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ASSOCIATE PROFESSOR

**International Management**

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# Biography

Gabriella Lojacono is an Associate Professor of International Management at the Department of Management and Technology of Università Bocconi and of SDA Bocconi School of Management. She is also Director of the Vertical – Made in Italy B4I, a catalyst for the most innovative and high potential ideas and startups of SDA Bocconi, and Director of the Executive Master in Luxury Management – EMiLUX.

She is a senior researcher of the Gucci Lab, Università Bocconi. From January 2017 to December 2020, she was Faculty Deputy of the Strategy and Entrepreneurship Knowledge Group. She has run several executive education open programs and custom initiatives with some of the leading companies in apparel and leather goods, design, jewelry, hospitality, F&B, automotive, eyewear, cosmetics. Her research projects have focused on the international growth of the Made in Italy industries and companies as well as on luxury strategy and business models.

She is the author of numerous books and articles on her topics of interest. In 2021, Resilience of Luxury Companies in Times of Change, De Gruyter, by G.Lojacono and L. Ru Yun Pan will be published by De Gruyter Her works have been published in Economia & Management, Sloan Management Review, Long Range Planning and International Business Review, among others. She has authored numerous case studies, filed in international databases, about multinational enterprises such as Farfetch, Starbucks, Davines, Inditex, Ferrari, Illy, Gucci, Valentino. Gabriella earned a degree in Business Administration from Università Bocconi with a specialization in Finance, then a Ph.D. in Economics and Management from SDA Bocconi and an ITP (International Teachers Programme) organized by ISBM at HEC in Paris. During her Ph.D., she was a Visiting Scholar at Copenhagen Business School.

## Teaching domains

Market Selection

Adaptation Strategies

Arbitrage and Offshoring

Globalization

Entry Modes

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## ARTICLES IN SCHOLARLY JOURNALS

LOJACONO G.

**Il mondo del lusso non è più lo stesso (ed è meglio così) - The World of Luxury is No Longer the Same (Which is Good)**

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LOJACONO G., VIZZACCARO M.

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**Il business to consumer nel sistema arredamento: ostacoli alla diffusione e condizioni di successo**

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## RESEARCH MONOGRAPHS

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AIROLDI A., LOJACONO G.

**Italian beauty. Il mercato italiano della bellezza tra sogno e innovazione.**

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**Competitività e crescita internazionale del sistema arredamento**

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LOJACONO G., CARCANO L., CATALANI A.

**Competitività internazionale, business model e opzioni strategiche nel settore serramenti**

Franco Angeli, Milano, Italy, 2007

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**Le imprese del sistema arredamento: strategie di design, prodotto e distribuzione - II Edizione**

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## PRACTICE-ORIENTED BOOKS

LOJACONO G., PAN L. R. Y.

**Resilience of Luxury Companies in Times of Change**

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CORBELLINI E., CARCANO L., VARACCA P., LOJACONO G.

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Etas Libri, Milano, Italy, 2002

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## EDITED BOOKS

BAGLIERI E., LOJACONO G. (EDS.)

**Vincere con le idee. Innovazione, design, performance**

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

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**Un'analisi del sistema arredamento italiano** in *Disegnato in Italia. Il design come elemento competitivo nella piccola-media impresa*

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## ARTICLES UPON REQUEST/INVITATION

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## CASES IN INTERNATIONAL CASE COLLECTIONS

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**China vs Vietnam: Almax's Market Selection (B)**

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**B&B ITALIA: Managing Product Development in a Design Factory**

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**Boffi (A): Managing Internationalization in Luxury Goods**

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**Boffi (B): Evaluating Foreign Market Profitability**

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**Kartell: Managing the Turnaround**

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## PROCEEDINGS/PRESENTATIONS

LOJACONO G., MISANI N., TALLMAN S.

**Controlling Offshore Activities: The Choice of Equity vs. Non-Equity Alliances**

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LOJACONO G., VENZIN M.

**Export strategies: archetypes and their performance impacts**

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**The role of international trade intermediaries in a global context: the case of small household appliances**

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## RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

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**Da Export Manager a International Business Developer nelle PMI del sistema arredo**

2008, *Economia & Management*, Milano, Italy

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