

# Paola Caiozzo

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Organizational Behavior

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## Curriculum Vitae

Paola Caiozzo is Senior Lecturer of Leadership, Organization and Human Resources with SDA Bocconi School of Management.

Her collaboration with SDA Bocconi began in 1994. She is the scientific director in various managerial training initiatives on senior executives for national and international companies with responsibility for the design of activities, team management, project margins and the management of customer relations. She deals with teaching design and innovation for the SDA training initiatives, from the traditional formats to the fully online ones. She carried out numerous custom researches for large companies such as Banca Mediolanum, Boehringer Ingelheim, Hilti, Luxottica and consultancy projects for multinationals such as Bayer, Bristol-Myers-Squibb, Club Med, Electrolux, Candy Hoover Group, Thomson-Reuters..

Her latest research activities mainly focus on two areas: organizational behavior and sales management. Among the works of the last few years, there is the research aimed at understanding the causes of sales people dysfunctional behavior; the impact that digitization processes are having on organizations, people and performances; and the sales people skills evolution and the definition of new competence models.

She is author of numerous books and articles on her topics. Participant in national and international conventions with her own research, she is member in several scientific and technical committees in training projects monitoring and evaluation. Expert in adult learning processes, she taught teaching to the Bocconi University Faculty from 1998 to 2012. She follows teaching improvement projects and teaching activities on learning processes, teaching methodologies and learning results assessments with other Universities. She is a contract professor with the Department of Management and Technology at Bocconi University; she is an C-Level Executive Coach and Co-founder of the SDA Bocconi Commercial Excellence Lab (CEL), where she is in charge of the coordination.

Paola graduated in Economics from the University of Palermo and she is an MBA from SDA Bocconi. She is married with two children and she is totally fond of her job.

## Publications

### Books

- Marco Sisti, Paolo Guenzi, Paola Caiozzo, Gestire le vendite, Egea, RCS, 2018
- Marco Sisti, Paolo Guenzi, Paola Caiozzo, Gestire le vendite, Egea, Milano, 2015
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- Caiozzo, P., AA.VV. in Soffitto di vetro e dintorni, (a cura di Bombelli M.C.), Etas, 2000

### Articles

- P. Caiozzo, P. Guenzi, M. Sisti curatori del dossier Commercial Excellence tra arte e scienza, Economia e Management, Etas, n. 1, 2017
- P. Caiozzo, M. Cristina Cito, G. Miniero Venditori si nasce? Il mestiere visto dagli studenti, Economia & Management e EPLUS, Etas, n. 1, 2017
- P. Caiozzo, M. Cristina Cito, G. Taggiasco, Extraordinary Salespeople competenze per competere, Economia & Management e EPLUS, Etas, n. 1, 2017
- Caiozzo, P., Gli sfumati confini del mobbing, Economia & Management, Etas, n. 5, 2004
- Caiozzo, P., Il mobbing: oltre il sipario, Economia & Management, Etas n. 5, 2002
- Caiozzo, P., Il mobbing: realtà vicina o lontana, Economia & Management, Etas, n. 3, 2002
- GUENZI, P., P.CAIOZZO, G.TROILO - "Are we Missing the Real Points?" - 2015

### Reference Papers

- "Digital & Social Selling Index: an empirical investigation into its nature, antecedents and consequences" Global Sales Science Institute (GSSI) Conference, 2018
- How Students Perceive Salespeople and the Sales Job, Global Sales Science Institute (GSSI) Conference, 2017
- What really matters to sales executives? Sales Leadership Conference, New York (USA), 2015

## Related Articles

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