

Gabriella Lojacono

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Biography

Gabriella Lojacono is an Associate Professor of International Management at the Department of Management and Technology, Università Bocconi, and at SDA Bocconi School of Management. She serves as a Strategic Advisor in B4I, a business acceleration hub of Università Bocconi, and is the Director of the Executive Master in Luxury Management - EMiLUX.

Until 2019, she was a Senior Researcher at the Gucci Lab, Università Bocconi. From January 2017 to December 2020, she held the position of Faculty Deputy of the Knowledge Group Strategy and Entrepreneurship. She has coordinated several training and research projects primarily for companies in FMCG, fashion, cosmetics, eyewear, design, jewelry, automotive, hospitality, and F&B sectors. Since 2012, she has been part of the faculty of Elite-Euronext, a program that assists SMEs in their growth and access to public and private capital. Her research projects have focused on the international growth of companies. In recent years, she has conducted executive workshops dedicated to strategic planning. She teaches International Strategy Luxury Management and Design Thinking at the Master of Science level, and International Strategy and Merchandising in the Full-time MBA program.

She is the author of numerous essays and articles on her topics of expertise. Her work has been published in several journals, including *Economia & Management*, *Sloan Management Review*, *Long Range Planning*, *International Business Review*, and *Strategic Change*. Her latest two books are "Resilience of Luxury Companies in Times of Change" (with Laura Pan), De Gruyter (2021), and "The Future of Customer Luxury Experience", Kogan Page (2024). She has written many business cases archived in international databases on multinational companies such as Nespresso, Bottega Veneta, Starbucks, Davines, Inditex, Ferrari, Illy, Valentino, Nike, and Gucci.

Gabriella obtained a Degree in Business Economics with a specialization in Corporate Finance and a Ph.D. in Business Administration and Management from Università Bocconi, and an ITP (International Teachers Programme) organized by ISBM at HEC Paris. During her Ph.D., she was a Visiting Scholar at Copenhagen Business School and collaborated on Design Thinking projects with Design Continuum, Boston.

Teaching domains

Market Selection

Adaptation Strategies

ARTICLES IN SCHOLARLY JOURNALS

LOJACONO G.

L'autenticità genera unicità, fiducia e fedeltà

Economia & Management, 2023, no. 3, pp.34–37

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L'eccellenza si fa in gruppo: il caso Florence

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The fine line between localization and cultural appropriation in personal luxury goods: An exploratory study

Strategic Change, 2022, vol.31, no. 5, pp.487–496

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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Interior design 4.0

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LOJACONO G., CATALANI A., BRUNO A.

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Il ruolo degli importatori in uno scenario globale. Il caso degli elettrodomestici di largo consumo

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Strategie di Outsourcing e Offshoring: driver e impatto sui modelli di business

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LOJACONO G., GUERINI N.

Private Equity e gruppi multibrand nel sistema arredamento

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RAVASI D., LOJACONO G.

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Il mercato USA dell'arredamento: quali opportunità e sfide per le aziende italiane di alta gamma?

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LOJACONO G., ZACCAI G.

The evolution of the design-inspired enterprise

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

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LOJACONO G., TRIPODI C.

Strategie di sviluppo del territorio: il ruolo delle One-Stop Agency. Esperienze internazionali a confronto

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RESEARCH MONOGRAPHS

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Made in Italy industries. Managerial issues and best practices

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AIROLDI A., LOJACONO G.

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

Rizzoli, Italy, 2014

LOJACONO G.

Competitività e crescita internazionale del sistema arredamento

Etas Libri, Milano, Italy, 2008

LOJACONO G., CARCANO L., CATALANI A.

Competitività internazionale, business model e opzioni strategiche nel settore serramenti

Franco Angeli, Milano, Italy, 2007

LOJACONO G.

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

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PRACTICE-ORIENTED BOOKS

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

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EDITED BOOKS

LOJACONO G. (ED.)

The Future of Luxury Customer Experience: How to Create High-Value, Personalized Omnichannel Experiences

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BAGLIERI E., LOJACONO G. (EDS.)

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Trend evolutivi e modifica dei Business Model nel settore dell'illuminazione

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Farfetch: How to Stay Ahead of the Curve in Luxury e-Commerce

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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

2010, The Case Centre, Great Britain

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PROCEEDINGS/PRESENTATIONS

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Export strategies: archetypes and their performance impacts

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RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

LOJACONO G., VENZIN M.

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2008, Economia & Management, Milano, Italy

TEACHING MATERIALS

LOJACONO G.

Aura Consortium Blockchain: How to Raise Brand Experience to the next Level through Technology and Data

2023, Università Commerciale Luigi Bocconi, Italy

LOJACONO G.

Bottega Veneta: Prioritizing Value over Volume to Preserve Authenticity

2023, SDA Bocconi, Milano, Italy

LOJACONO G.

Nike: Blurring Lines Between Physical and Digital World

2023, Università Commerciale Luigi Bocconi, Italy

Grants & Honors

2025 TOP Luxury Speakers - The World Luxury Chamber of Commerce , 2025
