
FULL PROFESSOR

Innovation

GIANMARIO.VERONA@UNIBOCCONI.IT

Biography

Gianmario Verona is a Full Professor at the Department of Management and Technology at Università Bocconi, of which he has been Rector since 2016.

At SDA Bocconi, he was the Director of the Full-Time MBA from 2012 to 2014 and Associate Editor of *Economia & Management* between 2003 and 2016. He has conducted numerous workshops, talks and applied research projects in Europe, Asia and North America on the topics of product innovation, technology strategy and marketing strategy. He has developed specific expertise with companies operating in the digital and health sectors and, more broadly, in the consumer sector.

His research activities include innovation management, technology strategy, new product development practices and, more recently, corporate entrepreneurship. Currently, he is focusing on the contribution of organizational competences and technologies in the face of disruptive change.

He is the author of numerous books and articles on strategy and innovation. His works have been published in all the leading management journals (including *The Academy of Management Review*; the *Academy of Management Journal*; *Organization Science*; the *Strategic Management Journal*). He is the author of many books including “Collaborating with Customers to Innovate” (Edward Elgar). In the past, he was the co-editor of *Strategic Organization* and an editorial board member of the *Strategic Management Journal* and the *Journal of Management*. He has been a Visiting Professor at many international universities, including Tuck School of Business, Innsbruck University and Massachusetts Institute of Technology. He served as the Director of the Ph.D. in Business Administration from 2008 to 2011 and as Dean of the Faculty of Università Bocconi from 2014 to 2016.

Gianmario earned both his degree in Business Administration and his Ph.D. in Business Administration & Management from Università Bocconi.

Teaching domains

Innovation Management

Digital Transformation

Strategic Management

Entrepreneurship

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

COZZOLINO A., VERONA G.

Responding to Complementary-Asset Discontinuities: A Multilevel Adaptation Framework of Resources, Demand, and Ecosystems

Organization Science, 2022

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

STADLER C., HELFAT C. E., VERONA G.

Transferring Knowledge by Transferring Individuals: Innovative Technology Use and Organizational Performance in Multiunit Firms

Organization Science, 2021, vol.33, no. 1, pp.253-274

PRANDELLI E., VERONA G.

Le cinque regole del business in Rete

Economia & Management, 2019, no. 2, pp.67-71

COZZOLINO A., VERONA G., ROTHAEEMEL F. T.

Unpacking the Disruption Process: New Technology, Business Models, and Incumbent Adaptation

Journal of Management Studies, 2018, vol.55, no. 7, pp.1166-1202

DANNEELS E., VERONA G., PROVERA B.

Overcoming the inertia of organizational competence: Olivetti's transition from mechanical to electronic technology

Industrial and Corporate Change, 2018, vol.27, no. 3, pp.595-618

DI STEFANO G., KING A. A., VERONA G.

Too many cooks spoil the broth? Geographic concentration, social norms, and knowledge transfer

Advances in Strategic Management, 2017, vol.36, pp.267-308

VERONA G., PRANDELLI E., PASQUINI M.

In user's shoes: An experimental design on the role of perspective taking in discovering entrepreneurial opportunities

Journal of Business Venturing, 2016, vol.31, no. 3, pp.287-301

VERONA G., DI STEFANO G., KING A.

Sanctioning in the wild: Rational calculus and retributive instincts in gourmet cuisine

Academy of Management Journal, 2015, vol.58, no. 3, pp.906-931

VERONA G., GRANT R.

What's holding back empirical research into organizational capabilities? Remedies for common problems

Strategic Organization, 2015, vol.13, no. 1, pp.61-74

DI STEFANO G., KING A., VERONA G.

Kitchen confidential? Norms for the use of transferred knowledge in gourmet cuisine

Strategic Management Journal, 2014, vol.35, no. 11, pp.1645-1670

VERONA G.

Le competenze dinamiche a supporto dell'imprenditorialita' aziendale: analisi di un caso visibile di discontinuita' tecnologica.

Sinergie, 2014, vol.XXXII, no. 17, pp.161-174

PRANDELLI E., VERONA G., PASQUINI M.

Quando l'imprenditore assume la prospettiva del cliente. L'empatia aiuta a cogliere le opportunità di mercato.

Economia & Management, 2014, no. 3, pp.73-94

DI STEFANO G., PETERAF M., VERONA G.

The organizational drivetrain: a road to integration of dynamic capabilities research

Academy of Management Perspectives, 2014, vol.28, no. 4, pp.307-327

STADLER C., HELFAT C., VERONA G.

The Impact of Dynamic Capabilities on Resource Access and Development

Organization Science, 2013, vol.24, no. 6, pp.1782-1804

PETERAF M., DI STEFANO G., VERONA G.

The elephant in the room of dynamic capabilities: bringing two diverging conversations together

Strategic Management Journal, 2013, vol.34, no. 12, pp.1389-1410

DI STEFANO G., GAMBARDELLA A., VERONA G.

Technology push and demand pull perspectives in innovation studies: Current findings and future research directions

Research Policy, 2012, vol.41, no. 8, pp.1283-1295

DE LUCA L. M., VERONA G., VICARI S.

