

Boris Durisin

Marketing Management

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Curriculum Vitae

Boris Durisin is Affiliate Professor of Marketing and Sales at SDA Bocconi School of Management. He is also an Associate Professor at ESCP Europe Paris Campus.

At SDA Bocconi, he has been a member of the Management Team “EMMS – Executive Master in Marketing & Sales” (in joint with ESADE Business School and in collaboration with faculty from Cornell University). He lectures, collaborates with and consults enterprises, operating in the electronic, pharmaceutical and telecommunication industry, on marketing strategy, market innovation, market launch of new-to-the-world products and truly innovative technologies.

His research activities focus on market innovation (how firms cope with technological innovation and create new markets), on absorptive capacity (how firms recognize the value, acquire, transform or assimilate, and exploit knowledge) and on ambidextrous innovation (how firms organize for radical and for incremental innovation).

He is the author of numerous book chapters and articles on the subject. His works have been published in *Academy of Management Review*, *Journal of Product Innovation Management*, and other leading academic journals. He has been a Visiting Professor at Bocconi University and a Visiting Scholars at the Stern School of Business of New York University and the Sloan School of Management at the MIT in Cambridge, MA. He is an Associate Professor at European Department of Marketing at ESCP Europe (Paris campus).

Boris earned BSc from the University of Zürich, an MSc degree from the CEMS MiM program, graduating from both the University of St. Gallen and HEC Paris; Boris obtained a Ph.D. in management science from University of St. Gallen; he participated in the ITP (International Teachers Programme) held at HEC Paris.

Publications

Books

- Durisin, Boris and von Krogh, Georg (2005). Competitive Advantage, Knowledge Assets and Group-level Effects: An Empirical Study of Global Investment Banking, in: Bettis, Richard (ed.). *Strategies in Transition*. Blackwell, New York, 35-80
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Articles

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