

Gabriele Troilo

Associate Professor



Knowledge Group: Marketing

Research Domains: Marketing Management

Teaching Domains: Customer-Centric Innovation, Market Strategy & Competition, Marketing Management, Management of Creativity, New Product Development

gabriele.troilo@sdabocconi.it

Articles in Scholarly Journals

Do You Really Know The Financial Impacts of Your Digital Transformation?

BOTTKE, T., D. K. MANOLATOS, G. TROILO, "Do You Really Know The Financial Impacts of Your Digital Transformation?", Harvard Business Review, 20 April 2023

How and when do big data investments pay off? The role of marketing affordances and service innovation

DE LUCA, L. M., D. HERHAUSEN, G. TROILO, A. ROSSI, "How and when do big data investments pay off? The role of marketing affordances and service innovation", Journal of the Academy of Marketing Science, 2021, vol. 49, no. 4, pp. 790-810

Linking Data-Rich Environments with Service Innovation in Incumbent Firms: A Conceptual Framework and Research Propositions

TROILO, G., L. M. DE LUCA, P. GUENZI, "Linking Data-Rich Environments with Service Innovation in Incumbent Firms: A Conceptual Framework and Research Propositions", Journal of Product Innovation Management, 2017, vol. 34, no. 5, pp. 617-639

Humanizing a Superhero: An Empirical Test in the Comic Books Industry

ADDIS, M., G. TROILO, "Humanizing a Superhero: An Empirical Test in the Comic Books Industry", International Business Research, 2016, vol. 9, no. 11, pp. 189-200

The dual mechanism of sales capabilities in influencing organizational performance

GUENZI, P., L. SAJTOS, G. TROILO, "The dual mechanism of sales capabilities in influencing organizational performance", Journal of Business Research, 2016, vol. 69, pp. 3707-3713

Marketing della creatività

TROILO, G., "Marketing della creatività", Economia & Management, 2016, no. 2, pp. 49-54

Sogno o incubo? Marketing analytics e social media visti dai direttori marketing

GUENZI, P., G. TROILO, "Sogno o incubo? Marketing analytics e social media visti dai direttori marketing", *Economia & Management*, 2015, no. 3, pp. 55-61

Quando i musei non escludono: strategie di innovazione inclusiva per i musei del XXI secolo

COLOMBARI, L., G. TROILO, "Quando i musei non escludono: strategie di innovazione inclusiva per i musei del XXI secolo", *Economia dei Servizi - Mercati, Istituzioni, Management*, 2015, vol. 10, no. 2, pp. 241-257

More innovation with less? A strategic contingency view of slack resources, information search and radical innovation

TROILO, G., L. M. DE LUCA, K. ATUAHENE-GIMA, "More innovation with less? A strategic contingency view of slack resources, information search and radical innovation", *Journal of Product Innovation Management*, 2014, vol. 31, no. 2, pp. 259-277

Repurchase behavior in the performing arts: Do emotions matter without involvement?

TROILO, G., M. CITO, I. SOSCIA, "Repurchase behavior in the performing arts: Do emotions matter without involvement?", *Psychology & Marketing*, 2014, vol. 31, no. 8, pp. 635-646

L'integrazione fra Marketing e Vendite: barriere, meccanismi operativi e risultati

TROILO, G., P. GUENZI, L. M. DE LUCA, "L'integrazione fra Marketing e Vendite: barriere, meccanismi operativi e risultati", *Economia & Management*, 2013, no. 2, pp. 1-22

Organizational drivers of salespeople's customer orientation and selling orientation

GUENZI, P., L. DE LUCA, G. TROILO, "Organizational drivers of salespeople's customer orientation and selling orientation", *The Journal of Personal Selling & Sales Management*, 2011, vol. 31, no. 3, pp. 269-286

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

Re-thinking the relationship between self and other: Levinas and narratives of beautifying the body

SHERRY, J. F., A. JOY, G. TROILO, J. DESCHENES, "Re-thinking the relationship between self and other: Levinas and narratives of beautifying the body", *Journal of Consumer Culture*, 2010, vol. 10, no. 3, pp. 333-361

Dispersion of influence between Marketing and Sales: Its effects on superior customer value and market performance

TROILO, G., L. M. DE LUCA, P. GUENZI, "Dispersion of influence between Marketing and Sales: Its effects on superior customer value and market performance", *Industrial Marketing Management*, 2009, vol. 38, no. 8, pp. 872-882

The joint contribution of marketing and sales to the creation of superior customer value

TROILO, G., P. GUENZI, "The joint contribution of marketing and sales to the creation of superior customer value", *Journal of Business Research*, 2007, vol. 60, no. 2, pp. 98-107

Developing marketing capabilities for customer value creation through Marketing–Sales integration

TROILO, G., P. GUENZI, "Developing marketing capabilities for customer value creation through Marketing–Sales integration", *Industrial Marketing Management*, 2006, vol. 35, no. 8, pp. 974-988

Imprese vinicole e orientamento al mercato: un connubio da costruire

TROILO, G., K. ZAGHI, "Imprese vinicole e orientamento al mercato: un connubio da costruire", *Economia & Management*, 2006, no. 3, pp. 57-80

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

L'esperienza della lettura: una ricerca sui sequel letterari

CORNA, V., G. TROILO, "L'esperienza della lettura: una ricerca sui sequel letterari", *Finanza, Marketing e Produzione*, 2005, vol. 23, no. 4, pp. 25-50

