
ASSOCIATE PROFESSOR

Innovation

PAOLA.CILLO@UNIBOCCONI.IT

Biography

Paola Cillo is an Associate Professor at the Department of Management and Technology at Università Bocconi and at SDA Bocconi she is Director of Research for Corporate and Financial Institutions – Claudio Demattè Corporate and Financial Institutions.

She served as the Director of the Master of Science in Economics and Management of Innovation and Technology (EMIT), at Università Bocconi (2011–2016) and as Vice Director of the Department of Management and Technology at Università Bocconi (2016–2020). She serves as the Department of Management & Technology Liaison Officer and as the academic coordinator for the Concentration in Luxury Business Management of the Full Time MBA Program. She has conducted many research projects and has worked both in executive education programs and consulting activities with some of the leading companies in the FMCG, luxury and retail, digital, and pharmaceutical industries.

Her areas of expertise include innovation in symbolic and creative industries, big data and innovation strategies and the reaction of investors to innovation. Currently, she is focusing on the following themes: innovation and new product development, innovation in fashion and luxury industries, Big Data Analytics and innovation and investors' response to company innovation.

She is the author of more than 40 articles and 2 books on marketing strategies, innovation, and new product development. She is currently working on various international research projects with teams in leading institutions in Europe and in the US. Her research has been funded by public institutions and private companies in Italy and abroad and has been published in leading academic management outlets at an international level, such as Journal of Marketing, Research Policy, Journal of Product Innovation Management, European Management Journal, and Long Range Planning among others. She was a Visiting Professor at Tuck School of Business, Dartmouth (USA) in 2008, Visiting Assistant Professor at the Marketing Department of the Carlson School of Management, University of Minnesota in 2005 and Visiting Scholar at Wharton School, University of Pennsylvania in 2000. She currently serves as a independent board member in Miroglio Fashion and in Generali Investment Partners.

Paola earned a degree in Business Administration cum laude (1996) and a Ph.D. in Management (2001) both from Università Bocconi.

Teaching domains

Management of Creativity

Design Thinking

New Business Models

New Product Development

Technology Management

ARTICLES IN SCHOLARLY JOURNALS

ZANELLA P., CILLO P., VERONA G.

Whatever you want, whatever you like: How incumbents respond to changes in market information regimes

Strategic Management Journal, 2022, vol.43, no. 7, pp.1258-1286

CILLO P., PRIEM R. L., VERONA G., ZANELLA P.

Consumer-CEO interaction as catalyst for business model innovation in established firms

Journal of Business Research, 2021, vol.131, pp.241-253

CILLO P., RUBERA G.

Come creare valore con l'economia dei dati

Economia & Management, 2021, no. 2, pp.13-16

CILLO P., PRANDELLI E.

A ogni campagna di marketing il suo influencer - An Influencer for Every Marketing Campaign

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CILLO P., NUNES J. C., PRANDELLI E., SCOPELLITI I.

Changing Style in Style-changing Industries: The Role of Critics as Gatekeepers in High-end Fashion

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The New Product Portfolio Innovativeness-Stock Returns Relationship: The Role of Large Individual Investors' Culture

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La variabile critica nelle scelte di innovazione

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CILLO P., SCOPELLITI I., MAZURSKY D., BUSACCA B.

Quando la necessità aguzza l'ingegno. L'impatto dei vincoli finanziari sulla creatività

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How Do Financial Constraints Affect Creativity?

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Mean-risk Analysis with Enhanced Behavioral Content

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PRANDELLI E., CILLO P.

Come la critica influenza le scelte di cambiamento delle imprese: un'analisi longitudinale sull'innovazione stilistica nel settore della moda

Finanza, Marketing e Produzione, 2012, vol.30, no. 1, pp.69-92

SCOPELLITI I., CILLO P., MAZURSKY D.

Stupire o Persuadere? Strategie di Lancio di un Nuovo Stile nel Settore della Moda

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Market information approaches, product innovativeness, and firm performance: An empirical study in the fashion industry

Research Policy, 2010, vol.39, no. 9, pp.1242-1252

VERONA G., CILLO P.

Artista o trendsetter? Il dilemma dell'innovatore nei settori simbolici

Economia & Management, 2010, no. 2, pp.81-100

CAPPETTA R., CILLO P.