Market Orientation and R&D Effectiveness in High-Technology Firms: An Empirical Investigation in the Biotechnology Industry

Journal of Product Innovation Management, 2010, vol.27, no. 3, pp.299-320

VERONA G., CILLO P.

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

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

DI STEFANO G., PETERAF M., VERONA G.

Dynamic capabilities deconstructed : a bibliographic investigation into the origins, development, and future directions of the research domain

Industrial and Corporate Change, 2010, vol.19, no. 4, pp.1187-1204

BRUNI D. S., VERONA G.

Dynamic Marketing Capabilities in Science-based Firms: an Exploratory Investigation of the Pharmaceutical Industry

British Journal of Management, 2009, vol.20, pp.S101-S117

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

VERONA G., PRANDELLI E., SAWHNEY M.

Collaborare con i clienti per innovare

Economia & Management, 2008, no. 5, pp.55-57

SEVERI BRUNI D., VERONA G.

Dynamic Capabilities for Continuous Innovation in the Pharmaceutical Industry

Sinergie, 2007, vol.25, no. 72, pp.265-274

STADLER C., VERONA G., HINTERHUBER H.

Sustained performance in the Oil Industry. A Dynamic Resource-based Model.

Sinergie, 2007, vol.25, no. 72, pp.23-32

CILLO P., VERONA G., VICARI S.

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

International Journal of Learning and Intellectual Capital, 2007, vol.4, no. 1/2, pp.111-131

PRANDELLI E., VERONA G., RACCAGNI D.

Diffusion of Web-Based Product Innovation

California Management Review, 2006, vol.48, no. 4, pp.109-135

VERONA G., PRANDELLI E., SAWHNEY M.

Innovation and Virtual Environments: Towards Virtual Knowledge Brokers

Organization Studies, 2006, vol.27, no. 6, pp.765-788

VERONA G., SEVERI BRUNI D.

Competenze dinamiche e conoscenza di mercato. Un'estensione teorica nel caso dell'innovazione di prodotto.

Finanza, Marketing e Produzione, 2006, vol.24, no. 2, pp.33-60

ROBERTSON P., VERONA G.

Post-Chandlerian Firms: Technological change and firm boundaries

Australian Economic History Review, 2006, vol.46, no. 1, pp.70-94

VICARI S., CILLO P., VERONA G.

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

Sinergie, 2005, vol.67, no. 5, pp.123-147

SAWHNEY M., PRANDELLI E., VERONA G.

Collaborating to create: The Internet as a platform for customer engagement in product innovation

Journal of Interactive Marketing, 2005, vol.19, no. 4, pp.4-17

VERONA G., PRANDELLI E., BARBI E.

Il ruolo dei broker tecnologici: Un'analisi esplorativa

Economia e Politica Industriale - Journal of Industrial and Business Economics, 2005, vol.31, no. 3, pp.65-95

BUSACCA B., VERONA G.

I temi centrali per il marketing in una prospettiva storica e nel contesto statunitense

Economia & Management, 2004, no. 4, pp.40-41

PRANDELLI E., VERONA G., RACCAGNI D.

Il ruolo del Web ai fini del coinvolgimento del cliente nei processi di innovazione: teoria e prassi a confronto

Micro & Macro Marketing, 2003, vol.3, pp.321-352

VERONA G., PRANDELLI E.

La Rete e l'assorbimento della conoscenza del cliente per l'innovazione

Economia & Management, 2003, no. 4, pp.64-66

SAWHNEY M., PRANDELLI E., VERONA G.

The Power of Innomediation

Mit Sloan Management Review, 2003, vol.44, no. 2, pp.77-82

VERONA G., RAVASI D.

Unbundling Dynamic Capabilities: an Exploratory Study of Continuous Product Innovation

Industrial and Corporate Change, 2003, vol.12, no. 3, pp.577-606

VERONA G., PRANDELLI E.

A Dynamic Model of Customer Loyalty to Sustain Competitive Advantage on the Web

European Management Journal, 2002, vol.20, no. 3, pp.299-309

PRANDELLI E., VERONA G.

A dynamic model of customer stickiness to sustain competitive advantage in the frictionless economy

Finanza, Marketing e Produzione, 2001, vol.1, pp.55-77

PRANDELLI E., VERONA G.

Affiliation o Lock-in? Strategie di marketing per competere in Internet

Economia & Management, 2001, no. 4, pp.73-89

RAVASI D., VERONA G.

Organizing the Process of Knowledge Integration. The Benefits of Structural Ambiguity

Scandinavian Journal of Management, 2001, vol.17

CASTALDO S., NOZZA BIELLI A., VERONA G.

Il ruolo del marketing nello sviluppo di nuovi farmaci: Il caso Bayer

Economia & Management, 2000, no. 1, pp.115-132

VERONA G., VICARI S.

La generazione del vantaggio competitivo. Recenti sviluppi e nuove implicazioni per il Resource-based Management

Finanza, Marketing e Produzione, 2000, vol.2, pp.7-38

VERONA G.

A Resource-Based View of Product Development

Academy of Management Review, 1999, vol.24, no. 1, pp.132-142

VERONA G., RAVASI D.

Core competence per sviluppare nuovi prodotti con continuità

Economia & Management, 1999, no. 3, pp.107-126

CASTALDO S., TROILO G., VERONA G.

