

# Gaia Rubera

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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.

## Teaching domains

Digital Marketing

Big Data and AI Marketing

Social Media Communication

Customer-Centric Innovation

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## ARTICLES IN SCHOLARLY JOURNALS

CILLO P., RUBERA G.

**Generative AI in innovation and marketing processes: A roadmap of research opportunities**

Journal of the Academy of Marketing Science, 2024

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

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

American Journal of Political Science, 2024, vol.68, no. 3, pp.1002-1021

CILLO P., GROSSETTI F., RUBERA G.

**Quando le immagini diventano un serbatoio di dati per le aziende**

Economia & Management, 2022, no. 4, pp.64-68

CILLO P., RUBERA G.

**Come creare valore con l'economia dei dati**

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

ROSSI F., RUBERA G.

**Measuring Competition for Attention in Social Media: National Women's Soccer League Players on Twitter**

Marketing Science, 2021, vol.40, no. 6, pp.1147-1168

GIANNETTI V., RUBERA G.

**Innovation for and from emerging countries: a closer look at the antecedents of trickle-down and reverse innovation**

Journal of the Academy of Marketing Science, 2020, vol.48, no. 5, pp.987-1008

NAKATA C., RUBERA G., IM S., PAE J. H., LEE H. J., ONZO N., PARK H.

**New Product Creativity Antecedents and Consequences: Evidence from South Korea, Japan, and China**

Journal of Product Innovation Management, 2018, vol.35, no. 6, pp.939-959

CILLO P., GRIFFITH D. A., RUBERA G.

**The New Product Portfolio Innovativeness-Stock Returns Relationship: The Role of Large Individual Investors' Culture**

Journal of Marketing, 2018, vol.82, no. 6, pp.49-70

CALANTONE R. J., DI BENEDETTO A., RUBERA G.

**Launch activities and timing in new product development**

Journal of Global Scholars of Marketing Science (JGSMS), 2018, vol.28, no. 1, pp.33-41

GRIFFITH D. A., YALCINKAYA G., RUBERA G., GIANNETTI V.

**Understanding the Importance of the Length of Global Product Rollout: An Examination in the Motion Picture Industry**

Journal of International Marketing, 2017, vol.25, no. 4, pp.50-69

RUBERA G., KIRCA A. H.

**You gotta serve somebody: the effects of firm innovation on customer satisfaction and firm value**

Journal of the Academy of Marketing Science, 2017, vol.45, no. 5, pp.741-761

RUBERA G., CHANDRASEKARAN D., ORDANINI A.

**Open innovation, product portfolio innovativeness and firm performance: the dual role of new product development capabilities**

Journal of the Academy of Marketing Science, 2016, vol.44, no. 2, pp.166-184

PADULA G., RUBERA G.

**Selfie, big data e customer intelligence**

Economia & Management, 2016, no. 1, pp.19-21

RUBERA G.

**Design Innovativeness and Product Sales' Evolution**

Marketing Science, 2015, vol.34, no. 1, pp.98-115

GRIFFITH D. A., YALCINKAYA G., RUBERA G.

**Country-Level Performance of New Experience Products in a Global Rollout: The Moderating Effects of Economic Wealth and National Culture**

Journal of International Marketing, 2014, vol.22, no. 4, pp.1-20

RUBERA G., TELLIS G. J.

**Spinoffs versus buyouts: Profitability of alternate routes for commercializing innovations**

Strategic Management Journal, 2014, vol.35, no. 13, pp.2043-2052

ORDANINI A., PARASURAMAN A., RUBERA G.

**When the Recipe Is More Important Than the Ingredients**

Journal of Service Research, 2014, vol.17, no. 2, pp.134-149

GRIFFITH D. A., RUBERA G.

**A Cross-Cultural Investigation of New Product Strategies for Technological and Design Innovations**

Journal of International Marketing, 2014, vol.22, no. 1, pp.5-20

RUBERA G., DROGE C.

**Technology versus Design Innovation's Effects on Sales and Tobin's Q: The Moderating Role of Branding Strategy**

Journal of Product Innovation Management, 2013, vol.30, no. 3, pp.448-464

RUBERA G., GRIFFITH D. A., YALCINKAYA G.

**Technological and Design Innovation Effects in Regional New Product Rollouts: A European Illustration**

Journal of Product Innovation Management, 2012, vol.29, no. 6, pp.1047-1060

CALANTONE R., DI BENEDETTO C. A., RUBERA G.

**Launch timing and launch activities proficiency as antecedents to new product performance**

Journal of Global Scholars of Marketing Science (JGSMS), 2012, vol.22, no. 4, pp.290-309

RUBERA G., ORDANINI A., CALANTONE R.

**Whether to Integrate R&D and Marketing: The Effect of Firm Competence**

Journal of Product Innovation Management, 2012, vol.29, no. 5, pp.766-783

RUBERA G., KIRCA A. H.

**Firm Innovativeness and Its Performance Outcomes: A Meta-Analytic Review and Theoretical Integration**

Journal of Marketing, 2012, vol.76, no. 3, pp.130-147

CALANTONE R., RUBERA G.

**When Should RD&E and Marketing Collaborate? The Moderating Role of Exploration-Exploitation and Environmental Uncertainty**

Journal of Product Innovation Management, 2012, vol.29, no. 1, pp.144-157

RUBERA G., ORDANINI A., GRIFFITH D. A.

