

Boris Durisin

Associate Professor
ESCP Europe Business School
79, av. de la République
F-75011 Paris, France

ACADEMIC POSITIONS

09/12 to present **ESCP Europe Business School**, Paris, France.
ASSOCIATE PROFESSOR.

SCIENTIFIC DIRECTOR: "COMPETITION AND INNOVATION IN HIGH-TECH"
TRACK, MIM PROGRAMME [A.A. 2020-2021 TO PRESENT]
SCIENTIFIC DIRECTOR: "INTERNET OF THINGS (IoT)" TRACK, MIM
PROGRAMME [A.A. 2020-2021]
SCIENTIFIC DIRECTOR: "GO-TO-MARKET" TRACK, MIM PROGRAMME [A.A.
2022-2023 TO PRESENT]
COORDINATOR: "MARKETING" CORE COURSE, BSC PROGRAMME [A.A.
2018-2019 TO PRESENT]

09/15 to present **Università Luigi Bocconi** and **SDA Bocconi School of
Management**, Milano, Italy.
ADJUNCT AND AFFILIATE PROFESSOR (PROFESSORE A CONTRATTO).

09/12 to 09/15 **Università Luigi Bocconi** and **SDA Bocconi School of
Management**, Milano, Italy.
VISITING PROFESSOR.

03/02 to 09/12 **Università Luigi Bocconi**, Milano, Italy.
ASSISTANT PROFESSOR.

01/06 to present **SDA Bocconi School of Management**, Milano, Italy.
SDA PROFESSOR.

07 to 12 **École Polytechnique Fédérale de Lausanne (EPFL)**, Lausanne,
Switzerland. LECTURER IN THE MTE (MANAGEMENT OF TECHNOLOGY AND
ENTREPRENEURSHIP) MASTER PROGRAM.

01/01 to 12/05 **SDA Bocconi School of Management**, Milano, Italy.
SDA COLLABORATOR.

09/00 to 03/02 **Università Luigi Bocconi**, Milano, Italy.
AFFILIATE PROFESSOR (PROFESSORE A CONTRATTO).

OTHER ACTIVITIES

10 to 12 **Tivultalia S.p.A**, Milan, Italy. MEMBER OF THE BOARD OF DIRECTORS.

04/11 to 11/11 **Screen Service Broadcasting Technologies S.p.A. [MI.SSB]**,
Brescia, Italy. MEMBER OF THE BOARD OF DIRECTORS, MEMBER OF THE
REMUNERATION COMMITTEE.

07 to 10 **R.R.D. s.r.l.**, Milan, Italy. MEMBER OF THE BOARD OF DIRECTORS.

EDUCATION

- 96 to 01 **Dr.oec. HSG, University of St. Gallen (HSG), St.Gallen, Switzerland.** Faculty of Business and Economics, *Magna Cum Laude*.
- 99 to 00 **Swiss National Science Foundation**, research grant, scholar at:
Università Luigi Bocconi, Italy. Supervisor: Professor Vicari, Director of the Ph.D. Program and Responsible for the Study of Innovation.
Salomon Center, Stern School of Business, New York University, New York, Salomon Center for the Study of Financial Institutions, Supervisor: Professor Ingo Walter, Charles Simon Professor and Sydney Homer Director of the Salomon Center.
- 98 **CEMS Master**, Wien, MASTER IN SCIENCE AWARDED FROM THE COMMUNITY OF EUROPEAN MANAGEMENT SCHOOLS (CEMS MIM): joint degree lic.oec. HSG, **University of St. Gallen**; Grande École - Master in Management, **HEC Paris**
- 98 **MIT, Sloan School of Management**, Cambridge, MA, RESEARCH ASSOCIATE, PROFESSOR MICHAEL CUSUMANO, SLOAN DISTINGUISHED PROFESSOR OF MANAGEMENT
- 96 to 99 **University of St. Gallen (HSG)**, St. Gallen, RESEARCH ASSOCIATE, PH.D. STUDIES, PROFESSOR GEORG F. VON KROGH, DIRECTOR OF THE INSTITUTE OF MANAGEMENT
- 96 **HEC, Paris**, CEMS EXCHANGE PROGRAM
- 94 to 96 **University of St. Gallen (HSG)**, St. Gallen, lic.oec. HSG, (M.Sc.) Faculty of Business and Economics, Majoring in Organisation and Strategy; Diploma of the International Study program (ISP)
- 92 to 94 **University of Zürich**, Zürich, Faculty of Business and Economics, Studies in Business Administration and Economics, Preliminary diploma; Studies for preliminary diploma in psychology.