Funzione commerciale e network per l'innovazione di prodotto

Sviluppo & Organizzazione, 1998, vol.167, pp.33-50

BUSACCA B., VERONA G.

La difesa e lo sviluppo della marca. Una ricerca empirica nella prospettiva del Resource-Based Management

Economia & Management, 1995, no. 6, pp.94-121

RESEARCH MONOGRAPHS

PRANDELLI E., VERONA G.

Human Digital Enterprise: Creare e co-creare valore in un contesto omnidata

Egea, Milano, Italy, 2020

PRANDELLI E., VERONA G.

La nuova impresa digitale

Egea, Milano, Italy, 2018

PRANDELLI E., VERONA G.

Il Vantaggio Competitivo in Rete. Dal Web 2.0 al Cloud Computing

McGraw-Hill Education, Italy, 2011

PRANDELLI E., SAWHNEY M., VERONA G.

Collaborating with customers to innovate: Conceiving and marketing products in the networking age

Edward Elgar Publishing, Great Britain, 2008

VERONA G., PRANDELLI E.

Collaborative innovation. Marketing e organizzazione dei nuovi prodotti

Carocci Editore, Roma, Italy, 2006

VERONA G., PRANDELLI E.

Marketing in rete. Oltre Internet verso il nuovo marketing

McGraw-Hill Italia, Italy, 2006

PRANDELLI E., VERONA G.

Marketing in Rete. Analisi e decisioni nell'economia digitale

McGraw-Hill Italia, Italy, 2002

VERONA G.

Innovazione continua. Risorse e competenze per sostenere il vantaggio competitivo

Egea, Milano, Italy, 2000

CASTALDO S., VERONA G.

Lo sviluppo di nuovi prodotti. Teorie e ricerche empiriche in una prospettiva cognitiva

Egea, Milano, Italy, 1998

EDITED BOOKS

VALDANI E., VERONA G., ORDANINI A. (EDS.)

The e-Based Enterprise

Egea, Milano, Italy, 2001

TEXTBOOKS

GRANDO A., VERONA G., VICARI S.

Tecnologia, Innovazione, Operations (Seconda Edizione)

Egea, Milano, Italy, 2010

GRANDO A., VERONA G., VICARI S.

Tecnologia, Innovazione, Operations

Egea, Milano, Italy, 2006

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

DI STEFANO G., KING A. A., VERONA G.

Too Many Cooks Spoil the Broth? Geographic Concentration, Social Norms, and Knowledge Transfer in *Geography, Location, and Strategy*

Juan Alcácer, Bruce Kogut, Catherine Thomas, Bernard Yin Yeung (Eds), Emerald Publishing Limited, pp.267-308, 2017

PRANDELLI E., VERONA G.

From Software to Hardware: The Changing Technology of Open Source in *Advances in Strategy and Organization. Selected Papers from 'Second Tuesday' Seminars*

D. Baglieri (Eds), McGraw-Hill Education, pp.197-221, 2012

ZOLLO M., VERONA G.

The human side of dynamic capabilities: A holistic learning model in *Handbook of Organizational Learning and Knowledge Management*

Mark Easterby-Smith, Marjorie A. Lyles (Eds), John Wiley & Sons, chap. 24, pp.535-550, 2011

CILLO P., VERONA G.

Sviluppo di Nuovi Prodotti in *Marketing e Fiducia*

S. Castaldo (Eds), Il Mulino, pp.357-380, 2010

PRANDELLI E., VERONA G.

Il marketing digitale: dal marketing interattivo al marketing collaborativo in *Marketing e Fiducia*

S. Castaldo (Eds), Il Mulino, pp.381-404, 2009

PRANDELLI E., VERONA G.

Co-developing New Products with Customers in *Strategic Market Creation: A New Perspective on Marketing and Innovation Management*

K. Tollin, A. Carù (Eds), John Wiley & Sons, pp.362-388, 2008

VERONA G., PRANDELLI E.

Collaborative Innovation: Web-based tools for customer involvement in new product development in *21st Century Management: A Reference Handbook (II volume)*

C. Wankel (Eds), SAGE Publications, pp.14-23, 2007

JAWECKI G., FUELLER J., VERONA G.

Innovative consumer behavior in online communities in *European advances in consumer research. Vol. 8*
Stefania Borghini, Mary Ann McGrath, Cele C. Otnes (Eds), The Association for Consumer Research, pp.513-518, 2007

PRANDELLI E., VERONA G.

Reti virtuali e brokering di innovazione in *Rileggere l'impresa. Relazioni, risorse e reti: un nuovo modello di management*

R. Fiocca (Eds), Etas Libri, pp.151-174, 2007

ROBERTSON P. L., VERONA G.

The Effects of Technological Change on the Boundaries of Existing Firms in *Flexibility and Stability in the Innovating Economy*

Maureen McKelvey, Magnus Holmén (Eds), Oxford University Press, chap. 8, pp.201-226, 2006

PRANDELLI E., VERONA G.

I canali digitali in *Vendite e Trade Marketing*

S. Vicari (Eds), Egea, pp.22-43, 2005

PRANDELLI E., SAWHNEY M., VERONA G.

