
PROFESSORE ORDINARIO

Digital Marketing

GAIA.RUBERA@UNIBOCCONI.IT

Biografia

Gaia Rubera è Amplifon Chair in Customer Science, Direttore del Dipartimento di Marketing, Professore Ordinario presso l'Università Bocconi e SDA Bocconi School of Management.

Presso SDA Bocconi è Direttore dell'online program Fundamentals of Python e insegna Social Media Marketing nel programma MBA full time.

Le sue aree di interesse scientifico si focalizzano su Business Analytics, Social media marketing, Innovazione e sviluppo nuovi prodotti, Marketing strategico, Innovazione di design e Creatività. Gaia è stata responsabile per la ricerca presso il Center for Innovation alla Marshall School of Business, University of Southern California (2007-2008). Dal 2008 al 2012, è stata Assistant Professor nel dipartimento di Marketing della Michigan State University.

E' stata autrice di numerosi articoli che riguardano i temi da lei trattati. I suoi lavori sono stati pubblicati su importanti journal quali Marketing Science, Journal of Marketing, Strategic Management Journal, Journal of the Academy of Marketing Science, Journal of Service Research, Journal of Product Innovation Management e Journal of International Business Studies. E' inoltre Associate Editor del Journal of the Academy of Marketing Science e membro dell'editorial board del Journal of Product Innovation Management e del Journal of International Marketing. Siede nell'Academic Committee della Product Development Management Association (USA).

Gaia ha conseguito una laurea in Economia Aziendale e un PhD in Economia Aziendale e Management presso l'Università Bocconi.

Ambito di insegnamento

Digital Marketing

Big Data and AI Marketing

Social Media Communication

Customer-Centric Innovation

ARTICOLI SU RIVISTA SCIENTIFICA

CILLO P., RUBERA G.

Come creare valore con l'economia dei dati

Economia & Management, 2021, no. 2, pp.13-16

ROSSI F., RUBERA G.

Measuring Competition for Attention in Social Media: National Women's Soccer League Players on Twitter

Marketing Science, 2021, vol.40, no. 6, pp.1147-1168

GIANNETTI V., RUBERA G.

Innovation for and from emerging countries: a closer look at the antecedents of trickle-down and reverse

innovation

Journal of the Academy of Marketing Science, 2020, vol.48, no. 5, pp.987-1008

NAKATA C., RUBERA G., IM S., PAE J. H., LEE H. J., ONZO N., PARK H.

New Product Creativity Antecedents and Consequences: Evidence from South Korea, Japan, and China

Journal of Product Innovation Management, 2018, vol.35, no. 6, pp.939-959

CILLO P., GRIFFITH D. A., RUBERA G.

The New Product Portfolio Innovativeness-Stock Returns Relationship: The Role of Large Individual Investors' Culture

Journal of Marketing, 2018, vol.82, no. 6, pp.49-70

GRIFFITH D. A., YALCINKAYA G., RUBERA G., GIANNETTI V.

Understanding the Importance of the Length of Global Product Rollout: An Examination in the Motion Picture Industry

Journal of International Marketing, 2017, vol.25, no. 4, pp.50-69

RUBERA G., KIRCA A. H.

You gotta serve somebody: the effects of firm innovation on customer satisfaction and firm value

Journal of the Academy of Marketing Science, 2017, vol.45, no. 5, pp.741-761

RUBERA G., CHANDRASEKARAN D., ORDANINI A.

Open innovation, product portfolio innovativeness and firm performance: the dual role of new product development capabilities

Journal of the Academy of Marketing Science, 2016, vol.44, no. 2, pp.166-184

RUBERA G., CHANDRASEKARAN D., ORDANINI A.

Open innovation, product portfolio innovativeness and firm performance: the dual role of new product development capabilities

Journal of the Academy of Marketing Science, 2016, vol.44, no. 2, pp.166-184

PADULA G., RUBERA G.

Selfie, big data e customer intelligence

Economia & Management, 2016, no. 1, pp.19-21

RUBERA G.

Design Innovativeness and Product Sales' Evolution

Marketing Science, 2015, vol.34, no. 1, pp.98-115

GRIFFITH D. A., YALCINKAYA G., RUBERA G.