PUBLICATIONS

I. IN REFEREED JOURNALS

- [1] Todorova, Gergana and Durisin, Boris (2007). Absorptive Capacity: Valuing a Reconceptualization. *Academy of Management Review*, 32(3): 774-786.
- [2] Durisin, Boris and Puzone, Fulvio (2009). Maturation of Corporate Governance Research, 1993 – 2007: An Assessment. *Corporate Governance – An International Review*, 17(3): 266-291.
- [3] Durisin, Boris; Calabretta, Giulia; and Parmeggiani, Vanni (2010). The Intellectual Structure of Product Innovation Research: A Bibliometric Study of the *Journal of Product Innovation Management*, 1989-2004. *Journal of Product Innovation Management*, 27(3): 437-451.

- [4] Calabretta, Giulia; Durisin, Boris and Ogliengo, Marco (2011). Uncovering the Intellectual Structure of Research in Business Ethics: A Journey through the History, the Classics, and the Pillars of *Journal of Business Ethics*. *Journal of Business Ethics*, 104(4): 499-524.
- [5] Durisin, Boris and Todorova, Gergana (2012). A Study of the Performativity of the “Ambidextrous Organizations” Theory: Neither Lost Nor Lost before Translation? *Journal of Product Innovation Management*, 29(S1): 53-75.

II. BOOKS CHAPTERS

- [6] Durisin, Boris and von Krogh, Georg (2005). Competitive Advantage, Knowledge Assets and Group-level Effects: An Empirical Study of Global Investment Banking, in: Bettis, Richard (ed.). *Strategies in Transition*. Blackwell, New York, 35-80.
- [7] Durisin, Boris (2022). “Market innovation and legitimate, legit and ethical conduct in business” in “Innovazione e Management”, edited by: Bertoli, Giuseppe; Castaldo, Sandro; Cillo, Paola; Troilo, Gabriele; Verona, Gianmario. EGEA Editori, p. 61-68.
- [0] Durisin, Boris (2024). Europe as »Tech Laggard« in the face of Waves of Technological Change: Will European Leaders carry on or break away? ESCP Impact Paper No. 2024-18
- [0] Durisin, Boris (2021). Capital has no responsibility toward humans. Capital has no responsibility toward the planet. ... and customers do not fall from heaven. ESCP Impact Paper No. 2021-40
- [0] Durisin, Boris (2020). “The world is changing so rapidly I have little time to be astonished”: Some reflections on Leadership in High-Tech for addressing the tectonic shifts and fault lines in our Society. ESCP Impact Paper No. 2020-61

PAPERS SUBMITTED/PAPERS TO BE RE-SUBMITTED

- [8] Durisin, Boris and Todorova, Gergana (under submission). “Product modularity and external sourcing of innovation to introduce entirely new products: The contingent value of process modularity”. previously submitted to *Research Policy*.
- [9] Durisin, Boris and Figueras, Alba. “Heard it through the grapeVine”: Effects and outcomes of using Amazon’s seeding program previously submitted to *Information Systems Research*.
- [10] Calabretta, Giulia and Durisin, Boris. Turning concept definition proficiency into financial performance: The path and the role of product innovativeness and cross-functional integration previously submitted to *Journal of Product Innovation Management*.

WORKING PAPERS CLOSE TO SUBMISSION

- [11] Durisin, Boris. Reification processes and advancement of a field: An assessment of absorptive capacity and its body of knowledge.

WORKING PAPERS

- [12] Durisin, Boris and Calabretta, Giulia. Cross-functional integration? Maybe it is not so much about if, but rather about when: Performance effects of supplier and design engineering integration in different NPD stages.
Target journal: *Journal of Product Innovation Management*
- [13] Durisin, Boris and Kwaku Atuahene-Gima. Market orientation strength and performance: A note.
- [14] Durisin, Boris. Technology Adoption: An Integrative Model of Strategic Factors Driving the Diffusion of Innovation.