Knowledge Management and the Emerging Organizational Models of Distributed Innovation: Towards a Taxonomy in *The Future of Knowledge Management*

Renzl B., Matzler K., Hinterhuber H. (Eds), Palgrave Macmillan, pp.137-160, 2005

PRANDELLI E., VERONA G.

La gestione delle comunità virtuali per lo sviluppo di relazioni e conoscenze in *Vendite e Trade Marketing*

S. Vicari (Eds), Egea, pp.396-419, 2005

BUSACCA B., VERONA G.

Il brand management dell'economia digitale. Le principali criticità nella prospettiva delle imprese pure player in *Manuale di management. Strategie, modelli e risorse dell'impresa nell'economia digitale*

W. Scott et al, (Eds), Il Sole 24 Ore, pp.1029-1063, 2003

BUSACCA B., VERONA G.

Digital Technologies e Brand Value Management in *Digital Brands*

B. Busacca (Eds), Etas Libri, 2002

BUSACCA B., VERONA G., SEVERI BRUNI D.

Il caso eDreams in *Le marche digitali. Strategie di sviluppo della Brand Equity*

B. Busacca (Eds), Etas Libri, pp.121-146, 2002

BUSACCA B., VERONA G., SEVERI BRUNI D.

La gestione delle marche digitali: stato dell'arte e analisi interpretativa in *Le marche digitali. Strategie di sviluppo della Brand Equity*

B. Busacca (Eds), Etas Libri, pp.85-119, 2002

VALDANI E., VERONA G., ORDANINI A.

Antecedenti e Conseguenze della Competizione Digitale in *The e-Based Enterprise*

E. Valdani, A. Ordanini, G. Verona (Eds), Egea, 2001

CILLO P., VERONA G.

Digital Marketing in *Technology Management Handbook*

S. Vicari (Eds), Egea, 2001

VERONA G.

Digital Technologies and Innovation Management in *Technology Management Handbook*

S. Vicari (Ed), Egea, 2001

VALDANI E., CASTALDO S., TROILO G., VERONA G.

La multidimensionalità della definizione di nuovo prodotto: concettualizzazioni teoriche e rappresentazioni manageriali in *La gestione dell'innovazione di prodotto. Il caso delle calzature e degli imballaggi flessibili*

P. Stampacchia, L. Nicolais (Eds), ESI - Edizioni Scientifiche Italiane, pp.59-95, 2001

CASTALDO S., VERONA G.

New Product Development in Ambienti Virtuali in *Economia della Virtualità*

S. Vicari (Eds), Egea, 2001

VERONA G., SABBAGHIAN N.

Nuove competenze per vincere sul Web" in , in *E-business*

C. Dematté (Eds), Etas Libri, 2001

CASTALDO S., TROILO G., VERONA G.

Verso la re-ingegnerizzazione del processo di sviluppo di nuovi prodotti. una ricerca empirica in *I processi di marketing*

E. Valdani, F. Ancarani (Eds), Egea, pp.85-117, 1997

GNOCCHI M., VERONA G.

Analisi empirica del costrutto di Brand Equity: la prospettiva delle imprese in *Brand equity. Il potenziale generativo della fiducia*

S. Vicari (Eds), Egea, pp.304-324, 1995

BUSACCA B., VERONA G.

La brand equity nella prospettiva delle imprese in *Brand equity. Il potenziale generativo della fiducia*

S. Vicari (Eds), Egea, pp.253-304, 1995

ARTICLES IN NATIONAL/INTERNATIONAL NEWSPAPERS

MANCA D., VERONA G.

Volatilità, controllo dei cittadini e costi ambientali, i lati oscuri delle criptovalute (e il rischio di una crisi globale)

LOGIN: Corriere della Sera, 30 June, 2022

VERONA G.

Le Super PMI sono digitali, circolari, e ben gestite

Economia de Il Corriere della Sera, 20 May, 2022

MANCA D., VERONA G.

Errori (e forza) di Putin nell'epoca dei social

Il Corriere della Sera, 13 April, 2022

RESTA F., VERONA G.

Scienza della Trasformazione

LOGIN: Corriere della Sera, April, 2022

VERONA G.

I nostri ragazzi per la prima volta di fronte alla guerra

Il Corriere della Sera, 22 March, 2022

MANCA D., VERONA G.

Scienza e giornalismo, è una questione di metodo

Il Corriere della Sera, 4 January, 2022

VERONA G.

La scuola superi la teoria e si apra alle applicazioni

Il Corriere della Sera, 10 December, 2021

VERONA G.

Un capitalismo sostenibile: il futuro è nelle nostre mani

Il Corriere della Sera, 2 December, 2021

VERONA G.

E' lo scopo che fa l'impresa

Economia de Il Corriere della Sera, 11 November, 2021

VERONA G.

La ripresa dell'università: digitale ma anche sostenibile

Il Corriere della Sera, 10 October, 2021

VERONA G.

Fondi PNRR: la sostenibilità da prendere sul serio

Il Corriere della Sera, 27 August, 2021

VERONA G.

Il nuovo tempo ibrido che ci porterà nel futuro

Il Corriere della Sera, 11 July, 2021

VERONA G.