Country-Level Performance of New Experience Products in a Global Rollout: The Moderating Effects of Economic Wealth and National Culture

Journal of International Marketing, 2014, vol.22, no. 4, pp.1-20

RUBERA G., TELLIS G. J.

Spinoffs versus buyouts: Profitability of alternate routes for commercializing innovations

Strategic Management Journal, 2014, vol.35, no. 13, pp.2043-2052

ORDANINI A., PARASURAMAN A., RUBERA G.

When the Recipe Is More Important Than the Ingredients

Journal of Service Research, 2014, vol.17, no. 2, pp.134-149

GRIFFITH D. A., RUBERA G.

A Cross-Cultural Investigation of New Product Strategies for Technological and Design Innovations

Journal of International Marketing, 2014, vol.22, no. 1, pp.5-20

RUBERA G., DROGE C.

Technology versus Design Innovation's Effects on Sales and Tobin's Q: The Moderating Role of Branding Strategy

Journal of Product Innovation Management, 2013, vol.30, no. 3, pp.448-464

RUBERA G., GRIFFITH D. A., YALCINKAYA G.

Technological and Design Innovation Effects in Regional New Product Rollouts: A European Illustration
Journal of Product Innovation Management, 2012, vol.29, no. 6, pp.1047-1060

RUBERA G., ORDANINI A., CALANTONE R.

Whether to Integrate R&D and Marketing: The Effect of Firm Competence
Journal of Product Innovation Management, 2012, vol.29, no. 5, pp.766-783

RUBERA G., KIRCA A. H.

Firm Innovativeness and Its Performance Outcomes: A Meta-Analytic Review and Theoretical Integration
Journal of Marketing, 2012, vol.76, no. 3, pp.130-147

CALANTONE R., RUBERA G.

When Should RD&E and Marketing Collaborate? The Moderating Role of Exploration-Exploitation and Environmental Uncertainty
Journal of Product Innovation Management, 2012, vol.29, no. 1, pp.144-157

RUBERA G., ORDANINI A., GRIFFITH D. A.

Incorporating cultural values for understanding the influence of perceived product creativity on intention to buy: An examination in Italy and the US
Journal of International Business Studies, 2011, vol.42, no. 4, pp.459-476

EISINGERICH A. B., RUBERA G., SEIFERT M., BHARDWAJ G.

Doing Good and Doing Better despite Negative Information?: The Role of Corporate Social Responsibility in Consumer Resistance to Negative Information
Journal of Service Research, 2011, vol.14, no. 1, pp.60-75

EISINGERICH A. B., RUBERA G.

Drivers of Brand Commitment: A Cross-National Investigation
Journal of International Marketing, 2010, vol.18, no. 2, pp.64-79

RUBERA G., ORDANINI A., MAZURSKY D.

Toward a contingency view of new product creativity: Assessing the interactive effects of consumers
Marketing Letters, 2010, vol.21, no. 2, pp.191-206

ORDANINI A., RUBERA G.

How does the application of an IT service innovation affect firm performance? A theoretical framework and empirical analysis on e-commerce
Information & Management, 2010, vol.47, no. 1, pp.60-67

EISINGERICH A. B., RUBERA G., SEIFERT M.

Managing Service Innovation and Interorganizational Relationships for Firm Performance
Journal of Service Research, 2009, vol.11, no. 4, pp.344-356

ORDANINI A., RUBERA G., DEFILLIPPI R.

The many moods of inter-organizational imitation: A critical review
International Journal of Management Reviews, 2008, vol.10, no. 4, pp.375-398

ORDANINI A., RUBERA G., SALA M.

Integrating Functional Knowledge and Embedding Learning in New Product Launches
Long Range Planning, 2008, vol.41, no. 1, pp.17-32

RUBERA G., ORDANINI A., DEFILLIPPI R.

La propensione al comportamento imitativo delle imprese: una revisione critica
Economia & Management, 2008, no. 4, pp.123-149

ORDANINI A., RUBERA G.

Strategic capabilities and internet resources in procurement
International Journal of Operations & Production Management, 2008, vol.28, no. 1, pp.27-52

ORDANINI A., RUBERA G.

Do resources mediate the relationships between the internet and performance in the marketing domain? Testing the role of customer orientation and brand equity

International Journal of Internet Marketing and Advertising, 2007, vol.4, no. 1, pp.4-25

ORDANINI A., RUBERA G.