OTHER PROFESSIONAL SERVICES

Reviewer for the *U.S. National Science Foundation* (nsf.org). Ad hoc reviewer for several academic journals, among others of *Academy of Management Journal*, *Management Science*, *Organization Science*, *Journal of Management Studies*, *Organization Studies*, *International Journal of Business Studies*, *Journal of Product Innovation Management*, *Journal of International Business Studies*, *Corporate Governance: An International Review*, *IEEE Transactions on Engineering Management*.

HONORS AND AWARDS

- 22 SDA Bocconi obtained 1st place in for Europe teaching Marketing, 2022 *Financial Times* Global MBA ranking
- 12 Excellence in Research award, Bocconi University
- 11 Teaching award, École Polytechnique Fédérale de Lausanne (EPFL)
- 10 Excellence in Research award, Bocconi University
- 09 Excellence in Research award, Bocconi University
- 08 Excellence in Research award, Bocconi University
- 08 Best Teacher award, Bocconi University, Core courses
- 07 Best Teacher award, Bocconi University, “Discover your talent” program
- 06 Best Teacher award, Bocconi University, Electives
- 06 Best Paper award in the entrepreneurship and innovation track of the EURAM conference “Energizing European Management” for the paper “Firm Innovativeness: An Empirical Study of Economic, Strategic, and Operational Factors driving New Product Development Decisions”, co-authored with Giulia Calabretta from ESADE
- 02 to 05 Bocconi University, Ricerca di Base “PRODUCT ARCHITECTURES AND A FIRM'S KNOWLEDGE PLATFORMS IN PROCESSES OF TECHNOLOGICAL INNOVATION”
- 03 Young Leadership Award, Cash-GDI Rising Star Award, Switzerland
- 03 to 04 Fondazione Italiana Accenture & SDA Bocconi, Research Division, Research on “ATTRATTIVITA DEL SISTEMA PAESE”
- 03 SDA Bocconi, Research Division, Research on “AMBIDEXTROUS ORGANIZATIONS”
- 03 to 04 Fondazione Cariplo & Bocconi University, CRITOM “AN ANALYSIS OF INNOVATION PROCESSES IN SMALL- AND MEDIUM-SIZED COMPANIES IN

	ITALY”
03	SDA Bocconi, Research Division, Research on “THE ROLE OF ABSORPTIVE CAPACITY”
01	Strategic Management Society, Outstanding Paper Award at Annual International Conference
02	SDA Bocconi, Research Division, Research on “FRICTIONLESS COMMERCE ACROSS PRODUCT CATEGORIES”
00 to 01	Bocconi University, Ricerca di Base “THE MANAGEMENT OF VIRTUALITY: RENT CREATION AND APPROPRIATION”

TEACHING

ESCP Business School: Executive MBA Courses

- Core course: Marketing Management (2025, 2024, 2023, 2022, 2021, 2020, 2019, 2018, 2017, 2016)

ESCP Business School: MBA Courses

- Core Course: Marketing and Business Analytics (2023, 2022, 2021, 2020, 2019, 2018, 2017)
- Elective course: Marketing of Innovations (2017)