Online vs oncampus la sfida che non c'è

Corriere Innovazione, 1 July, 2021

VERONA G.

Digitale e Ambiente. Strada (obbligata) o addio crescita

Economia de Il Corriere della Sera, 21 May, 2021

VERONA G.

La nuova normalità? Più in presenza e più digitale

Il Corriere della Sera, 26 April, 2021

VERONA G.

Ripensiamo l'istruzione per non tradire i sogni dei nostri figli

La Repubblica, 16 April, 2021

BILLARI F. C., VERONA G.

Discipline Umanistiche o STEM? L'obiettivo è l'integrazione

Il Corriere della Sera, 10 March, 2021

MANCA D., VERONA G.

Le pericolose conseguenze dell'altra epidemia

Il Corriere della Sera, 19 March, 2021

MANCA D., VERONA G.

La vera storia di Gamestop: attenti ai social network

Il Corriere della Sera, 3 February, 2021

MANCA D., VERONA G.

Le armi per difenderci: educazione digitale e regole analogiche

Il Corriere della Sera, 24 January, 2021

VERONA G.

Un capitalismo sostenibile che riduca le disuguaglianze

Il Corriere della Sera, 2 January, 2021

VERONA G.

Digitale e Sostenibilità. I binari dove corrono le imprese vincenti

Economia de Il Corriere della Sera, 12 November, 2020

VERONA G.

Il coraggio di innovare è la chiave per ripartire

Il Corriere della Sera, 27 November, 2020

BILLARI F. C., VERONA G.

Una nuova organizzazione per ricerca e università

Il Corriere della Sera, 2 November, 2020

MANCA D., VERONA G.

Se il servizio è gratis il prodotto sei tu. Imparare a governare internet

Il Corriere della Sera, 3 October, 2020

VERONA G.

Una nuova musica per il grande schermo

Economia de Il Corriere della Sera, 19 October, 2020

VERONA G.

La nuova didattica, a distanza e in aula

Il Corriere della Sera, 21 September, 2020

VERONA G.

Cambiare costa. La responsabilità tra paradossi e compromessi

Economia de Il Corriere della Sera, 1 June, 2020

VERONA G.

L'anno zero del digitale

La Repubblica, 9 May, 2020

DAVERI F., VERONA G.

Scegliere gli aiuti giusti e investire sul futuro

Il Corriere della Sera, 22 May, 2020

BILLARI F. C., VERONA G.

"Veni, vidi, vici" con la scienza

Corriere Innovazione, 3 April, 2020

VERONA G.

Il ruolo della scienza: fatti distinti dalle opinioni

Il Corriere della Sera, 26 April, 2020

DAVERI F., VERONA G.

Utilizzare i Coronabond per le ricerche sul vaccino

Il Corriere della Sera, 9 April, 2020

VERONA G.

La tecnologia che ci aiuta ad affrontare l'emergenza

Il Corriere della Sera, 2 March, 2020

VERONA G.

Noi, un modello contro il contagio: Dall'Italia un modello per gli altri paesi

La Stampa, 14 March, 2020

VERONA G.

L'arsenale del sapere per affrontare l'impatto dell'emergenza

La Stampa, 24 February, 2020

VERONA G.

Un'occasione storica per le università europee

Il Corriere della Sera, 2 February, 2020

VERONA G.

Il capitalismo alla prova del villaggio globale

La Stampa, 26 January, 2020

BILLARI F. C., VERONA G.

Il coraggio di premiare l'eccellenza

Il Corriere della Sera, 7 January, 2020

DAVERI F., VERONA G.

Perché ha senso investire in Italia (e viverci)

Il Corriere della Sera, 12 January, 2020

VERONA G.

L'integrazione dei saperi per vincere le sfide della modernità

La Stampa, 25 November, 2019

MANCA D., VERONA G.

Svolta d'impresa: la circolarità è un business a tutto tondo

Economia de Il Corriere della Sera, 14 November, 2019

VERONA G.

Perché è giusto valutare i professori (ed è compito anche degli studenti)

Il Corriere della Sera, 3 October, 2019

MANCA D., VERONA G.

Nell'epoca dei social media la logica del voto è binaria

Il Corriere della Sera, 28 May, 2019

GAMBARDELLA A., VERONA G.

Intelligenza artificiale, cercasi manager

Il Corriere della Sera, 25 April, 2019

VERONA G.

Se l'impresa incontra il sociale. Da Wall Street a Solomeo

Economia de Il Corriere della Sera, 15 March, 2019

VERONA G.

Lo streaming musicale è il messaggio di McLuhan

Corriere Innovazione, 22 February, 2019

VERONA G.

L'etica dei comportamenti una priorità dell'economia

Il Corriere della Sera, 25 January, 2019

VERONA G.

L'atlante futuro

Economia de Il Corriere della Sera, 8 November, 2018

VERONA G.

Salviamo l'imprenditorialità

Economia de Il Corriere della Sera, 19 November, 2018

VERONA G.

Se il disagio convive con l'innovazione

La Stampa, 19 November, 2018

VERONA G.

Open innovation, ne parliamo tanto ma la applichiamo poco

Corriere Innovazione, 26 October, 2018

VERONA G.

