

# Paola Cillo

Associate Professor



**Knowledge Group:** Marketing

**Research Domains:** Innovation

**Teaching Domains:** Management of Creativity, Design Thinking, New Business Models, New Product Development, Technology Management

**paola.cillo@unibocconi.it**

---

## Biography

Paola Cillo is an Associate Professor at the Department of Management and Technology at Università Bocconi and at SDA Bocconi she is Associate Dean for Research– Claudio Demattè Research Division.

She served as the Director of the Master of Science in Economics and Management of Innovation and Technology (EMIT), at Università Bocconi (2011-2016) and as Vice Director of the Department of Management and Technology at Università Bocconi (2016-2020). She served as the Academic Coordinator for the Concentration in Luxury Business Management of the Full Time MBA Program (2017-2023). She has conducted many research projects and has worked both in executive education programs and consulting activities with some of the leading companies in the FMCG, luxury and retail, digital, and pharmaceutical industries.

Her areas of expertise include innovation in symbolic and creative industries, big data and innovation strategies and investors' response to innovation. Currently, she is working on research projects on: innovation in luxury fashion, social data e start-up performance, and innovation and investors' response to company innovation.

She is the author of more than 40 articles and books on marketing strategies, innovation, and new product development. Her research has been funded by public institutions and private companies in Italy and abroad and has been published in leading academic management outlets at an international level, such as Strategic Management Journal, Journal of Marketing, Research Policy, Strategic Organization, Journal of Product Innovation Management, European Management Journal, and Long Range Planning among others. She was a Visiting Professor at Tuck School of Business, Dartmouth (USA) in 2008, Visiting Assistant Professor at the Marketing Department of the Carlson School of Management, University of Minnesota in 2005 and Visiting Scholar at Wharton School, University of Pennsylvania in 2000. She currently serves as an independent board member in illycaffé, Miroglio Fashion, and Generali Investment Partners SGR.

Paola earned a degree in Business Administration cum laude (1996) and a Ph.D. in Economics & Management (2001) both from Università Bocconi.

---

## Articles in Scholarly Journals

### **Revolutionizing consumption: Unveiling the Allure of NFTs and digital twins for sustainable luxury fashion**

MASSI, M., A. VOCINO, C. PIANCATELLI, P. CILLO, A. C. PELLICELLI, "Revolutionizing consumption: Unveiling the Allure of NFTs and digital twins for sustainable luxury fashion", Journal of Business Research, 2026, vol. 202, pp. 115757

### **Generative AI in innovation and marketing processes: A roadmap of research opportunities**

CILLO, P., G. RUBERA, "Generative AI in innovation and marketing processes: A roadmap of research opportunities", Journal of the Academy of Marketing Science, 2025, vol. 53, pp. 684–701

### **Grow Old with Me: The Temporal Dynamics of Founder–Market Interactions in Capturing Market Attention**

CILLO, P., G. RUBERA, "Grow Old with Me: The Temporal Dynamics of Founder–Market Interactions in Capturing Market Attention", Academy of Management Journal, 2025

### **Whatever you want, whatever you like: How incumbents respond to changes in market information regimes**

ZANELLA, P., P. CILLO, G. VERONA, "Whatever you want, whatever you like: How incumbents respond to changes in market information regimes", Strategic Management Journal, 2022, vol. 43, no. 7, pp. 1258-1286

### **The strategic organization of innovation: State of the art and emerging challenges**

CILLO, P., G. VERONA, "The strategic organization of innovation: State of the art and emerging challenges", Strategic Organization, 2022, vol. 20, no. 4, pp. 743–756

### **Quando le immagini diventano un serbatoio di dati per le aziende**

CILLO, P., F. GROSSETTI, G. RUBERA, "Quando le immagini diventano un serbatoio di dati per le aziende", Economia & Management, 2022, no. 4, pp. 64-68

### **Come creare valore con l'economia dei dati**

CILLO, P., G. RUBERA, "Come creare valore con l'economia dei dati", Economia & Management, 2021, no. 2, pp. 13-16