The Release of “Greatest Hits” in the Italian Recording Industry: An Empirical Analysis of Strategies and Timing

International Journal of Arts Management, 2004, vol.6, no. 3, pp.24-36

CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

CILLO P., RUBERA G.

L'innovazione come leva strategica per attrarre e trattenere gli investitori in *Marketing, una disciplina fantastica: omaggio a Enrico Valdani*

Busacca Bruno, Costabile Michele (a cura di), Egea, pp.213-248, 2018

PROCEEDINGS/PRESENTATIONS

GIANNETTI V., RUBERA G.

Product's Characteristics as Drivers of Trickle-Down and Reverse Innovation: Evidence from the Food Industry

Product Innovation Management Annual Global Conference - October, 2016, Atlanta, GA, Stati Uniti d'America

RUBERA G., KIRCA A. H.

Is Beauty in the Eye of the Beholder? The Effect of Firm Innovation on Consumer and Investor Responses

AMA Winter Conference - February 15-17, 2013, Las Vegas, NV, Stati Uniti d'America

RUBERA G., CHANDRASEKARAN D., ORDANINI A.

Open Innovation Practices and Innovation Outcomes: The Moderating Role of New Product Capabilities

Product Innovation Management Annual Global Conference - October, 2012, Orlando, FL, Stati Uniti d'America

KIRCA A. H., RUBERA G.

The Moderating Effects of National Innovation Systems on the Firm Innovativeness-Performance Relationship

AMA Winter Conference - February 17-19, 2012, St. Petersburg, FL, Stati Uniti d'America

ORDANINI A., RUBERA G., PARASURAMAN A.

The Effects of Creativity on Intention-To-Buy a New Service: A Configurational Analysis

INFORMS Annual Meeting, November 13-16, 2011, Charlotte, NC, Stati Uniti d'America

RUBERA G., CHANDRASEKARAN D., ORDANINI A.

Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities

33rd INFORMS Marketing Science Conference - June 9-11, 2011, Houston, TX, Stati Uniti d'America

KIRCA A. H., RUBERA G.

The Role of National Innovations Systems in the Firm Innovativeness-Performance Relationship

AIB Annual Meeting - June 24-28, 2011, Nagoya, Giappone

RUBERA G., ORDANINI A., CHANDRASEKARAN D.

Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities

AMA Winter Conference - February 18-20, 2011, Austin, TX, Stati Uniti d'America

RUBERA G., GRIFFITH D. A., YALCINKAYA G.

Technological and Design Innovation Effects in Regional New Product Rollouts: A European Illustration

AMA Global Marketing Special Interest Group Conference - January 13-16 2011, Cancun, Messico

WORKING PAPERS

GIAMBAZZI F., IGLHAUT F., LEMOLI G., RUBERA G.

Terrorist Attacks, Cultural Incidents and the Vote for Radical Parties: Analyzing Text from Twitter

2020, National Bureau of Economic Research, Working Paper 26825

MASCIANDARO D., RUBERA G., ROMELLI D.

Does It Fit? Tweeting on Monetary Policy and Central Bank Communication

2020, SUERF, Policy Note, Issue No 147

VEGA-REDONDO F., PIN P., UBFAL D., BENEDETTI-FASIL C., BRUMMITT C., RUBERA G., HOVY D., FORNACIARI T.

Peer Networks and Entrepreneurship: A Pan-African RCT

2020, IZA - Institute of Labor Economics, Discussion Paper No. 12848

Grants & Premi

Excellence in Research Award - Università Commerciale Luigi Bocconi , 2022

Best Paper Award by Theme 'Marketing to and around the World' at the AMA Winter Conference - AMA - American Marketing Association , 2017

Emerald Citations of Excellence Award - Emerald Publishing Limited , 2017

Teaching Innovation Award for the course 'Social Media Marketing' - Università Commerciale Luigi Bocconi , 2017

Research Excellence Award - Università Commerciale Luigi Bocconi , 2016

Research Excellence Award - Università Commerciale Luigi Bocconi , 2013

Highly Commended Award (Journal of Operations & Production Management) - Emerald Literati Network , 2009

Highly Commended Paper Award at Quis 11 (International Research Symposium on Service Excellence in Management), Wolfsburg, Germany , 2009
