

Paola Caiozzo

SENIOR LECTURER

Organizational Behavior

PAOLA.CAIOZZO@SDABOCCONI.IT

Biography

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

Her collaboration with SDA Bocconi began in 1994. She serves as the scientific director of various managerial training initiatives for senior executives in national and international companies and organizations. In this role, she is responsible for designing activities, managing teams, overseeing project margins, and handling client relationships. Additionally, Paola is involved in the design and innovation of educational programs at SDA, ranging from traditional to fully online initiatives. She has conducted numerous custom research projects for major companies, including Banca Mediolanum, Boehringer Ingelheim, Hilti, Luxottica, Olympus, Allianz, Henkel, and consultancy projects for multinational corporations such as Bayer, Bristol-Myers-Squibb, Club Med, Electrolux, Gruppo Candy Hoover, and Thomson-Reuters.

Her recent research activities primarily focus on two areas: organizational behavior and sales management. Recent research projects include understanding the causes of dysfunctional sales behaviors, the impact of digitalization processes on organizations, people, and their performance, and the evolution of sales competencies across various professional roles for the development of new competency models.

Paola is the author of numerous books and articles on the topics she covers. She participates in national and international conferences with her research and is a member of several technical-scientific committees for monitoring and evaluating training projects. As an expert in adult learning processes, she taught didactics at the Faculty of Bocconi University from 1998 to 2012. She is a part-time professor in the Department of Management and Technology at Bocconi University, a coach for Executive C-Level, and Co-founder of the Commercial Excellence Lab (CEL) at SDA Bocconi, where she oversees coordination.

Paola holds a degree in Economia e Commercio from the University of Palermo and an MBA from SDA Bocconi. She is married with two children and is deeply passionate about her work.

Teaching domains

Negotiation

Conflict Management

Assertive Communication

Interpersonal Skills

Team Management

ARTICLES IN SCHOLARLY JOURNALS

CAIOZZO P., COLM L., GUENZI P., SISTI M. A.

Dieci aree di azione per ridisegnare la funzione vendite

Economia & Management, 2022, no. 4, pp.83-91

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

PRACTICE-ORIENTED BOOKS

CAIOZZO P., GUENZI P., COLM L.

Commercial excellence. La scienza dietro l'arte dell'eccellenza commerciale

McGraw-Hill, Italy, 2025

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

OTHER

CAIOZZO P.

Come vendere di più e meglio già da oggi

2025, WSI Wall Street Italia, Italy

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
