

Gabriele Troilo



Marketing Management

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Curriculum Vitae

Gabriele Troilo is Associate Professor of the Department of Marketing at Bocconi University. Since January 2017, he is Associate Dean for the Open Market and New Business Division.

Since 1990, he is a faculty member of SDA Bocconi in the Marketing Area. He 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 now. He conducted numerous research projects, training programs and consulting projects for major multinationals operating in the food & beverage, mechanics and tool machineries, electrical supplies, publishing and clothing industries, on topics like 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, like: Marketing-Sales integration, Marketing knowledge management and market information management; Creativity and innovation management. His current research addresses the impact of big data 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. Among his latest books: *Marketing in Creative Industries* (Palgrave, 2015). Among the academic journals that published his papers are: *Journal of Product Innovation Management*, *Industrial Marketing Management*, *Psychology & Marketing*, *Journal of Business Research*, and *Economia & Management*. He was Visiting Professor at Universidad Autónoma de Barcelona (Spain) and at ESCP-EAP Paris (France), and Visiting Scholar at Cardiff Business School (UK) and Georgia Institute of Technology at Atlanta (USA). He has also

been Vice President of EMAC (European Marketing Academy, the largest European association of marketing scholars), where now he is member of the Fellows. He has been awarded several times for his excellence in teaching and research at Università Bocconi.

Gabriele earned a degree in Business Administration and a Ph.D. in Business administration at Università Bocconi, and an ITP (International Teachers Program) at London Business School. He loves travelling a lot, tasting good food and beverage, listening to old and new good music, and spending good 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.

Publications

Books

- G. Troilo (2018), *Il customer insight management per la creazione di nuovi mercati*, in AA.VV., *Marketing. Una disciplina fantastica*, Egea, Milano
- G. Troilo (2015), *Marketing in creative industries. Value, experience, creativity*, Palgrave-Macmillan, London
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- G. Troilo (2011), "Integrating Sales and Marketing", in S. Geiger, P. Guenzi, *Sales Management*, Palgrave, London
- G. Troilo, S. Vicari (2008), "The Role of Unexpected Market Events in Market Creation Strategies", in K. Tollin, A. Carù (eds.), *Strategic Market Creation*, Wiley, Chichester, UK
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- G. Troilo, L. De Luca, P. Guenzi (2017), "Linking Data-Rich Environments with Service Innovation in Incumbent Firms: A Conceptual Framework and Research Propositions", *Journal of Product Innovation Management*, vol. 34, n. 5 (Il paper ha vinto il Best Paper Award Runner up dello Special issue dedicato ai big data)
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- G. Troilo, L. De Luca, K. Atuahene-Gima (2014), "More Innovation With Less? A Strategic Contingency View of Slack Resources, Information Search and Radical Innovation", *Journal of Product Innovation Management*, vol. 31, n. 2 (Il paper ha vinto il Best Paper Award della rivista per il 2014)
- G. Troilo, C. Cito, I. Soscia (2014), "Repurchasing Behavior in the Performing Arts: Do Emotions Matter Without Involvement?", *Psychology & Marketing*, vol. 21, n. 8
- G. Troilo, P. Guenzi, L. De Luca (2013), "L'integrazione fra Marketing e Vendite. Barriere, meccanismi operativi, risultati", *Economia & Management*, n. 2
- P. Guenzi, L. De Luca, G. Troilo (2011), "Organizational Drivers of Salespeople's Customer Orientation and Selling Orientation", *Journal of Personal Selling and Sales management*, vol. 31, n. 3
- P. Cillo, L. De Luca, G. Troilo (2010), "Market Information Approaches, Product Innovativeness, and Firm Performance: An Empirical Study in the Fashion Industry", *Research Policy*, vol. 39
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- G. Troilo, L. De Luca, P. Guenzi (2009), "Dispersion of influence between Marketing and Sales: Effects on Superior Customer Value and Organizational Performance", *Industrial Marketing Management*, November
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