**Incorporating cultural values for understanding the influence of perceived product creativity on intention to buy: An examination in Italy and the US**

Journal of International Business Studies, 2011, vol.42, no. 4, pp.459-476

EISINGERICH A. B., RUBERA G., SEIFERT M., BHARDWAJ G.

**Doing Good and Doing Better despite Negative Information?: The Role of Corporate Social Responsibility in Consumer Resistance to Negative Information**

Journal of Service Research, 2011, vol.14, no. 1, pp.60-75

EISINGERICH A. B., RUBERA G.

**Drivers of Brand Commitment: A Cross-National Investigation**

Journal of International Marketing, 2010, vol.18, no. 2, pp.64-79

RUBERA G., ORDANINI A., MAZURSKY D.

**Toward a contingency view of new product creativity: Assessing the interactive effects of consumers**

Marketing Letters, 2010, vol.21, no. 2, pp.191-206

ORDANINI A., RUBERA G.

**How does the application of an IT service innovation affect firm performance? A theoretical framework and empirical analysis on e-commerce**

Information & Management, 2010, vol.47, no. 1, pp.60-67

EISINGERICH A. B., RUBERA G., SEIFERT M.

**Managing Service Innovation and Interorganizational Relationships for Firm Performance**

Journal of Service Research, 2009, vol.11, no. 4, pp.344-356

ORDANINI A., RUBERA G., DEFILLIPPI R.

**The many moods of inter-organizational imitation: A critical review**

International Journal of Management Reviews, 2008, vol.10, no. 4, pp.375-398

ORDANINI A., RUBERA G., SALA M.

**Integrating Functional Knowledge and Embedding Learning in New Product Launches**

Long Range Planning, 2008, vol.41, no. 1, pp.17-32

RUBERA G., ORDANINI A., DEFILLIPPI R.

**La propensione al comportamento imitativo delle imprese: una revisione critica**

Economia & Management, 2008, no. 4, pp.123-149

ORDANINI A., RUBERA G.

**Strategic capabilities and internet resources in procurement**

International Journal of Operations & Production Management, 2008, vol.28, no. 1, pp.27-52

ORDANINI A., RUBERA G.

**Do resources mediate the relationships between the internet and performance in the marketing domain?**

**Testing the role of customer orientation and brand equity**

International Journal of Internet Marketing and Advertising, 2007, vol.4, no. 1, pp.4-25

ORDANINI A., RUBERA G.

**The Release of “Greatest Hits” in the Italian Recording Industry: An Empirical Analysis of Strategies and Timing**

International Journal of Arts Management, 2004, vol.6, no. 3, pp.24-36

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## TEXTBOOKS

RUBERA G., GROSSETTI F.

**Python For Non-Pythonians - How To Win Over Programming Languages**

Bocconi University Press – BUP, Milano, Italy, 2020

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

CILLO P., RUBERA G.

**L'innovazione come leva strategica per attrarre e trattenere gli investitori** in *Marketing, una disciplina fantastica: omaggio a Enrico Valdani*

Busacca Bruno, Costabile Michele (Eds), Egea, pp.213-248, 2018

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## EDITORIALS IN JOURNAL

NOBLE C. H., SPANJOL J., KIRCA A. H., RUBERA G.

**Special issue guest editorial: “Advancing broad and deep understanding in innovation management: Meta-**

**analyses and literature reviews”**

2025, Journal of Product Innovation Management

RUBERA G., TULI K., WUYTS S.

**Introduction: Special section on Contemporary marketing strategy research**

2024, International Journal of Research in Marketing

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## OTHER

CILLO P., RUBERA G.

**Startup, rivoluzione nell'investimento**

2024, Fortune Italia, Italy

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## PROCEEDINGS/PRESENTATIONS

CAPRARA M., RUBERA G.

**Innovating for women? The relationship between female influence on the top management team and innovation's focus**

*XXI SIM Conference: Brands and Purpose in a changing era, October 17-19, 2024, Milano, Italy*

BOLOGNI F., RUBERA G., SCHOENMUELLER V.

**Removing influencers from social media platforms: how do consumers fill the attention void? The case of Donald Trump's deplatforming**

*XXI SIM Conference: Brands and Purpose in a changing era, October 17-19, 2024, Milano, Italy*

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*

RUBERA G., KIRCA A. H.

**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*

ORDANINI A., RUBERA G., PARASURAMAN A.

**The Effects of Creativity on Intention-To-Buy a New Service: A Configurational Analysis**

*INFORMS Annual Meeting, November 13-16, 2011, Charlotte, NC, United States of America*

RUBERA G., CHANDRASEKARAN D., ORDANINI A.

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

*33rd INFORMS Marketing Science Conference - June 9-11, 2011, Houston, TX, United States of America*

KIRCA A. H., RUBERA G.

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

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

RUBERA G., ORDANINI A., CHANDRASEKARAN D.

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

*AMA Winter Conference - February 18-20, 2011, Austin, TX, United States of America*

RUBERA G., GRIFFITH D. A., YALCINKAYA G.

**Technological and Design Innovation Effects in Regional New Product Rollouts: A European Illustration**

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

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## WORKING PAPERS

GIAMBAZZI 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

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## Grants & Honors

Excellence in Research Award - Università Commerciale Luigi Bocconi , 2024

Teaching Award - PhD School - Università Commerciale Luigi Bocconi , 2022

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

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