

Lucia Paladino

Strategy & Entrepreneurship

LUCIA.PALADINO@SDABOCCONI.IT

Via Bocconi 8, room 114 AP

Tel. +39 02 5836.2095 Fax. +39 02 5836.6893

Curriculum Vitae

SDA Fellow

MSc of International Management, Bocconi University, Milan, Italy, 2009

Bachelor in Business Administration, University of Genova, Italy, 2007

Research Interests

- Strategic management in fashion companies
- Internationalization and diversification strategies in fashion companies
- Branding strategies in fashion and luxury companies
- Digital media and fashion companies