ESCP Europe Business School: graduate courses: Master in Management

- Marketing of innovation, course head: Boris Durisin (a.a. 2025-2026; a.a. 2024-2025; a.a. 2023-2024; a.a. 2022-2023; a.a. 2021-2022; a.a. 2020-2021; a.a. 2019-2020; a.a. 2018-2019; a.a. 2017-2018; a.a. 2016-2017; a.a. 2015-2016; a.a. 2014-2015; a.a. 2013-2014; a.a. 2012-2013)
- Markets, Innovation, and Technology [MIT], (Specialisation in »Competition and Innovation in High Tech«), course head: Boris Durisin (a.a. 2025-2026; a.a. 2024-2025; a.a. 2023-2024; a.a. 2022-2023; a.a. 2021-2022; a.a. 2020-2021)
- Funding and commercializing high-risk, high-growth ventures, (Specialisation in »Competition and Innovation in High Tech«), course head: Boris Durisin (a.a. 2025-2026; a.a. 2024-2025; a.a. 2023-2024; a.a. 2022-2023; a.a. 2021-2022; a.a. 2020-2021)
- Innovation, technology, patents and design (Specialisation in »IoT«), course head: Boris Durisin (a.a. 2023-2024; a.a. 2022-2023; a.a. 2021-2022; a.a. 2020-2021; a.a. 2019-2020; a.a. 2018-2019; a.a. 2017-2018; a.a. 2016-2017)
- Innovation, technology, patents and design, course head: Boris Durisin (a.a. 2025-2026; a.a. 2024-2025)
- Hands-on IoT (Specialisation in »IoT«), course head: Yannick Meiller (a.a. 2024-2025; a.a. 2023-2024; a.a. 2022-2023; a.a. 2021-2022; a.a. 2020-2021;
- Marketing of innovations in the digital age (Specialisation in »Innovation à l'ère du digital«), course head: Boris Durisin (a.a. 2022-2023; a.a. 2021-2022; a.a. 2020-2021;

ESCP Europe Business School: graduate courses: Masters of Science

- Marketing of innovations & New Product Development, MSc in International Food & Beverage Management, course head: Boris Durisin (a.a. 2024-2025; a.a. 2023-2024; a.a. 2022-2023; a.a. 2021-2022; a.a. 2020-2021; a.a. 2019-2020; a.a. 2018-2019; a.a. 2017-2018; a.a. 2016-2017)
- Marketing & innovation, MS Innover & Entreprendre, course head: Boris Durisin (a.a. 2021-2022; a.a. 2020-2021; a.a. 2019-2020; a.a. 2018-2019; a.a. 2017-2018; a.a. 2016-2017; a.a. 2015-2016; a.a. 2014-2015; a.a. 2013-2014; a.a. 2012-2013)
- Performance commercial, MS Business Performance Management, course head: Boris Durisin (a.a. 2018-2019; a.a. 2017-2018)

ESCP Europe Business School: undergraduate courses: BSc programme

- Marketing, course head: Boris Durisin (a.a. 2025-2026; a.a. 2024-2025; a.a. 2023-2024; a.a. 2022-2023; a.a. 2021-2022; a.a. 2020-2021; a.a. 2019-2020; a.a. 2018-2019); Marketing, course head: Luca Massimiliano Visconti (a.a. 2017-2018; a.a. 2016-2017; a.a. 2015-2016; a.a. 2014-2015); course head: Andreas Kaplan (a.a. 2012-2013)
- Competition and Innovation in High-Tech, course head: Boris Durisin (a.a. 2025-2026; a.a. 2024-2025; a.a. 2023-2024; a.a. 2022-2023; a.a. 2021-2022; a.a. 2020-2021; a.a. 2019-2020)

ESCP Business School: Executive Program Courses (custom programs)

- Vodafone (2023)
- Reply (2026, 2025, 2024, 2023, 2022, 2021)
- Old Mutual (2024, 2023, 2022, 2021)
- Bracco Imaging (2022)
- Canal+ (2019, 2018, 2017)
- La Redoute (2018)
- Elixior (2017)
- Savencia (2016)
- Orange: Orange devices: Marketing (2013)
- Unternehmenschule (2016, 2015, 2014)
- Créa (2015)
- CKGSB Cheung Kong Graduate School of Business, study tour (2024)
- INSPER study tour (2023)
- Tongji University study tour (2023)
- Jiao Tong University study tour (2023)
- AGTMP ASCI-ESCP study tour (2025, 2023)

- International Immersion Programme IIMA study tour (2025, 2024, 2023)

Bocconi University: undergraduate and graduate courses (since 2000)