Imprese, lezioni da non perdere per capire e decidere (bene)

Il Corriere della Sera, 18 September, 2018

VERONA G.

In azione tecnologia e popoli uniti: le forze che migliorano il mondo

Il Corriere della Sera, 11 July, 2018

VERONA G.

Un patto per l'istruzione (puntando sul personale)

Il Corriere della Sera, 2 June, 2018

VERONA G.

I sentieri dell'istruzione nel secolo digitale

La Stampa, 13 May, 2018

VERONA G.

Il CEO non è più solo un manager: è diventato quasi un super-eroe che ogni giorno si inventa il business

Milano Finanza, 19 May, 2018

VERONA G.

Per le scienze l'inglese è un obbligo

La Repubblica, 30 April, 2018

VERONA G.

Cercasi Manager (e Capitano d'Industria)

Economia de Il Corriere della Sera, 16 March, 2018

VERONA G.

Rivoluzione digitale fermarla è dannoso

Economia de Il Corriere della Sera, 27 November, 2017

CASES IN INTERNATIONAL CASE COLLECTIONS

KELLER A., SCHREYÖGG G., VERONA G.

Leica Camera's Arduous Transition to Digital Imaging - Part (A)-Part (B)

2021, The Case Centre, Great Britain

DI STEFANO G., KING A., VERONA G.

Innovation at Play: The Case of High-end Cuisine

2011, The Case Centre, Great Britain

VERONA G., DI STEFANO G.

Protecting Innovation in Low-IPR Regimes: The Fine Fashion Industry

2009, The Case Centre, Great Britain

EDITORIALS IN JOURNAL

VERONA G.

Sharing economy: sfida a tutto campo

2016, Economia & Management, Milano, Italy

VERONA G.

Costruirsi la Silicon Valley in casa con la corporate entrepreneurship

2015, Economia & Management, Milano, Italy

VERONA G.

Dai bilanci alle nuvole: L'evanescenza del valore secondo la Rete

2014, Economia & Management, Milano, Italy

VERONA G.

Dove l'innovazione meno te la aspetti

2013, Economia & Management, Milano, Italy

VERONA G.

L'innovazione di mercato quale leva per la crescita

2013, Economia & Management, Milano, Italy

VERONA G.

MBA e manager: ma è veramente crisi?

2012, Economia & Management, Milano, Italy

VERONA G.

E se dopo il software e la musica anche il romanzo andasse sulle nuvole?

2011, Economia & Management, Milano, Italy

VERONA G.

Sopravvivenza o Crescita? Dal dilemma del manager al dilemma del politico

2011, Economia & Management, Milano, Italy

VERONA G.

Tra Scienza e Realtà. Una terza via per unire rilevanza e rigore

2010, Economia & Management, Milano, Italy

VERONA G.

Perchè il leader di mercato non sa più innovare?

2009, Economia & Management, Milano, Italy

VERONA G.

Chi protegge l'innovazione

2008, Economia & Management, Milano, Italy

VERONA G.

La corporate America dal ponte di comando

2007, Economia & Management, Milano, Italy

VERONA G.

Un Anno di Innovazione

2005, Economia & Management, Milano, Italy

EDITORIALS IN NATIONAL/INTERNATIONAL NEWSPAPERS

MANCA D., VERONA G.

I nuovi obiettivi da perseguire con i fondi alle università

2022, Il Corriere della Sera, Milano, Italy

DAVERI F., VERONA G.

Why Italy is doing much better than you think

2020, World Economic Forum

PROCEEDINGS/PRESENTATIONS

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

VERONA G., COZZOLINO A.

Breaking News: A Model of Complementary-asset Destroying Discontinuity in the Italian Newspaper Industry

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

VERONA G., CILLO P., ZANELLA P.

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

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

VERONA G., LIPPARINI A., PRANDELLI E.

A Process Model Of Strategic Renewal Based on Paradoxes and Contradictions-Ducati Turnaround 1996-2007

Strategic Management Society Special Conference -May 28-30, 2015, St.Gallen, Switzerland

VERONA G., VICARI S.

Explaining the Emergence of Dominant Designs: Innovation Shocks as Demand-driven Catastrophes

Strategic Management Society Special Conference - May 28-30, 2015, St.Gallen, Switzerland

VERONA G., COZZOLINO A.

Breaking News: A Model of Complementary-asset Destroying Discontinuity in the Italian Newspaper Industry

NYU Stern Competition and Cooperation Consortium (CCC), 2015, New York, United States of America

VERONA G., COZZOLINO A.

Shift in Value Creation: Competence-Destroying Discontinuity on Complementary Assets

33rd SMS Annual International Conference: 'Strategy and Sustainability', September 28- October 1, 2013, Atlanta, Georgia, United States of America

DI STEFANO G., PETERAF M., VERONA G.

The Elephant in the Room of Dynamic Capabilities

Academy of Management Annual Meeting: West Meets East: Enlightening, Balancing, Transcending - August 12-16 2011, San Antonio, Texas, United States of America

DI STEFANO G., KING A., VERONA G.

Second-party Sanctioning of Norm Violation: The Case of Know-how Trading in Gourmet Cuisines

9th International Open and User Innovation Workshop - July 4-6, 2011, Wien, Austria

VERONA G., PRANDELLI E., PASQUINI M.

