Commerciale Luigi Bocconi , 2016

Research Excellence Award - Università Commerciale Luigi Bocconi , 2013

Highly Commended Award (Journal of Operations & Production Management) - Emerald Literati Network , 2009

Highly Commended Paper Award at Quis 11 (International Research Symposium on Service Excellence in Management), Wolfsburg, Germany , 2009