- Technology and Innovation Management, formerly: Technology and Operations Management and Technology and Innovation Management (Gestione dell'Innovazione Aziendale e delle Nuove Tecnologie), course head: Salvatore Vicari, (a.a. 2003-2004: 40 academic hours, a.a. 2004-2005: 48 academic hours; a.a. 2005-2006: 48 academic hours), course head: Boris Durisin (a.a. 2006-2007 : 24 academic hours; a.a. 2007-2008: 24 academic hours; a.a. 2008-2009: 16 academic hours; a.a. 2009-2010: 24 academic hours; a.a. 2010-2011: 24 academic hours; a.a. 2011-2012: 24 academic hours); course head: Salvatore Vicari (a.a. 2012-2013: 24 academic hours; a.a. 2015-2016: 24 academic hours)
- Innovation Management (Gestione dell'Innovazione), course head: Boris Durisin (a.a. 2005-2006: 48 academic hours; a.a. 2006-2007 : 48 academic hours; a.a. 2007-2008 : 48 academic hours; a.a. 2008-2009: 40 academic hours; a.a. 2009-2010: 40 academic hours; a.a. 2010-2011: 48 academic hours); course head: Paola Cillo (a.a. 2011-2012: 40 academic hours; a.a. 2012-2013: 24 hours; a.a. 2013-2014: 24 hours; 2014-2015: 24 hours); course head: Boris Durisin (a.a. 2015-2016: 36 academic hours; a.a. 2016-2017: 36 academic hours)
- The Management of Competition and Innovation in High Tech Sectors, course head: Boris Durisin, (a.a. 2003-2004: 48 academic hours; a.a. 2004-2005: 48 academic hours; a.a. 2005-2006 : 42 academic hours; a.a. 2006-2007 : 48 academic hours; a.a. 2007-2008: 48 academic hours; a.a. 2008-2009: 44 academic hours; a.a. 2009-2010: 40 academic hours; a.a. 2010-2011: 48 academic hours; a.a. 2011-2012: 44 academic hours; a.a. 2012-2013: 48 hours; a.a. 2013-2014: 48 hours; a.a. 2014-2015: 48 hours; a.a. 2015-2016: 48 hours; a.a. 2016-2017: 48 hours; a.a. 2017-2018: 48 hours; a.a. 2018-2019: 48 hours; a.a. 2019-2020: 48 hours)
- Product Innovation and Market Creation, course head: Salvatore Vicari (a.a. 2008-2009 : 40 academic hours), course head: Paola Cillo (a.a. 2011-2012: 20 academic hours); course head: Boris Durisin (a.a. 2012-2013: 32 academic hours; a.a. 2013-2014: 40 academic hours; a.a. 2014-2015: 40 academic hours; a.a. 2014-2015: 40 academic hours; ; a.a. 2015-2016: 40 academic hours; a.a. 2016-2017: 40 academic hours; a.a. 2017-2018: 40 academic hours; a.a. 2018-2019: 40 academic hours; a.a. 2019-2020: 40 academic hours; a.a. 2020-2021: 40 academic hours; a.a. 2021-2022: 40 academic hours)
- Community based Innovation and Strategy, course head: Boris Durisin (a.a. 2016-2017: 48 academic hours; a.a. 2017-2018: 48 academic hours; a.a. 2018-2019: 48 academic hours)
- Technology and Innovation Strategy – Module I (Technology and Innovation Management), course head: Paola Zanella (a.a. 2016-2017: 28 academic hours; a.a. 2017-2018: 14 academic hours); course head: Luca Pistilli (a.a. 2018-2019: 32 academic hours)
- Technology and Innovation Strategy – Module II (Technology Entrepreneurship), course head: Marco Giarratana (a.a. 2015-2016: 40 academic hours)
- Management dei Sistemi Informativi, course head: Boris Durisin (a.a. 2022-2023: 12 academic hours)

- E-Business and the Global Marketplace, course head: Emanuela Prandelli, (a.a. 2007-2008: 12 academic hours)
- Knowledge Management (Economia e Gestione delle Imprese), course head: Boris Durisin; (a.a. 2000-2001, a.a. 2001-2002, a.a. 2002-2003, a.a. 2003-2004, a.a. 2004-2005: 48 academic hours, since a.a. 2005-2006 transformed in: The Management of Competition and Innovation in High Tech Sectors)
- Change Dynamics and Competitive Interaction (Economia e Gestione delle Imprese), course head: Gianmario Verona (a.a. 2000-2001, 2001-2002), Boris Durisin (a.a. 2002-2003, 2003-2004); (a.a. 2000-2001: 15 academic hours, a.a. 2001-2002: 10 academic hours, a.a. 2002-2003: 18 academic hours, a.a. 2003-2004: 48 academic hours)
- Lab on Innovative Sectors and New Technologies: Internet and E-commerce (a.a. 2004-2005: 15 academic hours; a.a. 2005-2006 : 24 academic hours; a.a. 2006-2007 : 24 academic hours, a.a. 2007-2008: 24 academic hours)
- Reti informatiche e comunicazione dell' innovazione (Economia e Gestione dell'Innovazione Aziendale), Course Head: Andreina Mandelli (a.a. 2001-2002: 12 academic hours, a.a. 2002-2003: 20 academic hours)
- Marketing Internazionale (International Marketing), course head: Stefano Podestà (a.a. 2001-2002: 16 academic hours, a.a. 2002-2003: 20 academic hours)
- Marketing, course head: Stefano Podestà (a.a. 2004-2005: 6 academic hours)

