

Gaia Rubera

Marketing & Sales

GAIA.RUBERA@UNIBOCCONI.IT

Via Roentgen 1, 4th floor, room C1-15
Tel. +39 02 58366822 Fax. +39 02 5836 2634

Curriculum Vitae

2004- 2008 Ph.D. in Business Administration Università Commerciale L. Bocconi, Milano, Italy

1999-2003 Bachelor of Science in Business Administration Università Commerciale L. Bocconi, Milano, Italy

Academic position and/or Professional activities

Full Professor of Marketing

Department of Marketing, Bocconi University

Associate Professor 2012- 2018

Assistant Professor 2008- 2012

Department of Marketing, Bocconi University

Eli Broad College of Business, Michigan State University

Research Manager 2007- 2008, Center for Global Innovation (Director: Prof. Gerard Tellis)

Marshall School of Business, University of Southern California

Expertise

- Innovation and new product development
- Strategic marketing
- Creativity
- Design innovation
- Social media
- Business Analytics

Publications

- Rubera Gaia, Kirca Ahmet J. (Forthcoming), "You Gotta Serve Somebody: The Effects of Firm Innovation on Customer Satisfaction and Firm Value", *Journal of the Academy of Marketing Science*
- Rubera Gaia (2015), "Design Innovativeness and Product Sales' Evolution", *Marketing Science*, 34(1): 98-115.
- Rubera Gaia, Chandrasekaran Deepa and Ordanini Andrea (2016), "Open Innovation, Product Portfolio Innovativeness and Firm Performance: The Dual Role of New Product Development Capabilities," *Journal of the Academy of Marketing Science*, , 44(2): 166-184
- Rubera Gaia and Tellis Gerard J. (2014), "Spinoffs versus Buyouts: Profitability of Alternate Routes for Commercializing Innovations", *Strategic Management Journal*, 35(13): 2043-2052.
- Ordanini Andrea, Parasuraman A., and Rubera Gaia (2014), "When the Recipe is More Important Than the Ingredients: A Qualitative Comparative Analysis (QCA) of Service Innovation Configurations", *Journal of Service Research*, 17(2): 134-149.
- Griffith David A., and Rubera Gaia (2014), "A Cross-Cultural Investigation of New Product Strategies for Technological and Design Innovations," *Journal of International Marketing*, 22(1): 5-20.
- Rubera Gaia and Droge Cornelia (2013), "Technology Versus Design Innovation's Effects on Sales and Tobin's Q: The Moderating Role of Branding Strategy", *Journal of Product Innovation Management*, 30(3): 448-464.
- Rubera Gaia and Kirca Ahmet H. (2012), "Firm Innovativeness and its Performance Outcomes: A Meta-analytic Review and Theoretical Integration," *Journal of Marketing*, 76(3): 130-147.
- Rubera Gaia, Griffith David A., and Yalcinkaya, Goksel (2012), "Technological and Design Innovation Effects in Regional New Product Rollouts: A European Illustration", *Journal of Product Innovation Management*, 30(3): 448-464
- Rubera Gaia, Ordanini Andrea, and Calantone Roger (2012), "Whether to Integrate R&D and Marketing: The Effect of Firm Knowledge", *Journal of Product Innovation Management*, 29(5): 766-783.
- Calantone Roger and Rubera Gaia (2012), "When should RD&E and Marketing Collaborate? The Moderating Role of Exploration-Exploitation and Environmental Uncertainty", *Journal of Product Innovation Management*, 29(1): 144-157.
- Rubera Gaia, Ordanini Andrea, and Griffith David A. (2011), "Incorporating Cultural Values for Understanding the Influence of Perceived Product Creativity on Intention to Buy: An Examination in Italy and the U.S." *Journal of International Business Studies*, 42(4): 459-476.
- Eisingerich Andreas, Rubera Gaia, Seifert Matthias and Bhardwaj Gunjan (2011), "Doing Good and Doing Better despite Negative Information? The Role of Corporate Social Responsibility in Consumer Resistance to Negative Information", *Journal of Service Research*, 14(1): 60- 75.
- Rubera Gaia, Ordanini Andrea, and Mazursky David (2010), "Toward a Contingency View of New Product Creativity: Assessing the Interactive Effects of Consumers Characteristics", *Marketing Letters*, 21(2): 191-206.
- Eisingerich Andreas, Rubera Gaia, and Seifert Matthias (2009) "Managing Service Innovation and Interorganizational Relationships for Firm Performance: The Strength of Strong Relationships in Services", *Journal of Service Research*, 11(4): 344-356.

Director

LANGUAGE

ENGLISH

ON DEMAND

