
ASSOCIATE PROFESSOR

Innovation

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Biography

Gabriele Troilo is an Associate Professor at the Department of Marketing at Università Bocconi. From January 2017 to December 2020, he was the Associate Dean for the Open Market and New Business Division and since January 2021 he has been the Associate Dean for SDA Bocconi Online Learning

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

DE LUCA L. M., HERHAUSEN D., TROILO G., ROSSI A.

How and when do big data investments pay off? The role of marketing affordances and service innovation

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CORNA V., TROILO G.

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RESEARCH MONOGRAPHS

TROILO G.

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EDITED BOOKS

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PROCEEDINGS/PRESENTATIONS

GUENZI P., CAIOZZO P., TROILO G.

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

GUENZI P., SAJTOS L., TROILO G.

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

CITO M., TROILO G., SOSCIA I.

Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?

XII International Conference on Arts & Cultural Management - June 26-29 2013, Bogotà, Colombia

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GUENZI P., DE LUCA L., SPIRO R., TROILO G.

Does adaptive selling improve or hurt customer trust in the salesperson?

41st EMAC Annual Conference - May 23-26 2012, Lisbon, Portugal

FUMAGALLI E., TROILO G.

Does motivation really matter in pursuing artists' goals? An investigation on the mediating role of artists' strategies

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VLASIC G., KOHLI A., TROILO G.

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DE LUCA L., ATUAHENE-GIMA K., TROILO G.

The contingent value of market-technology knowledge complementarity

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

KHOLI A., TROILO G., VLASIC G.

Enhancing customer purchase likelihood through market driving strategies

39th EMAC Conference - June 1-4, 2010, Copenhagen, Denmark

TROILO G., GUENZI P.

What can sales managers learn from coaches of professional sport teams?

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37th EMAC Conference - May 27-30, 2008, Brighton, Great Britain

DE LUCA L., TROILO G., GUENZI P.

The contingent value of sales participation in marketing decision-making for market performance

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2008 AMA Winter Marketing Educators' Conference - February 15-18, 2008, Austin, United States of America

DE LUCA L., TROILO G., ATUAHENE GIMA K.

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Product Development and Management Association Conference - October 21-22, 2006, Atlanta, United States of America

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Grants & Honors

Best Undergraduate Professor of the Year Award – Università Commerciale Luigi Bocconi , 2019

Best Undergraduate Professor of the Year Award – Università Commerciale Luigi Bocconi , 2017

Excellence in Innovation Award – SDA Bocconi School of Management , 2015

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

Best Case of the Year – SDA Bocconi School of Management , 2011

Excellence in Research Award – Università Commerciale Luigi Bocconi , 2011
