

# Giada Di Stefano

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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 at SDA Bocconi.

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 Strategic Management Journal, Contributing Editor for Strategy Science, Program Chair of the SRF Dissertation Research Program, and Board Member for the Consortium for Competitiveness and Cooperation (CCC).

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

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## ARTICLES IN SCHOLARLY JOURNALS

FAVARON S. D., DI STEFANO G.

**Let Us Not Speak of Them, but Look and Pass? Organizational Responses to Online Reviews**

Organization Science, 2025

DI STEFANO G., MICHELI M. R.

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

Organization Science, 2023, vol.34, no. 6, pp.2436-2463

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

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## RESEARCH MONOGRAPHS

FOSFURI A., DI STEFANO G.

**Navigating Innovation: Insights from Academic Research**

Egea, Milano, Italy, 2024

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## EDITED BOOKS

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

**Organization Theory Meets Strategy (Advances in Strategic Management, Vol. 43)**

Emerald Group Publishing Limited, Great Britain, , 2023

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## 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 Group 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 Group Publishing Limited, pp.267-308, 2017

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## 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

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## 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

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## 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*

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## RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

DI STEFANO G.

### **Knowledge, Innovation, and Social Norms in Creative Industries**

2012, *Economia & Management*, Milano, Italy

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## 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

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