

# Boris Durisin

## MARKETING

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AFFILIATE PROFESSOR

Innovation

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## Biography

Boris Durisin is an 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 conjunction with ESADE Business School and in collaboration with faculty from Cornell University). He lectures, collaborates with and offers consultation to enterprises operating in the electronic, pharmaceutical and telecommunications industries 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 absorption 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 his topics of interest. His works have been published in the Academy of Management Review, the Journal of Product Innovation Management, and other leading academic journals. He has been a Visiting Professor at Università Bocconi and a Visiting Scholar at the Stern School of Business at New York University and the Sloan School of Management at MIT in Cambridge, MA.

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

## Teaching domains

New Product Development

Design Thinking

B2B Marketing

Pricing and Revenue Management

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## Latest publications

DURISIN B.

Market innovation and legitimate, legit and ethical conduct in business in *Innovazione e Management*

S. Castaldo, G. Bertoli, P. Cillo, G. Troilo, G. Verona(Ed), Egea, pp.61-68, 2022

DURISIN B., TODOROVA G.

A study of the performativity of the "Ambidextrous Organizations" theory: neither lost in nor lost before translation

Journal of Product Innovation Management, 2012, vol.29, no. S1, pp.53-75

DURISIN B., CALABRETTA G., OGLIENGO M.

Uncovering the Intellectual Structure of Research in Business Ethics: A Journey through the History, the Classics, and the Pillars of Journal of Business Ethics

Journal of Business Ethics, 2011, vol.104, no. 4, pp.499-524

DURISIN B., CALABRETTA G., PARMEGGIANI V.

The Intellectual Structure of Product Innovation Research: A Bibliometric Study of the Journal of Product Innovation Management, 1984-2004

Journal of Product Innovation Management, 2010, vol.27, no. 3, pp.437-451

DURISIN B., PUZONE F.

Maturation of Corporate Governance Research, 1993-2007: An Assessment

Corporate Governance: An International Review, 2009, vol.17, no. 3, pp.266-291

DURISIN B., TODOROVA G.

Absorptive Capacity: Valuing a Reconceptualization

Academy of Management Review, 2007, vol.32, no. 3, pp.774-786

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