SDA Bocconi: MBA Courses

- Core course: Marketing Management (2008-2018)
- Core course: Technology and Innovation Management (2017)
- Elective: Marketing of New Products (2004-2006)
- Elective: New Product Creativity (2006)
- Elective: Brand Value Management; Channel and Brand Management (2005-2009)
- Elective: GNAM: Discovering Italian Excellence (2020-2023)
- Seminar on Merloni's Entry in Russia and Acquisition of Stinol (2002-2008)
- Seminar on Telecom Italia Case Study Series (2009-2011)

SDA Bocconi: GEMBA; in collaboration with UCLA and Fudan

- Marketing (2008-2009); course with **teaching at UCLA**
- Marketing (2010-2011)

SDA Bocconi: EMBA (MBA Part Time) Courses

- Elective: Marketing Week (2019-2023)
- Elective: Customer Experience Management (2017-2018)
- Sales, Channel and Customer Management (2014-2016)
- Marketing (2003-2011)

- Value Communication, Value Delivery, and Sales (2025)
- Concentration: Competitive Dynamics and the Innovation Advantage (2004-2005)
- Elective: Mastering the Challenges of Innovation (2006-2007)
- Elective: Innovation and New Product Development (2008-2012)
- Elective: Key Account Management (2006-2009)

SDA Bocconi: Executive Master Courses

- emms (Executive Master in Marketing & Sales) in joint with ESADE Business School and in collaboration with faculty from Cornell University
 - Marketing of Innovations (2007-2010; 2021)

SDA Bocconi: Master Program Courses

- Indian Institute of Management IIM Kozhikode: MBA Tour
 - Global “post-digital” customer experience (2021, 2022, 2023)
- SNU (Seoul National University), EMBA Tour
 - Understanding the value for customers: a customer-centric approach (2021, 2022, 2025)
- AMPM Bangalore: Doing Business in Europe
 - Marketing Innovation (2007-2011)
- MFFB (Master in Food and Beverage Management)
 - Brand Management and Communication (2010)
- MAFED (Master in Fashion, Experience, and Design Management)
 - Seminar on Semiotics (2002-2006)
 - Marketing Research (2004-2006)
- MINB (Master in Internet Business)
 - Marketing in Technology and Internet Firms (2001)
- Indian Institute of Planning and Management (IIMP): Study tour
 - Quest for growth and market innovation (2010)
- CUNEF: Study tour
 - Marketing in the International Arena (2025, 2024, 2023)

SDA Bocconi: Executive Program Courses (custom programs)

- Prysmian (2013-2025)
- ENI: Master in General Management: Marketing Management (2009)
- General Electric (GE) Health Care: How to sell service value (2006-2007)
- SPAR Group (2023, 2025)

