

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

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Biography

Paola Cillo è Professoressa Associata del Dipartimento Management e Tecnologia presso l'Università Bocconi ed Associate Dean for Research – Claudio Demattè Research Division presso SDA Bocconi School of Management.

È stata Direttrice del Master in Economics and Management of Innovation and Technology (EMIT), presso l'Università Bocconi (2011-2016) e Vice Direttrice del Dipartimento di Management dell'Università Bocconi (2016-2020). È stata Coordinatrice accademica per la Concentration in Luxury Business Management del programma Full Time MBA (2017-2023). Ha gestito numerosi progetti di ricerca e ha collaborato alla realizzazione di progetti di formazione con alcune delle più importanti aziende specializzate in beni di largo consumo e operanti nei settori del lusso, del digitale e del farmaceutico.

Le sue aree di competenza includono l'innovazione in settori a elevato contenuto simbolico, big data e strategie di innovazione e la risposta degli investitori all'innovazione. Attualmente, si sta concentrando sui temi dell'analisi dei social data per la valutazione dell'innovazione e delle startup, sul ruolo dell'innovazione nei settori fashion & luxury, su data analytics e innovazione.

Autrice di oltre 40 articoli e di alcuni libri sui temi delle strategie di marketing, dell'innovazione e dello sviluppo di nuovi prodotti. Collabora con colleghi di primarie istituzioni europee e americane nei suoi progetti e le sue ricerche sono state finanziate da istituzioni pubbliche e private in Italia e all'estero e sono state pubblicate su riviste accademiche di livello internazionale, come Journal of Marketing, Strategic Management Journal, Research Policy, Strategic Organization Journal of Product Innovation Management, European Management Journal, e Long Range Planning, tra le altre. È stata Visiting Professor alla Tuck School of Business, Dartmouth (USA) nel 2008, Visiting Assistant Professor del Dipartimento di Marketing della Carlson School of Management, University of Minnesota nel 2005 e Visiting Scholar presso la Wharton School, Università della Pennsylvania nel 2000. Attualmente, è consigliere indipendente presso illycaffè, Miroglio Fashion, e Generali Investment Partners SGR.

Paola ha conseguito la Laurea con lode in Economia Aziendale e un PhD in Economics & Management entrambi presso l'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

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

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

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Quando le immagini diventano un serbatoio di dati per le aziende

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Come creare valore con l'economia dei dati

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

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

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La variabile critica nelle scelte di innovazione

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Quando la necessità aguzza l'ingegno. L'impatto dei vincoli finanziari sulla creatività

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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

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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

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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

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

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

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La gestione della multicanalità

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

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La market orientation nel business to business. Il caso Alcantara

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

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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

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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

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

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

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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

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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

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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

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

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Designing coolness: brand building in the global fashion industry

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Managing Integrators Where Integration Matters: Insights From Symbolic Industries

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

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

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

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Sustaining Innovation Through Market Knowledge: Evidence From The Fashion Industry

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Edited Books

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Knowledge and trust in data-rich business environments

Contribution to Chapters, Books or Research Monographs

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L'evoluzione del pensiero scientifico di Salvio Vicari

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

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

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Strategie e strumenti per lo sviluppo della relazione con i clienti

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Digital Marketing

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