### **Consumer-CEO interaction as catalyst for business model innovation in established firms**

CILLO, P., R. L. PRIEM, G. VERONA, P. ZANELLA, "Consumer-CEO interaction as catalyst for business model innovation in established firms", Journal of Business Research, 2021, vol. 131, pp. 241-253

### **Changing Style in Style-changing Industries: The Role of Critics as Gatekeepers in High-end Fashion**

CILLO, P., J. C. NUNES, E. PRANDELLI, I. SCOPELLITI, "Changing Style in Style-changing Industries: The Role of Critics as Gatekeepers in High-end Fashion" in *Aesthetics and Style in Strategy*, Emerald Publishing Limited, 2020, vol. 42, pp. 155-181

#### **A ogni campagna di marketing il suo influencer - An Influencer for Every Marketing Campaign**

CILLO, P., E. PRANDELLI, "A ogni campagna di marketing il suo influencer - An Influencer for Every Marketing Campaign", *Economia & Management*, 2020, no. 4, pp. 75-80

#### **The New Product Portfolio Innovativeness–Stock Returns Relationship: The Role of Large Individual Investors’ Culture**

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

#### **La variabile critica nelle scelte di innovazione**

CILLO, P., "La variabile critica nelle scelte di innovazione", *Economia & Management*, 2016, no. 4, pp. 22-25

#### **Quando la necessità aguzza l’ingegno. L’impatto dei vincoli finanziari sulla creatività**

CILLO, P., I. SCOPELLITI, D. MAZURSKY, B. BUSACCA, "Quando la necessità aguzza l’ingegno. L’impatto dei vincoli finanziari sulla creatività", *Micro & Macro Marketing*, 2016, vol. 73, no. 1, pp. 77-102

#### **How Do Financial Constraints Affect Creativity?**

SCOPELLITI, I., P. CILLO, B. BUSACCA, D. MAZURSKY, "How Do Financial Constraints Affect Creativity?", *Journal of Product Innovation Management*, 2014, vol. 31, no. 5, pp. 880-893

#### **Mean-risk Analysis with Enhanced Behavioral Content**

CILLO, P., P. DELQUIÉ, "Mean-risk Analysis with Enhanced Behavioral Content", *European Journal of Operational Research*, 2014, vol. 239, no. 3, pp. 764-775

#### **Come la critica influenza le scelte di cambiamento delle imprese: un'analisi longitudinale sull'innovazione stilistica nel settore della moda**

PRANDELLI, E., P. CILLO, "Come la critica influenza le scelte di cambiamento delle imprese: un'analisi longitudinale sull'innovazione stilistica nel settore della moda", *Finanza, Marketing e Produzione*, 2012, vol. 30, no. 1, pp. 69-92

#### **Stupire o Persuadere? Strategie di Lancio di un Nuovo Stile nel Settore della Moda**

SCOPELLITI, I., P. CILLO, D. MAZURSKY, "Stupire o Persuadere? Strategie di Lancio di un Nuovo Stile nel Settore della Moda", *Economia & Management*, 2011, no. 5, pp. 67-82

#### **Market information approaches, product innovativeness, and firm performance: An empirical study in the fashion industry**

TROILO, G., P. CILLO, L. M. DE LUCA, "Market information approaches, product innovativeness, and firm performance: An empirical study in the fashion industry", *Research Policy*, 2010, vol. 39, no. 9, pp. 1242-1252

#### **Artista o trendsetter? Il dilemma dell'innovatore nei settori simbolici**

VERONA, G., P. CILLO, "Artista o trendsetter? Il dilemma dell'innovatore nei settori simbolici", *Economia & Management*, 2010, no. 2, pp. 81-100

### **Managing integrators where integration matters: insights from symbolic industries**

CAPPETTA, R., P. CILLO, "Managing integrators where integration matters: insights from symbolic industries", *The International Journal of Human Resource Management*, 2008, vol. 19, no. 12, pp. 2235-2251

