

Lucia Paladino

Fellow



Knowledge Group: Strategy and Operations

Research Domains: Competitive Strategy

Teaching Domains:

lucia.paladino@sdabocconi.it

Biography

SDA Fellow

MSc of International Management, Bocconi University, Milan, Italy, 2009

Bachelor in Business Administration, University of Genova, Italy, 2007

Research Interests: Strategic management in fashion companies, Internationalization and diversification strategies in fashion companies, Branding strategies in fashion and luxury companies, Digital media and fashion companies

Articles in Scholarly Journals

L'evoluzione del ruolo di venditori e manager nel fashion retail - The Changing Roles of Salespeople and Managers in Fashion Retail

CORBELLINI, E. P., L. CERINI, L. PALADINO, "L'evoluzione del ruolo di venditori e manager nel fashion retail - The Changing Roles of Salespeople and Managers in Fashion Retail", *Economia & Management*, 2024, no. 4, pp. 91-98

Research Notes or short Articles in Journals

The Value of Made in Italy Fashion Production in the Time of Covid-19

CORBELLINI, E. P., L. PALADINO, "The Value of Made in Italy Fashion Production in the Time of Covid-19", *Economia & Management Plus*, 8 December 2020