
ASSOCIATE PROFESSOR

Competitive Strategy

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Biography

Giada Di Stefano is Associate Professor of Strategy of Università Bocconi and serves as Director of the DBA program since October 2023.

At Bocconi, she is affiliated with BELSS and iCrios, and she is a member of the Ethics Committee as well as of the Executive Committee of the Department of Management and Technology. Prior to joining Bocconi, she was a faculty member of HEC Paris, and worked as a product manager for L'Oréal Paris.

Giada has been elected and nominated in a series of leadership positions for both the Academy of Management and the Strategic Management Society. She currently serves as Associate Editor for the Strategic Management Journal and Program Chair for the SRF Dissertation Research Program.

Her general research interests are in the broad area of strategy and innovation. More specifically, she studies the factors that foster or inhibit the creation and transfer of knowledge, within and across organizations. Her research is prevalently mixed-method, with a focus on experiments and field work more broadly. To this end, she has partnered with a number of firms to conduct experiments inside their organizations. Her work is often conducted in the context of creative industries, broadly defined – from gourmet cuisine to science, from computer programming to academia.

Teaching domains

Business Models

Alliances

Diversification

Growth Strategy

Vertical Integration

ARTICLES IN SCHOLARLY JOURNALS

DI STEFANO G., MICHELI M. R.

To Stem the Tide: Organizational Climate and the Locus of Knowledge Transfer

Organization Science, 2022

FAVARON S. D., DI STEFANO G., DURAND R.

Michelin is coming to town: Organizational responses to status shocks

Management Science, 2022, vol.68, no. 9, pp.6925-6949

DI STEFANO G., GUTIERREZ C.

Under a magnifying glass: On the use of experiments in strategy research

Strategic Organization, 2019, vol.17, no. 4, pp.497-507

DALPIAZ E., DI STEFANO G.

A universe of stories: Mobilizing narrative practices during transformative change

Strategic Management Journal, 2018, vol.39, no. 3, pp.664-696

DI STEFANO G., KING A. A., VERONA G.

Too many cooks spoil the broth? Geographic concentration, social norms, and knowledge transfer

Advances in Strategic Management, 2017, vol.36, pp.267-308

VERONA G., DI STEFANO G., KING A.

Sanctioning in the wild: Rational calculus and retributive instincts in gourmet cuisine

Academy of Management Journal, 2015, vol.58, no. 3, pp.906-931

DI STEFANO G., KING A., VERONA G.

Kitchen confidential? Norms for the use of transferred knowledge in gourmet cuisine

Strategic Management Journal, 2014, vol.35, no. 11, pp.1645-1670

DI STEFANO G., PETERAF M., VERONA G.

The organizational drivetrain: a road to integration of dynamic capabilities research

Academy of Management Perspectives, 2014, vol.28, no. 4, pp.307-327

PETERAF M., DI STEFANO G., VERONA G.

The elephant in the room of dynamic capabilities: bringing two diverging conversations together

Strategic Management Journal, 2013, vol.34, no. 12, pp.1389-1410

DI STEFANO G., GAMBARDELLA A., VERONA G.

Technology push and demand pull perspectives in innovation studies: Current findings and future research directions

Research Policy, 2012, vol.41, no. 8, pp.1283-1295

DI STEFANO G., PETERAF M., VERONA G.

Dynamic capabilities deconstructed : a bibliographic investigation into the origins, development, and future directions of the research domain

Industrial and Corporate Change, 2010, vol.19, no. 4, pp.1187-1204

EDITED BOOKS

DI STEFANO G., WEZEL F. C. (EDS.)

Organization Theory Meets Strategy. Volume 43 of Advances in Strategic Management

Emerald Publishing Limited, , 2023

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

DI STEFANO G., WEZEL F. C.

Organization Theory Meets Strategy: Fostering a Dialogue Between Research Fields in *Organization Theory Meets Strategy (Advances in Strategic Management, Vol. 43)*

Giada Di Stefano, Filippo Carlo Wezel (Eds), Emerald Publishing Limited, pp.1-9, 2023

DI STEFANO G., KING A. A., VERONA G.

Too Many Cooks Spoil the Broth? Geographic Concentration, Social Norms, and Knowledge Transfer in *Geography, Location, and Strategy*

Juan Alcácer, Bruce Kogut, Catherine Thomas, Bernard Yin Yeung (Eds), Emerald Publishing Limited,

CASES IN INTERNATIONAL CASE COLLECTIONS

DI STEFANO G., KING A., VERONA G.

Innovation at Play: The Case of High-end Cuisine

2011, The Case Centre, Great Britain

VERONA G., DI STEFANO G.

Protecting Innovation in Low-IPR Regimes: The Fine Fashion Industry

2009, The Case Centre, Great Britain

OTHER

DI STEFANO G.