### **Search Styles in Style Searching: Exploring Innovation Strategies in Fashion Firms**

CILLO, P., G. VERONA, "Search Styles in Style Searching: Exploring Innovation Strategies in Fashion Firms", *Long Range Planning*, 2008, vol. 41, no. 6, pp. 650-671

### **The interlink between resources and capabilities: towards a theoretical frame for the development of dynamic capabilities**

CILLO, P., G. VERONA, S. VICARI, "The interlink between resources and capabilities: towards a theoretical frame for the development of dynamic capabilities", *International Journal of Learning and Intellectual Capital*, 2007, vol. 4, no. 1/2, pp. 111-131

### **The Role of Market Knowledge in Sustaining Innovation. Evidence from the Fashion Industry**

CILLO, P., "The Role of Market Knowledge in Sustaining Innovation. Evidence from the Fashion Industry", *Sinergie*, 2007, vol. 26, pp. 155-165

### **Convergent designs in fine fashion: An evolutionary model for stylistic innovation**

CAPPETTA, R., P. CILLO, A. PONTI, "Convergent designs in fine fashion: An evolutionary model for stylistic innovation", *Research Policy*, 2006, vol. 35, no. 9, pp. 1273-1290

### **Fostering Market Knowledge Use in Innovation:**

CILLO, P., "Fostering Market Knowledge Use in Innovation:", *European Management Journal*, 2005, vol. 23, no. 4, pp. 404-412

### **Orientamento al mercato e innovazione nei settori creativi. Una ricerca nel settore della moda**

CILLO, P., L. M. DE LUCA, D. MAZURSKY, G. TROILO, "Orientamento al mercato e innovazione nei settori creativi. Una ricerca nel settore della moda", *Finanza, Marketing e Produzione*, 2005, vol. 1, pp. 23-45

### **Capacità Creativa e Innovazione: Un'analisi esplorativa resource-based**

VICARI, S., P. CILLO, G. VERONA, "Capacità Creativa e Innovazione: Un'analisi esplorativa resource-based", *Sinergie*, 2005, vol. 67, no. 5, pp. 123-147

### **Le priorità del marketing management: una prospettiva europea**

BUSACCA, B., P. CILLO, "Le priorità del marketing management: una prospettiva europea", *Mercati e Competitività*, 2004, no. 0, pp. 133-157

### **Trend in marketing. I risultati di una ricerca esplorativa sulle imprese europee**

BUSACCA, B., P. CILLO, "Trend in marketing. I risultati di una ricerca esplorativa sulle imprese europee", *Economia & Management*, 2004, no. 4, pp. 42-45

### **Market learning capability: A framework to sustain innovation through market knowledge**

CILLO, P., "Market learning capability: A framework to sustain innovation through market knowledge", Finanza, Marketing e Produzione, 2003, vol. 2, pp. 47-69

#### **Rovistare nel Passato per Progettare il Futuro: Evidenze da un Campione di Aziende Italiane**

CILLO, P., G. TROILO, "Rovistare nel Passato per Progettare il Futuro: Evidenze da un Campione di Aziende Italiane", Economia & Management, 2002, no. 3, pp. 62-63

#### **Il ruolo del senso di appartenenza nell'evoluzione dei distretti industriali: una proposta metodologica**

CILLO, P., G. TROILO, "Il ruolo del senso di appartenenza nell'evoluzione dei distretti industriali: una proposta metodologica", Finanza, Marketing e Produzione, 2002, vol. 1, pp. 63-93

#### **La gestione della multicanalità**

BUSACCA, B., S. CASTALDO, P. CILLO, "La gestione della multicanalità", Economia & Management, 2001, no. 1, pp. 14-33

#### **L'innovazione nel prêt-à-porter: un'analisi longitudinale di Vogue Italia (1984-1999)**

CAPPETTA, R., P. CILLO, A. PONTI, "L'innovazione nel prêt-à-porter: un'analisi longitudinale di Vogue Italia (1984-1999)", Economia & Management, 2001, no. 3, pp. 85-94