Taking the Perspective of the User: untangling the Role of Empathy and User knowledge in Entrepreneurship research

9th International Open and User Innovation Workshop - July 4-6, 2011, Wien, Austria

DI STEFANO G., PETERAF M., VERONA G.

Dynamic Capabilities Deconstructed: A Bibliographic Investigation into the Origins, developments and Future Directions of the Research Domain

Stanford Entrepreneurship Conference, September 9-10, 2010, Stanford, CA, United States of America

DI STEFANO G., PETERAF M., VERONA G.

The Rise, Diffusion, Development of Dynamic Capabilities: The Role of Influential Authors

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

DI STEFANO G., PETERAF M., VERONA G.

Dynamic Capabilities Deconstructed: A Bibliographic Investigation into the Origins, developments and Future Directions of the Research Domain

Academy of Management Annual Meeting, August 6-10, 2010, Montreal, Canada

STADLER C., HELFAT C., VERONA G.

The Impact of Dynamic Capabilities on Resource Access and Development

Academy of Management Annual Meeting, August 6-10, 2010, Montreal, Canada

STADLER C., HELFAT C., VERONA G.

The Impact of Dynamic Capabilities on Resource Access and Development

Stanford Conference in Honor of John Freeman, April 2010, Stanford, CA, United States of America

DANNEELS E., PROVERA B., VERONA G.

Deinstitutionalizing organizational competence

29th SMS Annual International Conference, October 11-14, 2009, Washington, D.C., United States of America

DI STEFANO G., GAMBARDELLA A., VERONA G.

De Gustibus Non Est Disputandum: A Demand based View of Technological Innovation

Academy of Management Meeting, August 7-11, 2009, Chicago, IL, United States of America

DI STEFANO G., PETERAF M., VERONA G.

Dynamic Capabilities Deconstructed

Academy of Management Meeting, August 7-11, 2009, Chicago, IL, United States of America

DI STEFANO G., GAMBARDELLA A., VERONA G.

A demand-based view of technological innovation

28th SMS Annual International Conference, October 12-15, 2008, Cologne, Germany

DI STEFANO G., GAMBARDELLA A., VERONA G.

A Demand Based View of Technological Innovation: A Review, Conceptualization, and Future Research Direction

Academy of Management Annual Meeting: 'The question we ask' - August 8-13, 2008, Anaheim, CA, United States of America

DANNEELS E., PROVERA B., VERONA G.

Legitimizing Exploration: Olivetti's Transition from Mechanical to Electronic Technology

Academy of Management Annual Meeting: 'The question we ask' - August 8-13, 2008, Anaheim, CA, United States of America

DANNEELS E., PROVERA B., VERONA G.

Legitimizing Exploration: Olivetti's Transition from Mechanical to Electronic Technology

McGill-Cornell Conference on Institutions and Entrepreneurship, June, 2008, Montreal, Canada

VERONA G., PROVERA B., SODA G.

From vinyl to chips: creating capabilities by making sense of new products in cultural industries

INFORMS Conference - November 4-7, 2007, Seattle, WA, United States of America

VERONA G., DE LUCA L., VICARI S.

Can market-related capabilities be beneficial to science-based firms? The moderating role of knowledge integration

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

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

VERONA G., PRANDELLI E., DI STEFANO G.

An evolutionary approach to user innovation: how Ducati motor reinvented itself through the internet

Academy Of Management Conference - 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

PROVERA B., VERONA G., SODA G.

Organizing for Innovation in Cultural Industries: Linking Knowledge Brokering with Product Development

9th International Conference on Arts and Cultural Management - July 8-11, 2007, Valencia, Spain

VERONA G., PRANDELLI E., SAWHNEY M.

Sharing the pie of distributed innovation: towards a contingent model

Strategic Management Society Conference: 'Strategy and Governance in a World of institutional Change' - October 29-November 1, 2006, Wien, Austria

PRANDELLI E., SAWHNEY M., VERONA G.

Collaborating to Create: The Internet as a Platform for Customer Engagement

Academy of Management Conference, August 11-16, 2006, Atlanta, United States of America

VERONA G., PRANDELLI E.

User community at Ducati

4th International Workshop on User Innovation - July 13-14, 2006, Munich, Germany

SEVERI BRUNI D., VERONA G.

Market Knowledge Contribution to Dynamic Capabilities

25th SMS Annual International Conference, October 23-26, 2005, Orlando, FL, United States of America

SEVERI BRUNI D., VERONA G.

Market Knowledge Contribution in Sustained Product Innovation

Academy of Management Conference, August 5-10, 2005, Honolulu, Hawaii, United States of America

PRANDELLI E., RACCAGNI D., VERONA G.

Web-based product innovation: How much customer knowledge companies actually import

24th SMS Annual International Conference, October 31–November 3, 2004, San Juan, Puerto Rico, United States of America

SAWHNEY M., PRANDELLI E., VERONA G.

Beyond Customer Integration: The Internet as a Platform to Integrate Product Innovation

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

SAWHNEY M., PRANDELLI E., VERONA G.

