

Gaia Rubera

FULL PROFESSOR

Digital Marketing

GAIA.RUBERA@UNIBOCCONI.IT

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

ARTICLES IN SCHOLARLY JOURNALS

GIAMAZZI 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, 2023

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

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

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

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

PRACTICE-ORIENTED BOOKS

RUBERA G., GROSSETTI F.

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

Bocconi University Press - BUP, Milano, Italy, 2020

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

OTHER

CILLO P., RUBERA G.

Startup, rivoluzione nell'investimento

2024, Fortune Italia, Italy

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

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

WORKING PAPERS

GIAMVAZZI 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 , 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