#### **La market orientation nel business to business. Il caso Alcantara**

CILLO, P., G. PADULA, "La market orientation nel business to business. Il caso Alcantara", Micro & Macro Marketing, 2001, vol. 1, pp. 171-194

#### **Trust-oriented marketing. La nuova frontiera del loyalty management nelle imprese commerciali.**

CASTALDO, S., P. CILLO, "Trust-oriented marketing. La nuova frontiera del loyalty management nelle imprese commerciali.", Economia & Management, 2000, no. 6, pp. 73-89

#### **La costruzione dell'identità di marca: Il caso Diesel**

CILLO, P., A. LANZA, "La costruzione dell'identità di marca: Il caso Diesel", Micro & Macro Marketing, 2000, vol. 1, pp. 129-146

---

## **Other**

#### **Startup, rivoluzione nell'investimento**

CILLO, P., G. RUBERA, "Startup, rivoluzione nell'investimento", Fortune Italia, April 2024

---

## **Proceedings/Presentations**

#### **Empowering Consumers Through Blockchain: NFTs as a Means to Institutionalize Consumer Roles in The Metaverse**

PIANCATELLI, C., M. MASSI, P. CILLO, "Empowering Consumers Through Blockchain: NFTs as a Means to Institutionalize Consumer Roles in The Metaverse" in 2023 AMA Winter Academic Conference, 6-12

February, 2023, Nashville TN, United States of America

**A Natural Language Processing Analysis of the Effect of Quarrels on Analyst Ratingsterly CoC**

CILLO, P., F. BALOCCO, G. RUBERA, "A Natural Language Processing Analysis of the Effect of Quarrels on Analyst Ratingsterly CoC" in AMA Winter Conference, February 23-25, 2018, New Orleans, LA, United States of America

**The Effect of Innovation on Investor Acquisition and Retention**

CILLO, P., G. RUBERA, "The Effect of Innovation on Investor Acquisition and Retention" in AMA Winter Conference - February 17-19, 2017, Orlando, FL, United States of America

**How Leading Incumbents Sustain Performance in Face of Technological Change in the Music Industry**

ZANELLA, P., P. CILLO, G. VERONA, "How Leading Incumbents Sustain Performance in Face of Technological Change in the Music Industry" in 37th Annual International Conference of the Strategic Management Society, 28-31 October, 2017, Houston, TX, United States of America

**How Potential Consumers Can Help Firms' Strategists and Middle Managers Develop De Novo Value Propositions**

CILLO, P., R. L. PRIEM, G. VERONA, P. ZANELLA, "How Potential Consumers Can Help Firms' Strategists and Middle Managers Develop De Novo Value Propositions" in Strategic Management Society Special Conference, March 31-April 1, 2017, Milano, Italy

**How Firms Sustain Performance in Face of Technological Change in the Music Industry**

CILLO, P., P. ZANELLA, G. VERONA, "How Firms Sustain Performance in Face of Technological Change in the Music Industry" in Strategic Management Society 36th Annual Conference - September 17-20, 2016, Berlin, Germany

**Understanding and involving consumers in value creation: A conceptual frame for strategic management studies**

VERONA, G., P. CILLO, P. ZANELLA, "Understanding and involving consumers in value creation: A conceptual frame for strategic management studies" in Strategic Management Society Conference -October 3-6, 2015, Denver, United States of America

**Understanding and involving consumers in value creation: A conceptual frame for strategic management studies**

VERONA, G., P. CILLO, P. ZANELLA, "Understanding and involving consumers in value creation: A conceptual frame for strategic management studies" in Academy of Management Annual Meeting - August 7-11, 2015, Vancouver, Canada

**How Fashion Designers Develop New Styles: Creative Epiphany Versus Market Feedback**

NUNESM, J., X. DREZE, P. CILLO, E. PRANDELLI, I. SCOPELLITI, "How Fashion Designers Develop New Styles: Creative Epiphany Versus Market Feedback" in 73rd Annual Meeting of the Academy of Management 'Capitalism in Question' - August 9-13, 2013, Orlando, FL, United States of America

