

Pier Vittorio Mannucci

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Biography

Pier Vittorio Mannucci is an Associate Professor at Università Bocconi. Previously he worked as Assistant Professor at the London Business School.

His research focuses on Creativity, innovation, networks, culture, careers with a particular attention on creativity at the individual and team level and uses different theoretical lenses and methodologies to show that everyone can be creative at work, and we can help people to achieve their creative potential. He is the author of numerous articles on his topics of interest. His works have been published in the Academy of Management Journal, Academy of Management Review, and in the Handbook of Research on Creativity and Innovation, among others.

He has a M.Sc. in Economics and Management for Arts, Culture, Media and Entertainment from Università Bocconi and a PhD in Management from HEC Paris.

ARTICLES IN SCHOLARLY JOURNALS

ORAZI D. C., MANNUCCI P. V.

Disentangling audiences' reactions to creative content and creative packaging

Strategic Management Journal, 2024, vol.45, no. 13, pp.2763-2790

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Joining disconnected others reduces social identity threat in women brokers

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Networks, Creativity, and Time: Staying Creative through Brokerage and Network Rejuvenation

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MANNUCCI P. V.

Drawing Snow White and Animating Buzz Lightyear: Technological Toolkit Characteristics and Creativity in Cross-Disciplinary Teams

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PRACTICE-ORIENTED BOOKS

MANZONI B., MAGNI F., MANNUCCI P. V.

Creatività in Azienda. Strategie e tecniche per produrre idee originali e utili

Egea, Milano, Italy, 2021

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

MANNUCCI P. V.

Creativity over the career in *Handbook of Research on Creativity and Innovation*

Jing Zhou, Elizabeth D. Rouse(Ed), Edward Elgar Publishing, pp.245-266, 2021

LEONE L., SCAPOLAN A., MONTANARI F., MANNUCCI P. V.

The relational foundation of collaboration in a cultural and social hub. The case of Le Serre dei Giardini Margherita, Bologna in *Collaborative Spaces at Work: Innovation, Creativity and Relations*

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Daniel J. Brass, Stephen P. Borgatti, Daniel J. Brass, Stephen P. Borgatti (Eds), Routledge, pp.178-199, 2019

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Social Networks, Creativity, and Entrepreneurship in *The Oxford Handbook of Creativity, Innovation, and Entrepreneurship*

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CASES IN INTERNATIONAL CASE COLLECTIONS

SALVEMINI S., CINQUE G., MANNUCCI P. V.

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OTHER

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2021, Harvard Business Review, United States of America

PROCEEDINGS/PRESENTATIONS

SEZER A., GUTIERREZ C., MANNUCCI P. V.

A Time for Carrots and a Time for Sticks: Examining the Effects of Incentive Framing on Creativity

82nd Annual Meeting of the Academy of Management - August 5-9, 2022, Seattle, WA, United States of America

ORAZI D. C., MANNUCCI P. V.

Creative packaging: Disentangling the impact of creative presentation and creative content

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Grants & Honors

Excellence in Research Award – Università Commerciale Luigi Bocconi , 2023