Using Storytelling to Support Organizational Change

2018, Knowledge@HEC, France

DI STEFANO G.

The power of reflection at work

2014, Knowledge@HEC, France

PROCEEDINGS/PRESENTATIONS

FAVARON S. D., DI STEFANO G., DURAND R.

Michelin is Coming to Town: Examining Organizational Reactions to the Entry of an Expert Evaluator

79th Annual Meeting of the Academy of Management took place 9-13 August 2019, Boston, MA, United States of America

FAVARON S. D., DI STEFANO G.

Learning from Customer Reviews: Source Credibility and Emotional Interference

78th Annual Meeting of the Academy of Management, 10-14 August 2018, Chicago, IL, United States of America

FAVARON S. D., DI STEFANO G., DURAND R.

Organizational Responses to Status Gains: Strategic Conformity and the Role of Customer Evaluations

78th Annual Meeting of the Academy of Management took place 10-14 August 2018, Chicago, IL, United States of America

FAVARON S. D., DI STEFANO G.

Organizational Responsiveness to Consumer Feedback

37th Annual Conference of the Strategic Management Society, 28-30 October, 2017, Houston, TX, United States of America

DI STEFANO G., PISANO G., STAATS B.

Learning by Thinking: Overcoming the Bias for Action through Reflection

76th Annual Meeting of the Academy of Management, 5-9 August 2016, Anaheim, CA, United States of America

DI STEFANO G., PISANO G., STAATS B.

Learning by Thinking: How Reflection Aids Performance

75th Annual Meeting of the Academy of Management, 7-11 August 2015, Vancouver, Canada

DI STEFANO G., KING A., VERONA G.

Hell's Kitchen: Sanctioning Violations of Norms of Knowledge Use in Gourmet Cuisine

74th Annual Meeting of the Academy of Management, 1-5 August 2014, Philadelphia, PA, United States of America

DI STEFANO G., KING A., VERONA G.

Second-party sanctioning of norm violations: The case of know-how trading in gourmet cuisine

72nd Annual Meeting of the Academy of Management, 3-7 August 2012, Boston, United States of America

DI STEFANO G., PETERAF M., VERONA G.

The Elephant in the Room of Dynamic Capabilities

Academy of Management Annual Meeting: West Meets East: Enlightening, Balancing, Transcending - August 12-16 2011, San Antonio, Texas, United States of America

DI STEFANO G., KING A., VERONA G.

Second-party Sanctioning of Norm Violation: The Case of Know-how Trading in Gourmet Cuisines

9th International Open and User Innovation Workshop - July 4-6, 2011, Wien, Austria

DI STEFANO G., PETERAF M., VERONA G.

Dynamic Capabilities Deconstructed: A Bibliographic Investigation into the Origins, developments and Future Directions of the Research Domain

Stanford Entrepreneurship Conference, September 9-10, 2010, Stanford, CA, United States of America

DI STEFANO G., PETERAF M., VERONA G.

The Rise, Diffusion, Development of Dynamic Capabilities: The Role of Influential Authors

Strategic Management Society Conference - September 12-15, 2010, Roma, Italy

DI STEFANO G., PETERAF M., VERONA G.

Dynamic Capabilities Deconstructed: A Bibliographic Investigation into the Origins, developments and Future Directions of the Research Domain

Academy of Management Annual Meeting, August 6-10, 2010, Montreal, Canada

DI STEFANO G., GAMBARDELLA A., VERONA G.

De Gustibus Non Est Disputandum: A Demand based View of Technological Innovation

Academy of Management Meeting, August 7-11, 2009, Chicago, IL, United States of America

DI STEFANO G., PETERAF M., VERONA G.

Dynamic Capabilities Deconstructed

Academy of Management Meeting, August 7-11, 2009, Chicago, IL, United States of America

DI STEFANO G., GAMBARDELLA A., VERONA G.

A demand-based view of technological innovation

28th SMS Annual International Conference, October 12-15, 2008, Cologne, Germany

DI STEFANO G., GAMBARDELLA A., VERONA G.

A Demand Based View of Technological Innovation: A Review, Conceptualization, and Future Research Direction

Academy of Management Annual Meeting: 'The question we ask' - August 8-13, 2008, Anaheim, CA, United States of America

VERONA G., PRANDELLI E., DI STEFANO G.

An evolutionary approach to user innovation: how Ducati motor reinvented itself through the internet

Academy Of Management Conference - August 3-8, 2007, Philadelphia, United States of America

RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

DI STEFANO G.

Knowledge, Innovation, and Social Norms in Creative Industries

2012, Economia & Management, Milano, Italy

Grants & Honors

Excellence in Research Award - Università Commerciale Luigi Bocconi , 2022

Teaching Award - Graduate School - Università Commerciale Luigi Bocconi , 2021

Best Dissertation Award, Academy of Management TIM Division , 2011