**The Effect of Critical Evaluation on Aesthetic Innovation: Debunking the Myth of Designer as Dictator**

CILLO, P., X. DREZE, J. NUNES, E. PRANDELLI, I. SCOPELLITI, "The Effect of Critical Evaluation on Aesthetic Innovation: Debunking the Myth of Designer as Dictator" in 73rd Annual Meeting of the Academy of Management 'Capitalism in Question' - August 9-13, 2013, Orlando, FL, United States of America

**The Effect of Critical Evaluation on Aesthetic Innovation: Debunking the Myth of Designer as Dictator**

CILLO, P., X. DREZE, J. NUNES, E. PRANDELLI, I. SCOPELLITI, "The Effect of Critical Evaluation on Aesthetic Innovation: Debunking the Myth of Designer as Dictator" in 42nd EMAC Annual Conference 'Lost in Translation: Marketing in an Interconnected World' - June 4-7, 2013, Istanbul, Turkey

**A glance at the future. effects of anticipated disclosure of newproduct concepts**

SCOPELLITI, I., P. CILLO, D. MAZURSKY, "A glance at the future. effects of anticipated disclosure of newproduct concepts" in 41th EMAC Conference Marketing to Citizens Going beyond Customers and Consumers - 22-25 May, 2012, Lisbon, Portugal

**Does exposure to concept products affect consumer judgment of marketed products?**

SCOPELLITI, I., P. CILLO, D. MAZURSKY, "Does exposure to concept products affect consumer judgment of marketed products?" in 2011 Summer Marketing Educators' Conference - 5-7 August, 2011, San Francisco, United States of America

**Effects of financial constraints and novelty seeking on consumer creativity**

SCOPELLITI, I., P. CILLO, B. BUSACCA, D. MAZURSKY, "Effects of financial constraints and novelty seeking on consumer creativity" in SCP 2011 Winter Conference - February 24-27, 2011, Atlanta, United States of America

**Financial constraints and individual antecedents of creativity in problem solving**

SCOPELLITI, I., P. CILLO, B. BUSACCA, D. MAZURSKY, "Financial constraints and individual antecedents of creativity in problem solving" in 40th EMAC Conference - May 24 – 27, 2011, Ljubljana, Slovenia

**Shock 'n' Shop. Exaggeration and Structural Alignment in a New Design Launch**

CILLO, P., I. SCOPELLITI, D. MAZURSKY, "Shock 'n' Shop. Exaggeration and Structural Alignment in a New Design Launch" in The 6 senses. The essentials of marketing - May, 2010, Copenhagen, Denmark

**Innovation patterns in global fashion: firms' behavior and the influence of critical audience evaluation**

CILLO, P., E. PRANDELLI, "Innovation patterns in global fashion: firms' behavior and the influence of critical audience evaluation" in Strategic Management Society Conference - September 12-15, 2010, Roma, Italy

**Identity and conduct in global fashion: the influence of critical audience evaluation on firms' innovation patterns**

CILLO, P., E. PRANDELLI, "Identity and conduct in global fashion: the influence of critical audience evaluation on firms' innovation patterns" in 26th EGOS Colloquium - July 1-3, 2010, Lisbon, Portugal

**Explaining pattern in foreign market launch**

NOORDHOFF, C., R. CHANDY, P. CILLO, O. NARASIMHAN, J. PRABHU, "Explaining pattern in foreign market launch" in 2009 INFORMS Marketing Science Conference - June 4-6,, 2009, Ann Arbor, Michigan, United States of America

### **Effects of Extreme Priming and Processing Fluency on the Evaluation of Design**

CILLO, P., I. SCOPELLITI, D. MAZURSKY, "Effects of Extreme Priming and Processing Fluency on the Evaluation of Design" in 38th EMAC Conference - 26-29 May, 2009, Nantes, France