Innovation and virtual environments: Towards Virtual Knowledge Brokers

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

SAWHNEY M., PRANDELLI E., VERONA G.

Collaborative marketing: Involving customers through Web-based Product Development

34th EMAC Conference, May 18-21, 2004, Murcia, Spain

SAWHNEY M., PRANDELLI E., VERONA G.

Innovation and virtual environments: Towards Virtual Knowledge Brokers

EURAM Conference, May 5-9, 2004, St. Andrews, Great Britain

PRANDELLI E., SAWHNEY M., VERONA G.

Collaborative marketing: Involving customers through the Web

23rd SMS Annual International Conference, November 9-12, 2003, Baltimore, Maryland, United States of America

SAWHNEY M., PRANDELLI E., VERONA G.

Mediated Innovation and Virtual customer environments: Theory and Evidence

23rd SMS Annual International Conference, November 9-12, 2003, Baltimore, Maryland, United States of America

PRANDELLI E., SAWHNEY M., VERONA G.

Mediated innovation: Involving customer through the web

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

PRANDELLI E., RACCAGNI D., SAWHNEY M., VERONA G.

Collaborative marketing and innovation: Involving customers through the web

Marketing Science Conference, June, 2003, Baltimore, United States of America

PRANDELLI E., VERONA G., SAWHNEY M.

The emergence of mediated innovation: theory and evidence

Marketing Science Conference, June, 2003, Baltimore, United States of America

PRANDELLI E., SAWHNEY M., VERONA G.

The emergence of mediated innovation: An exploratory study of virtual customer environments

EURAM Conference, April 3-5, 2003, Milano, Italy

PRANDELLI E., SAWHNEY M., VERONA G.

Beyond customer integration: Innovation towards a multiple product innovation strategy

22nd SMS Annual International Conference, September 22 – 25, 2002, Paris, France

PRANDELLI E., SAWHNEY M., VERONA G.

Innomediation: Exploiting the power of mediated innovation

22nd SMS Annual International Conference, September 22 – 25, 2002, Paris, France

PRANDELLI E., VERONA G.

Affiliation or lock in? How to stick customers in the frictionless economy

21st SMS Annual International Conference, October 21-24, 2001, San Francisco, CA, United States of America

PRANDELLI E., VERONA G.

The impact of ICT on the new product development process

21st SMS Annual International Conference, October 21-24, 2001, San Francisco, CA, United States of America

VERONA G., VICARI S.

From the Resource-based View to the Dynamic Capability View. Towards an organizational theory for knowledge creation

Academy of Management Conference, August 5-8, 2001, Washington D.C., United States of America

RAVASI D., VERONA G.

Capabilities for Continuous Innovation

Academy of Management Conference, August 6-11, 1999, Chicago, IL, United States of America

RAVASI D., VERONA G.

Building and sustaining a loosely-coupled organisation

14th EGOS Colloquium - July 9-11, 1998, Maastricht, Netherlands (The)

VERONA G.

New Product Development Process. Background Theory and Present Applications

CEMS: 'Recent Developments in Economics and Business Administration' - September, 1996, Milano, Italy

CASTALDO S., TROILO G., VERONA G.

Market Related Competences for New Product Development

Italian Academy of Management, Firms and Innovation - November, 1995, Parma, Italy

CASTALDO S., BERTOZZI P., TROILO G., VERONA G.

Product Innovation between Competence development and the management of relations

IMP, Network, Trust, Relationship - September, 1995, Manchester, Great Britain

GNECCHI M., VERONA G.

Brand Value Management

AIDEA-Giovani: 'Intangible Assets', 1994, Pisa, Italy

Grants & Honors

Excellence in Research Award – Università Commerciale Luigi Bocconi , 2022

Best SMS special conference presentation award “Explaining the Emergence of Dominant Designs:

Innovation Shocks as Demand-driven Catastrophes” St Gallen – Strategic Management Society , 2015

Best Teaching Award – Università Commerciale Luigi Bocconi , 2013

Honorable mention “Best paper” Atlanta conference, Strategic Management Society (“From paper to clouds: Shift in Value Creation: Competence–Destroying Discontinuity on Complementary Assets” with A.Cozzolino) – Strategic Management Society , 2013

Runner-up Carolyn Dexter Award for Best International Paper, Academy of Management Conference, for the paper Exploring and reconfiguring a firm’s competence base: a process model of strategic renewal (co-author A. Lipparini, G. Verona) – Academy Of Management Journal , 2012

Award for “Outstanding Service” Competitive Strategy Division – Strategic Management Society , 2010

Best Executive Teaching Award – SDA Bocconi School of Management , 2010

Best Teaching Award – Università Commerciale Luigi Bocconi , 2010

Best Business Case (Innovation at Play: The case of Gourmet Cuisine with G.Di Stefano) – SDA Bocconi School of Management , 2008

Runner up “Best Paper”, (“Collaborating to Create The Internet as a Platform for Product Development” with E.Prandelli and M.Sawhney) – Journal of Interactive Marketing , 2006

“Best Paper” (“Unbundling Dynamic Capabilities: An Exploratory study of Continuous Product Innovation”, Industrial and Corporate Change, (3) 2003 with D.Ravasi). – SDA Bocconi School of Management , 2004
