

Margherita Caprara

Assistant Professor of Practice



Knowledge group: Marketing

Research domains: Innovation, Digital Marketing

Teaching domains: New Product Development, Market Strategy & Competition, Big Data and AI Marketing

margherita.caprara@unibocconi.it

Biography

Margherita Caprara is an Assistant Professor of Practice in Marketing at SDA Bocconi School of Management.

Her research focuses on marketing strategy, innovation, artificial intelligence, and quantitative marketing, with particular attention to the use of unstructured data and computational methods to generate consumer and market insights. Her current research examines innovation, upper echelons dynamics, brand audiences, and entrepreneurship. Her work has been presented at international academic conferences, including the EMAC Annual Conference and EMAC Doctoral Colloquium. In 2025, she was selected as an AMA-Sheth Doctoral Consortium Fellow.

Margherita teaches across undergraduate, graduate, and executive education programs. Her teaching focuses on marketing strategy, innovation and new product development, marketing analytics, and artificial intelligence for marketing and growth.

She holds a PhD in Business Administration and Management – Marketing curriculum from Bocconi University, where she specialized in Marketing Strategy, an MSc in Marketing Management from Bocconi University, and a BSc cum laude in Economics from Università Cattolica del Sacro Cuore.