### **Effects of exaggerate priming and fluent processing on the evaluation of design**

CILLO, P., I. SCOPELLITI, D. MAZURSKY, "Effects of exaggerate priming and fluent processing on the evaluation of design" in CFP: 2009 North American Conference - 22-25 October, 2009, Pittsburgh, United States of America

### **Designing coolness: brand building in the global fashion industry**

CHANDY, R., O. NARASIMHAN, P. CILLO, J. PRABHU, "Designing coolness: brand building in the global fashion industry" in Marketing Science Conference - 12-14 June, 2008, Vancouver, Canada

### **Managing Integrators Where Integration Matters: Insights From Symbolic Industries**

CILLO, P., R. CAPPETTA, "Managing Integrators Where Integration Matters: Insights From Symbolic Industries" in Academy of Management Annual Meeting - August 3-8, 2007, Philadelphia, United States of America

### **Search style in style searching: learning exploration strategies from fashion firms**

VERONA, G., P. CILLO, "Search style in style searching: learning exploration strategies from fashion firms" in 27th SMS Annual International Conference - October 14-17, 2007, San Diego, United States of America

### **Search Style In Style Searching: Learning Exploration Strategies From Fashion Firms**

VERONA, G., P. CILLO, "Search Style In Style Searching: Learning Exploration Strategies From Fashion Firms" in Academy Of Management Conference - August 3-8, 2007, Philadelphia, United States of America

### **Harmonizing the Organizational System of Meanings: The Power of Stylistic Innovation**

CAPPETTA, R., P. CILLO, "Harmonizing the Organizational System of Meanings: The Power of Stylistic Innovation" in Academy of Management Annual Meeting - August 5-10, 2005, Honolulu, United States of America

### **Dominant Design in Fine Fashion: An Evolutionary Model for Symbolic Innovation**

CAPPETTA, R., P. CILLO, A. A. PONTI, "Dominant Design in Fine Fashion: An Evolutionary Model for Symbolic Innovation" in Academy of Management Annual Meeting - August 6-11, 2004, New Orleans, United States of America

### **Antecedents to corporate reputation and its impact on performance: empirical evidence from the fashion industry**

CILLO, P., D. MAZURSKY, G. TROILO, "Antecedents to corporate reputation and its impact on performance: empirical evidence from the fashion industry" in 33th European Marketing Academy Conference - May 23-26, 2004, Murcia, Spain

### **Enhancing organizational innovativeness through forward-looking market orientation. An empirical study in the fashion industry**

CILLO, P., L. M. DE LUCA, D. MAZURSKY, G. TROILO, "Enhancing organizational innovativeness through forward-looking market orientation. An empirical study in the fashion industry" in Strategic Management Society Conference - August, 1-6, 2003, Baltimore, United States of America

**The limits of market orientation: identifying the aspects that accelerate innovation versus those that impede it**

CILLO, P., D. MAZURSKY, G. TROILO, L. M. DE LUCA, "The limits of market orientation: identifying the aspects that accelerate innovation versus those that impede it" in Marketing Science Conference - June 12-15, 2003, College Park, Maryland, United States of America

**Sustaining Innovation Through Market Knowledge: Evidence From The Fashion Industry**

CILLO, P., G. TROILO, "Sustaining Innovation Through Market Knowledge: Evidence From The Fashion Industry" in Academy of Management Conference - August, 1-6, 2003, Seattle, United States of America

**Retrospective and forward-looking market orientation among innovative companies: Evidence from the fashion industry**

CILLO, P., D. MAZURSKY, G. TROILO, "Retrospective and forward-looking market orientation among innovative companies: Evidence from the fashion industry" in Strategic Management Society Conference - September 22-25, 2002, Paris, France

**Retrospective and forward-looking market orientation to innovate. Some empirical evidences from the fashion industry**

CILLO, P., D. MAZURSKY, G. TROILO, "Retrospective and forward-looking market orientation to innovate. Some empirical evidences from the fashion industry" in 31th European Marketing Academy Conference - May 28-31, 2002, Braga, Portugal