Managing integrators where integration matters: insights from symbolic industries

The International Journal of Human Resource Management, 2008, vol.19, no. 12, pp.2235-2251

CILLO P., VERONA G.

Search Styles in Style Searching: Exploring Innovation Strategies in Fashion Firms

Long Range Planning, 2008, vol.41, no. 6, pp.650-671

CILLO P.

The Role of Market Knowledge in Sustaining Innovation. Evidence from the Fashion Industry

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CILLO P., VERONA G., VICARI S.

The interlink between resources and capabilities: towards a theoretical frame for the development of dynamic capabilities

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Convergent designs in fine fashion: An evolutionary model for stylistic innovation

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Fostering Market Knowledge Use in Innovation:

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Capacità Creativa e Innovazione: Un'analisi esplorativa resource-based

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CILLO P., LANZA A.

La costruzione dell'identità di marca: Il caso Diesel

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RESEARCH MONOGRAPHS

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Egea, Milano, Italy, 2013

CILLO P.

Innovazione E Mercato

Carocci Editore, Roma, Italy, 2004

TEXTBOOKS

VICARI S., CILLO P., RACCAGNI D.

Product Innovation and Market Creation

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CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

CILLO P., PRANDELLI E.

Far leva sulla creatività dei consumatori per alimentare con continuità il processo innovativo: evidenze empiriche dal settore moda in *Marketing, una disciplina fantastica: omaggio a Enrico Valdani*

Busacca Bruno, Costabile Michele (Eds),Egea, pp.187-212, 2018

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L'innovazione come leva strategica per attrarre e trattenere gli investitori in *Marketing, una disciplina fantastica: omaggio a Enrico Valdani*

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CILLO P., PRANDELLI E.

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CASES IN INTERNATIONAL CASE COLLECTIONS

CILLO P., DE LUCA L. M., VICARI S.

The Launch and Repositioning of a New Product Worldwide: Tetra Prisma Aseptic

2006, The Case Centre, Great Britain

PROCEEDINGS/PRESENTATIONS

CILLO P., BALOCCO F., RUBERA G.

A Natural Language Processing Analysis of the Effect of Quarrels on Analyst Ratingsterly CoC

AMA Winter Conference, February 23-25, 2018, New Orleans, LA, United States of America

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The Effect of Innovation on Investor Acquisition and Retention

AMA Winter Conference - February 17-19, 2017, Orlando, FL, United States of America

CILLO P., ZANELLA P., VERONA G.

How Firms Sustain Performance in Face of Technological Change in the Music Industry

Strategic Management Society 36th Annual Conference - September 17-20 2016, Berlin, Germany

VERONA G., CILLO P., ZANELLA P.

Understanding and involving consumers in value creation: A conceptual frame for strategic management studies

Strategic Management Society Conference -October 3-6, 2015, Denver, United States of America

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Academy of Management Annual Meeting - August 7-11, 2015, Vancouver, Canada

NUNESM J., DREZE X., CILLO P., PRANDELLI E., SCOPELLITI I.

How Fashion Designers Develop New Styles: Creative Epiphany Versus Market Feedback

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The Effect of Critical Evaluation on Aesthetic Innovation: Debunking the Myth of Designer as Dictator

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SCOPELLITI I., CILLO P., MAZURSKY D.

A glance at the future. effects of anticipated disclosure of new product concepts

41th EMAC Conference Marketing to Citizens Going beyond Customers and Consumers - 22-25 May 2012, Lisbon, Portugal

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Does exposure to concept products affect consumer judgment of marketed products?

2011 Summer Marketing Educators' Conference - 5-7 August, 2011, San Francisco, United States of America

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Financial constraints and individual antecedents of creativity in problem solving

40th EMAC Conference - May 24 – 27, 2011, Ljubljana, Slovenia

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Effects of financial constraints and novelty seeking on consumer creativity

SCP 2011 Winter Conference - February 24-27, 2011, Atlanta, United States of America

CILLO P., PRANDELLI E.

Innovation patterns in global fashion: firms' behavior and the influence of critical audience evaluation

Strategic Management Society Conference - September 12-15, 2010, Roma, Italy

CILLO P., PRANDELLI E.