- Novartis (2018)
- Finmeccanica: Best 3.0 (2013, 2014)
- Fanuc (2018)
- Medtronic (2018, 2019, 2022)
- Luxottica (2021)
- CNH Industrial (2023)
- Omnicom (2016)
- Menarini (2020-2021)
- AstraZeneca (2023)
- Boehringer-Ingelheim (2016)
- Chiesi Academy: Marketing (2011 – 2019, 2022, 2024)
- Helsinn (2012, 2013, 2015)
- Vertex (2022)
- Ipsen (2023, 2024)
- Same Deutz-Fahr (2013)
- Eupolis (2012)
- Iveco-Irisbus: One company: Integration Excellence (2008)
- IIPM India Study Tour (2010-2011)
- Palm Hills Development (2019)
- Porsche Consulting Italia (2011)
- Ginsana: Marketing (2011, 2013, 2014)
- Sofidel: Customer Value Management (2009)
- Starting: Marketing (2009)
- Aversa: Marketing Innovation (2008)
- Telecom Italia: Marketing Actionable Knowledge Through Experiential Learning: Managing innovation (2008)
- Sofidel: Customer Value and Loyalty Management (2008)
- ABB International Passport: Business-to-Business Marketing (2006)
- Unicredito: New Talent Program: Marketing on the Internet; Customer satisfaction: Its models of analysis and diagnostic (2004)
- Bracco: International Marketing decisions: how to configure and coordinate them; The role of Internet in the service sector; its impact on marketing decisions (2004)
- Executive MBA: Marketing in Technology and Internet Firms (2001)
- Diploma in Company Direction (University of Ulster): The drivers of Business Processes and New Product Development as a learning context: The Marketing Perspective (2002)

- TELCAL (Le innovazione dell'economia delle conoscenze): The Knowledge Economy, Knowledge Creation, and Innovation (2001)

SDA Bocconi: Executive Program Courses (open programs)

- The Marketing in You (2015)
- Retail Manager (2011, 2012)
- Marketing Excellence (2017)
- CFMT (2010, 2017)

MISB Bocconi, Mumbai

- MISB Bocconi: PGPB: Marketing for growth (2012-2014; 2016-2017)
- MISB Bocconi: IEMB: Marketing (2016-2017)

École Polytechnique Fédérale de Lausanne (EPFL) : Lecturer

- MTE (Management of Technology and Entrepreneurship) program: Marketing and Services Management (a.a. 2007-2008; a.a. 2008-2009; a.a. 2009-2010; a.a. 2010-2011; a.a. 2011-2012; a.a. 2012-2013)

SELECTED CONFERENCE PRESENTATIONS AND CHAIRS

- Academy of Management (2009, 2008, 2007, 2006, 2004, 2003)
- Strategic Management Society (2009, 2006, 2005, 2004, 2003, 2002, 2001: **Outstanding Paper Award**, 2000)
- Organization Science Winter Conference (2004)
- PDMA [Product Development and Management Association] (2007, 2006, 2005)
- EIASM PDMA (2009, 2008, 2006)
- PDMA India (2007)
- International Marketing Trends Conference (2015)
- EURAM (2006: **Best Paper Award**, 2005)
- INFORMS (2005, 2004, 2003)
- AMA Summer (2010, 2003)
- Marketing Science (2004, 2005, 2006)
- EMAC (2008, 2006, 2003, 2002)

OTHER PROFESSIONAL ACTIVITIES AND AFFILIATIONS

- Member of Academy of Management, Product Development and Management

VISITING PROFESSORSHIPS/LECTURER

- 2015, 2014, 2013 : Bocconi University, Italy. Visiting Professor
- 2023, 2022, 2021, 2020, 2019, 2018, 2017, 2016 : Bocconi University, Italy. Adjunct Professor
- 2023, 2022, 2021, 2020, 2019, 2018, 2017: ESA, Beirut, Lebanon
- 2012, 2011, 2010, 2009, 2008, 2007 : École Polytechnique Fédérale de Lausanne (EPFL), Lausanne , Switzerland: Lecturer.
- 2024, 2017, 2016, 2014, 2012, 2013 : MISB Bocconi, India : Faculty member.
- 2024: WU Vienna University of Economics and Business, Austria

PHD SUPERVISION AND COMMITTEE

Ph.D. committee

- Gergana Todorova (Bocconi University, 2004): Tutor
- Giulia Calabretta (ESADE Business School, 2009): Tutor

ADDITIONAL INFORMATION

- Number of citations in Social Science Index: 1.400+ (November, 2025)
Excluding self-citations
- Number of citations in Google Scholar: 3.800+ (November, 2025)
Excluding self-citations

LANGUAGES

German	Mother Tongue
English	Fluent
Italian	Fluent
French	Fluent
Japanese	Basic Knowledge
Slovak	Basic Knowledge