**Patterns Of Stylistic Innovation: An Empirical Analysis of the Evolution of Style in Prêt-À-Porter between 1984 and 1999**

CILLO, P., R. CAPPETTA, "Patterns Of Stylistic Innovation: An Empirical Analysis of the Evolution of Style in Prêt-À-Porter between 1984 and 1999" in Academy of Management Annual Meeting - August 3-8, 2001, Washington, United States of America

---

## Edited Books

**Innovazione e Management. Omaggio a Salvio Vicari**

BERTOLI, G., S. CASTALDO, P. CILLO, G. TROILO, G. VERONA (Eds.), "Innovazione e Management. Omaggio a Salvio Vicari" - 2022, Egea, Milano, Italy

---

## Editorials in Journal

**Knowledge and trust in data-rich business environments**

## **Contribution to Chapters, Books or Research Monographs**

### **La costruzione di risorse di fiducia nelle relazioni parasociali: il ruolo di influencer reali e virtuali nei contesti digitali**

CILLO, P., E. PRANDELLI, "La costruzione di risorse di fiducia nelle relazioni parasociali: il ruolo di influencer reali e virtuali nei contesti digitali" in Innovazione e Management: Omaggio a Salvio Vicari., G. Bertoli, S. Castaldo, P. Cillo, G. Troilo, G. Verona (Eds.), Egea, pp. 315-326, 2022

### **L'evoluzione del pensiero scientifico di Salvio Vicari**

BERTOLI, G., S. CASTALDO, P. CILLO, G. TROILO, G. VERONA, "L'evoluzione del pensiero scientifico di Salvio Vicari" in Innovazione e Management: Omaggio a Salvio Vicari., G. Bertoli, S. Castaldo, P. Cillo, G. Troilo, G. Verona (Eds.), Egea, pp. 11-24, 2022

### **Far leva sulla creatività dei consumatori per alimentare con continuità il processo innovativo: evidenze empiriche dal settore moda**

CILLO, P., E. PRANDELLI, "Far leva sulla creatività dei consumatori per alimentare con continuità il processo innovativo: evidenze empiriche dal settore moda" in Marketing, una disciplina fantastica: omaggio a Enrico Valdani., Busacca Bruno, Costabile Michele (Eds.), Egea, pp. 187-212, 2018

### **L'innovazione come leva strategica per attrarre e trattenere gli investitori**

CILLO, P., G. RUBERA, "L'innovazione come leva strategica per attrarre e trattenere gli investitori" in Marketing, una disciplina fantastica: omaggio a Enrico Valdani., Busacca Bruno, Costabile Michele (Eds.), Egea, pp. 213-248, 2018

### **Luxury Customer Experience and Engagement What Is the Impact of In-Store Technology?**

CILLO, P., E. PRANDELLI, "Luxury Customer Experience and Engagement What Is the Impact of In-Store Technology?" in Online Luxury Retailing: Leveraging Digital Opportunities - Research, Industry Practice, and Open Questions., B. Kahn (Ed.), Baker Retailing Center, the Wharton School - University of Pennsylvania, pp. 33-44, 2016

### **Innovation in Symbolic Industries. The Influence of Critical Audience's Evaluations on Fashion Companies' Behavior**

PRANDELLI, E., P. CILLO, "Innovation in Symbolic Industries. The Influence of Critical Audience's Evaluations on Fashion Companies' Behavior" in Prodotto, consumatore e politiche di mercato quarant'anni dopo. Scritti in onore di Stefano podestà., Carù A., Borghini S., Golfetto F., Pace S., Rinallo D., Visconti L., Zerbini F. (Eds.), Egea, pp. 429-443, 2012

### **Sviluppo di Nuovi Prodotti**

CILLO, P., G. VERONA, "Sviluppo di Nuovi Prodotti" in Marketing e Fiducia., S. Castaldo (Ed.), Il Mulino, pp. 357-380, 2010

