
SENIOR LECTURER

Organizational Behavior

PAOLA.CAIOZZO@SDABOCCONI.IT

Biography

Paola Caiozzo is a Senior Lecturer of Leadership, Organization and Human Resources with SDA Bocconi School of Management.

Her collaboration with SDA Bocconi began in 1994. She is the scientific director in various management education initiatives for senior executives from national and international companies with responsibility for the design of activities, team management, project margins and the management of customer relations. She deals with teaching design and innovation for the SDA education initiatives, from the traditional formats to those fully online. She has carried out numerous custom research studies for large companies such as Banca Mediolanum, Boehringer Ingelheim, Hilti, Luxottica and consultancy projects for multinationals such as Bayer, Bristol-Myers-Squibb, Club Med, Electrolux, Candy Hoover Group, Thomson-Reuters.

Her latest research activities mainly focus on two areas: organizational behavior and sales management. Her work over the last few years includes research aimed at understanding the causes of dysfunctional behavior in sales people; the impact that digitization processes are having on organizations, people and performances; and the sales skills evolution and the definition of new competence models.

She is the author of numerous books and articles on her topics of interest. A participant in national and international conventions using her own research, she is a member of several scientific and technical committees, which monitor and evaluate education projects. An expert in adult learning processes, she taught didactics to the Faculty of Università Bocconi from 1998 to 2012. She is involved in teaching improvement projects and teaching activities on learning processes, teaching methodologies and the assessment of learning outcomes with other universities. She is a contract professor with the Department of Management and Technology at Università Bocconi; she is a C-Level Executive Coach and Co-founder of the SDA Bocconi Commercial Excellence Lab (CEL), where she is in charge of coordination.

Paola graduated in Economics from the Università di Palermo and she has an MBA from SDA Bocconi. She is married with two children and she is completely in love with her job.

Teaching domains

Negotiation

Conflict Management

Assertive Communication

Interpersonal Skills

Team Management

ARTICLES IN SCHOLARLY JOURNALS

CAIOZZO P., CITO M., TAGGIASCO G.

Extraordinary salespeople: competenze per competere

Economia & Management, 2017, no. 1, pp.23-29

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

Venditori si nasce? Il mestiere visto dagli studenti

Economia & Management, 2017, no. 1, pp.13-17

CAIOZZO P.

Gli sfumati confini del mobbing

Economia & Management, 2004, no. 5, pp.40-44

CAIOZZO P.

Il mobbing: realtà vicina o lontana

Economia & Management, 2002, no. 3, pp.37-48

CAIOZZO P.

Mobbing: oltre il sipario. La violenza morale sul lavoro

Economia & Management, 2002, no. 5, pp.33-46

EDITED BOOKS

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

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

Egea, Milano, Italy, 2020

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

Gestire le vendite – L'eccellenza nel sales management

Egea, Milano, Italy, 2015

CAIOZZO P., VACCANI R. (EDS.)

Le cause organizzative del mobbing. Se il malato fosse l'organizzazione?

Franco Angeli, , 2010

CASES IN INTERNATIONAL CASE COLLECTIONS

CAIOZZO P., TAGGIASCO G.

Learning@Hilti: Implementing Digital Transformation - Part A

2021, The Case Centre, Great Britain

CAIOZZO P., TAGGIASCO G.

Learning@Hilti: Implementing Digital Transformation: The 'Lead Now' Program - Part B2

2021, The Case Centre, Great Britain

CAIOZZO P., TAGGIASCO G.

Learning@Hilti: Implementing Digital Transformation: The Guided Onboarding Approach to Learning - Part B1

2021, The Case Centre, Great Britain

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., 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

RESEARCH REPORTS

CAIOZZO P.

Digital commercial transformation in action: TechnoStress or TechnoPower?

2020, SDA Bocconi

CAIOZZO P.

Digital Commercial Transformation in action

2019, SDA Bocconi, Milano, Italy

CAIOZZO P.

Gestire la digital transformation nel commerciale: un modello e la sua applicazione pratica, caso di ricerca

2019, SDA Bocconi, Milano, Italy

CAIOZZO P.

Digital Commercial transformation Plan

2018, SDA Bocconi, Milano, Italy

CAIOZZO P.

Competenze e performance degli Account manager: un caso studio

2017, SDA Bocconi, Milano, Italy

CAIOZZO P.

Il lato oscuro della forza (di vendita)

2017, SDA Bocconi, Milano, Italy

CAIOZZO P.

Sales content management system

2017, SDA Bocconi, Milano, Italy
