
ASSOCIATE PROFESSOR

Sales

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Biography

Paolo Guenzi is an Associate Professor at the Department of Marketing at Università Bocconi and at SDA Bocconi.

At SDA Bocconi, he has been the Director of the Department of Marketing. He is the Director of the Commercial Excellence Lab at SDA Bocconi, Professor in the Executive MBA and in the Executive Master in marketing. He has conducted research, education and consulting projects for some of the leading players in many business-to business and consumer markets.

His research activities focus on three main areas: sales management, digital transformation of sales forces, and relationship marketing. In particular, he concentrates on all managerial drivers of sales performance and commercial excellence, on how to manage digital transformation in sales organizations, on the impact of sales leaders on team results and on marketing-sales relationships.

He is the author of more than thirty scientific articles published in prestigious international academic journals such as California Management Review, the Journal of the Academy of Marketing Science, the Journal of Product Innovation Management, Industrial Marketing Management, the European Journal of Marketing, the Journal of Business Research, the International Journal of Service Industries Management, the Journal of Brand Management and the Journal of Marketing Management. He is also the author of twenty chapters in domestic and foreign books, and of many articles in Italian scientific journals. His most recent books are *Gestire le Vendite* (Egea, 2015), *Leading Teams* (Wiley, 2013); *Team Leadership* (Egea, 2012); *Sales Management: A Multinational Perspective*, (Palgrave MacMillan, 2011). He has presented about fifty peer-reviewed papers at international conferences and has had a blog in the Harvard Business Review. He is the only Italian member of the Editorial Board of the Journal of Personal Selling & Sales Management. For many years, he was Chair of the Personal Selling track of Personal Selling & Sales Management at the European Marketing Conference. He has taught in a dozen different countries and has been an invited speaker in many international business schools, including Harvard, Columbia, London Business School, Cranfield, University College Dublin, Vlerick.

Paolo earned a degree in Marketing and a Ph.D. in Business Economics both from Università Bocconi. In 2006, he earned the ITP (International Teachers Programme) at IMD. Paolo has two daughters and is actively involved in charity programs with the no-profit organization he co-founded.

Teaching domains

Sales Management

Key Account Management

Marketing Management

Marketing & Sales Integration

ARTICLES IN SCHOLARLY JOURNALS

GUENZI P., NIJSSEN E. J.

Studying the antecedents and outcome of social media use by salespeople using a MOA framework

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It is all in good humor? Examining the impact of salesperson evaluations of leader humor on salesperson job satisfaction and job stress

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Top manager dalle vendite con una marcia in più

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How sales people see Organizational Citizenship Behaviors: an exploratory study using the laddering technique

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Sogno o incubo? Marketing analytics e social media visti dai direttori marketing

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The Organizational Implications of Implementing Key Account Management: A Case-based Examination

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GUENZI P.

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PENNA D., GUENZI P.

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GUENZI P.

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PRACTICE-ORIENTED BOOKS

GUENZI P.

La trasformazione digitale delle vendite. Innovare strategie e processi commerciali con le tecnologie

Egea, Milano, Italy, 2021

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Team Leadership: idee e azioni tra sport e management

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EDITED BOOKS

SISTI M. A., GUENZI P., CAIOZZO P. (EDS.)

Gestire le vendite. L'eccellenza nel sales management. II edizione

Egea, Milano, Italy, 2020

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GUENZI P.

L'eccellenza nel marketing relazionale: il caso Radio DeeJay in *Artwork&Network*
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GUENZI P., VALDANI E.

Marketing von Brand Parks in *Industrieerlebniswelten*
H.Hinterhuber; H.Pechlaner (Eds),Erich Schmidt Verlag, pp.153-193, 2001

PROCEEDINGS/PRESENTATIONS

CAIOZZO P., CITO M. C., GUENZI P., MINIERO G., GHADDAR S.

How students perceive salespeople and the sales job

GSSI - Global Sales Science Institute Conference - June 8-9, 2017, Le Morne, Mauritius

CAIOZZO P., GUENZI P., MINIERO G., CITO M.

How students perceive salespeople and the sales job

Global Sales Science Institute (GSSI) Conference, 2016, Birmingham, Great Britain

GUENZI P., CAIOZZO P., TROILO G.

Are we Missing the Real Points?

44th EMAC Conference - May 24-27, 2015, Leuven, Belgium

GUENZI P., SAJTOS L., TROILO G.

What are sales capabilities and how do they affect performance? A preliminary investigation

5th EMAC Regional Conference - September 24-26, 2014, Katowice, Poland

GUENZI P., CAIOZZO P., TROILO G.

What really matters to sales executives?

The Thought Leadership on the Sales Profession Conference - June 10-11, 2014, New York, United States of America

GUENZI P.

How sales capabilities affect performance: a preliminary investigation

4th Conference on Enhancing Sales Force Productivity - 14-16 July, 2013, Münster, Germany

GUENZI P., BALDAUF A., PANAGOPOULOS N.

The Influence of Sales Force Control Systems on Salespeople's Customer-Oriented Selling, Adaptive Selling and Sales Unit Effectiveness

42nd EMAC Conference - 4-7 June, 2013, Istanbul, Turkey

GUENZI P., NIJSSEN E., VAN DEN BORGH M.

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