Identity and conduct in global fashion: the influence of critical audience evaluation on firms' innovation patterns

26th EGOS Colloquium - July 1-3 2010, Lisbon, Portugal

CILLO P., SCOPELLITI I., MAZURSKY D.

Shock 'n' Shop. Exaggeration and Structural Alignment in a New Design Launch

The 6 senses. The essentials of marketing - May, 2010, Copenhagen, Denmark

CILLO P., SCOPELLITI I., MAZURSKY D.

Effects of exaggerate priming and fluent processing on the evaluation of design

CFP: 2009 North American Conference - 22-25 October, 2009, Pittsburgh, United States of America

NOORDHOFF C., CHANDY R., CILLO P., NARASIMHAN O., PRABHU J.

Explaining pattern in foreign market launch

2009 INFORMS Marketing Science Conference - June 4-6, 2009, Ann Arbor, Michigan, United States of America

CILLO P., SCOPELLITI I., MAZURSKY D.

Effects of Extreme Priming and Processing Fluency on the Evaluation of Design

38th EMAC Conference - 26-29 May, 2009, Nantes, France

CHANDY R., NARASIMHAN O., CILLO P., PRABHU J.

Designing coolness: brand building in the global fashion industry

Marketing Science Conference - 12-14 June, 2008, Vancouver, Canada

VERONA G., CILLO P.

Search style in style searching: learning exploration strategies from fashion firms

27th SMS Annual International Conference - October 14-17, 2007, San Diego, United States of America

CILLO P., CAPPETTA R.

Managing Integrators Where Integration Matters: Insights From Symbolic Industries

Academy of Management Annual Meeting - August 3-8 2007, Philadelphia, United States of America

VERONA G., CILLO P.

Search Style In Style Searching: Learning Exploration Strategies From Fashion Firms

Academy Of Management Conference -August 3-8, 2007, Philadelphia, United States of America

CAPPETTA R., CILLO P.

Harmonizing the Organizational System of Meanings: The Power of Stylistic Innovation

Academy of Management Annual Meeting - August 5-10, 2005, Honolulu, United States of America

CAPPETTA R., CILLO P., PONTI A.

Dominant Design in Fine Fashion: An Evolutionary Model for Symbolic Innovation

Academy of Management Annual Meeting - August 6-11, 2004, New Orleans, United States of America

CILLO P., MAZURSKY D., TROILO G.

Antecedents to corporate reputation and its impact on performance: empirical evidence from the fashion industry

33th European Marketing Academy Conference - May 23-26 2004, Murcia, Spain

CILLO P., DE LUCA L., MAZURSKY D., TROILO G.

Enhancing organizational innovativeness through forward-looking market orientation. An empirical study in the fashion industry

Strategic Management Society Conference - August, 1-6 2003, Baltimore, United States of America

CILLO P., TROILO G.

Sustaining Innovation Through Market Knowledge: Evidence From The Fashion Industry

Academy of Management Conference - August, 1-6 2003, Seattle, United States of America

CILLO P., MAZURSKY D., TROILO G., DE LUCA L.

The limits of market orientation: identifying the aspects that accelerate innovation versus those that impede it

Marketing Science Conference - June 12-15, 2003, College Park, Maryland, United States of America

CILLO P., TROILO G., MAZURSKY D.

Retrospective and forward-looking market orientation among innovative companies: Evidence from the fashion industry

Strategic Management Society Conference - September 22-25 2002, Paris, France

CILLO P., MAZURSKY D., TROILO G.

Retrospective and forward-looking market orientation to innovate. Some empirical evidences from the fashion industry

31th European Marketing Academy Conference - May 28-31, 2002, Braga, Portugal

CILLO P., CAPPETTA R.

Patterns Of Stylistic Innovation: An Empirical Analysis of the Evolution of Style in Prêt-À-Porter between 1984 and 1999

Academy of Management Annual Meeting - August 3-8 2001, Washington, United States of America

Grants & Honors

Excellence in Research Award - Università Commerciale Luigi Bocconi , 2022

Research Excellence Award - Università Commerciale Luigi Bocconi , 2020

Research Excellence Award - Università Commerciale Luigi Bocconi , 2018

Research Excellence Award - Università Commerciale Luigi Bocconi , 2013
