

Gabriele Troilo

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Biography

Gabriele Troilo is an Associate Professor at the Department of Marketing at Università Bocconi.

Since 1990, he has been a faculty member of SDA Bocconi in the Marketing Area.

From January 2017 to December 2020, he was the Associate Dean for the Open Market and New Business Division and from January 2021 to November 2022 he has been the Associate Dean for SDA Bocconi Online Learning. He has created, directed and taught in several executive programs such as Basic marketing, Strategic marketing, New product development, Creative marketing, Marketing imagination, Marketing research and Management of marketing information systems. He has been teaching various courses in the Master programs of SDA Bocconi for many years. He has conducted numerous research projects, education programs and consulting projects for major multinationals operating in the food & beverage, mechanics and tool machineries, electrical supplies, publishing and clothing industries, on topics such as strategic marketing, customer insight management, idea generation & new product development, design of marketing units and marketing processes.

His research focuses on many subjects related to the organization of marketing activities and processes, such as: Marketing-Sales integration, Marketing knowledge management and market information management; Creativity and innovation management. His current research addresses the impact of big data and AI on marketing capabilities and processes; the impact of market knowledge dimensions on a company's market performance; marketing in creative industries.

He is the author of several books and articles published by national and international publishers and journals. His latest books include *Marketing in Creative Industries* (Palgrave, 2015). Some of the academic journals which have published his papers are: the *Journal of the Academy of Marketing Science*, the *Journal of Product Innovation Management*, *Industrial Marketing Management*, *Psychology & Marketing*, the *Journal of Business Research*, and *Economia & Management*. He has been a Visiting Professor at Universidad Autónoma de Barcelona (Spain) and at ESCP-EAP Paris (France), and a Visiting Scholar at Cardiff Business School (UK) and Georgia Institute of Technology, Atlanta (USA). He has also been Vice President of EMAC (European Marketing Academy, the largest European association of marketing scholars), where he is now a Fellow. He has received several awards for his excellence in teaching and research at Università Bocconi.

Gabriele earned a degree in Business Administration and a Ph.D. in Business administration from Università Bocconi, and an ITP (International Teachers Program) at London Business School. He loves travelling, tasting good food and beverages, listening to good music, and spending time with friends. In 2010, after years of international volunteering, he founded a nonprofit organization supporting projects for children from disadvantaged families in South America, to which he devotes most of his spare time.

Teaching domains

Customer-Centric Innovation

Market Strategy & Competition

Marketing Management

Management of Creativity

New Product Development

ARTICLES IN SCHOLARLY JOURNALS

BOTTKE T., MANOLATOS D. K., TROILO G.

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Harvard Business Review, 20 April, 2023

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BERTOLINI F., TROILO G.

EDITED BOOKS

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Big Data, Service Innovation, and Performance: An Exploratory Study

EMAC Annual Conference, May 29-June 1, 2018, Glasgow, Great Britain

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

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Best Paper of the Year – Journal of Product Innovation Management , 2014

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