### **From Market Research to Creativity Templates: Leveraging Tacit Knowledge for Ideation**

BUSACCA, B., P. CILLO, D. MAZURSKY, "From Market Research to Creativity Templates: Leveraging Tacit Knowledge for Ideation" in Strategic Market Creation: A New Perspective on Marketing and Innovation Management., Carù A., Tollin K. (Eds.), John Wiley & Sons, Ltd, pp. 3-26, 2008

### **Strategie e strumenti per lo sviluppo della relazione con i clienti**

CILLO, P., S. CASTALDO, F. ZERBINI, "Strategie e strumenti per lo sviluppo della relazione con i clienti" in Distribuzione: Retailing e Acquirente., S. Castaldo (Ed.), Il Sole 24 Ore - Università Bocconi Editore - La Repubblica, pp. 338-368, 2006

### **Developing a Brokering Capacity within the Firm. The Enactment of Market Knowledge**

VICARI, S., P. CILLO, "Developing a Brokering Capacity within the Firm. The Enactment of Market Knowledge" in The Future Of Knowledge Management., Renzl B.; Matzler K.; Hinterhuber H. (Ed.), Palgrave Macmillan, pp. 184-204, 2006

### **Marketing, creatività e innovazione**

BUSACCA, B., P. CILLO, "Marketing, creatività e innovazione" in Creatività e innovazione di prodotto., Goldenberg J., Mazursky D. (Eds.), Etas Libri, 2003

### **Internet Customer Database: costruzione, gestione e struttura di un sistema informativo sul cliente in rete**

OSTILLIO, M. C., P. CILLO, "Internet Customer Database: costruzione, gestione e struttura di un sistema informativo sul cliente in rete" in Il management nell'economia digitale., Scott W. G., Murtula M., Stecco M. (Eds.), Il Sole 24 Ore, 2003

### **La metamediazione: gestire le interazioni in un'economia virtuale**

CILLO, P., E. PRANDELLI, "La metamediazione: gestire le interazioni in un'economia virtuale" in Il management nell'era della connessione., S. Vicari (Ed.), Egea, pp. 97-123, 2001

### **Digital Marketing**

CILLO, P., G. VERONA, "Digital Marketing" in Technology Management Handbook., S. Vicari (Ed.), Egea, 2001

---

## **Prefaces, Postfaces, short Introductions**

### **Introduzione: innovazione e management**

BERTOLI, G., S. CASTALDO, P. CILLO, G. TROILO, G. VERONA, "Introduzione: innovazione e management" in Innovazione e Management: Omaggio a Salvio Vicari., G. Bertoli, S. Castaldo, P. Cillo, G. Troilo, G. Verona (Eds.), Egea, pp. 25-40, 2022

---

## **Articles upon Request/Invitation**

### **Social CRM: quando i big data rafforzano i legami con i clienti**

CILLO, P., E. PRANDELLI, "Social CRM: quando i big data rafforzano i legami con i clienti", Economia & Management, 2015, no. 1, pp. 9-12

---

## Research Monographs

### **Product Innovation - Dall'idea al lancio del nuovo prodotto**

VICARI, S., P. CILLO, D. RACCAGNI - "Product Innovation - Dall'idea al lancio del nuovo prodotto" - 2013, Egea, Milano, Italy

### **Innovazione E Mercato**

CILLO, P. - "Innovazione E Mercato" - 2004, Carocci Editore, Roma, Italy

---

## Textbooks

### **Product Innovation and Market Creation**

VICARI, S., P. CILLO, D. RACCAGNI - "Product Innovation and Market Creation" - 2011, Egea, Milano, Italy

---

## Cases in International Case Collections

### **The Launch and Repositioning of a New Product Worldwide: Tetra Prisma Aseptic**

CILLO, P., L. M. DE LUCA, S. VICARI - "The Launch and Repositioning of a New Product Worldwide: Tetra Prisma Aseptic" - 2006, The Case Centre, Great Britain