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

Postmodernità, consumo e marketing dei beni artistici e culturali

TROILO, G., "Postmodernità, consumo e marketing dei beni artistici e culturali", *Micro & Macro Marketing*, 2002, vol. 1, pp. 9-31

La progettazione dei sistemi informativi di marketing: un approccio marketing-driven

TROILO, G., M. C. OSTILLIO, "La progettazione dei sistemi informativi di marketing: un approccio marketing-driven", *Economia & Management*, 2001, no. 2, pp. 65-77

Creatività organizzativa e generazione di conoscenza: il contributo della teoria dei sistemi informativi

VICARI, S., G. TROILO, "Creatività organizzativa e generazione di conoscenza: il contributo della teoria dei sistemi informativi", *Sinergie*, 1999, vol. 50, pp. 3-24

Evoluzione Socio-Culturale Dei Consumatori E Sviluppo Dei Nuovi Mercati: Il Caso Laboratoires Boiron

PAGANI, G., G. TROILO, "Evoluzione Socio-Culturale Dei Consumatori E Sviluppo Dei Nuovi Mercati: Il Caso Laboratoires Boiron", *Micro & Macro Marketing*, 1999, vol. 1, pp. 161-178

Funzione commerciale e network per l'innovazione di prodotto

CASTALDO, S., G. TROILO, G. VERONA, "Funzione commerciale e network per l'innovazione di prodotto", *Sviluppo & Organizzazione*, 1998, vol. 167, pp. 33-50

Un nuovo protagonista dello scenario post-industriale: il consumatore collezionista

GUERZONI, G., G. TROILO, "Un nuovo protagonista dello scenario post-industriale: il consumatore collezionista", *Economia & Management*, 1998, no. 3, pp. 19-32

Affrontare il Possibile: le mappe cognitive. Approcci di management in condizioni di incertezza

TROILO, G., S. VICARI, "Affrontare il Possibile: le mappe cognitive. Approcci di management in condizioni di incertezza", *Economia & Management*, 1997, no. 1, pp. 79-109

The evolution of direct marketing in Italy

OSTILLIO, M. C., G. TROILO, "The evolution of direct marketing in Italy", *Journal of Direct Marketing*, 1996, vol. 10, no. 1, pp. 71-81

L'orientamento ecologico di marketing; una scelta etica

TROILO, G., "L'orientamento ecologico di marketing; una scelta etica", *Micro & Macro Marketing*, 1996, vol. 5, no. 3, pp. 409-438

I prodotti biologici Wander-Cèreal: dalla nicchia al mass market

MELODI, G., G. TROILO, "I prodotti biologici Wander-Cèreal: dalla nicchia al mass market", *Micro & Macro Marketing*, 1996, vol. 5, no. 3, pp. 505-518

La gestione ambientale d'impresa come percorso di innovazione e apprendimento

TROILO, G., "La gestione ambientale d'impresa come percorso di innovazione e apprendimento", *Sviluppo & Organizzazione*, 1996, vol. 156, pp. 53-59

L'analisi del potenziale di mercato: un'applicazione nel settore vinicolo

CASTALDO, S., G. TROILO, M. C. OSTILLIO, "L'analisi del potenziale di mercato: un'applicazione nel settore vinicolo", *Commercio*, 1993, vol. 48, pp. 103+

L'evoluzione del concetto di marketing mix: una proposta interpretativa

TROILO, G., "L'evoluzione del concetto di marketing mix: una proposta interpretativa", *Finanza, Marketing e Produzione*, 1993, vol. 11, no. 2, pp. 41-74

La diffusività intersettoriale dell'immagine di marca

BUSACCA, B., G. TROILO, "La diffusività intersettoriale dell'immagine di marca", *Economia & Management*, 1992, no. 5, pp. 70-91

Contribution to Chapters, Books or Research Monographs

Digital transformation in the making: lessons from a large energy company

DE LUCA, L. M., A. ROSSI, Z. SUMAR, G. TROILO, "Digital transformation in the making: lessons from a large energy company" in *The PDMA Handbook of Innovation and New Product Development.*, Ludwig Bstieler, Charles H. Noble (Eds.), Wiley & Sons, chap. 20, pp. 387-405, 2023

Digital affordances and artist identity in the musical industry. The case of Imogen Heap

TROILO, G., D. O'REILLY, "Digital affordances and artist identity in the musical industry. The case of Imogen Heap" in New Directions in Art, Fashion, and Wine. Sustainability, Digitalization, and Artification., Annamma Joy (Ed.), Rowman and Littlefield Publishers, pp. 63-82, 2023

Marketing e branding delle aziende agricole

TROILO, G., "Marketing e branding delle aziende agricole" in Agribusiness. Management dell'azienda agricola., V. Fiorillo, M. Lo Zoppo (Eds.), Egea, chap. 9, pp. 273-306, 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

Le ricerche di marketing all'interno del sistema informativo di marketing

TROILO, G., "Le ricerche di marketing all'interno del sistema informativo di marketing" in Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative - II Ed., Luca Molteni, Gabriele Troilo (Eds.), Egea, chap. 1, pp. 3-24, 2022

Le ricerche qualitative

TROILO, G., "Le ricerche qualitative" in Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative - II Ed., Luca Molteni, Gabriele Troilo (Eds.), Egea, chap. 3, pp. 85-146, 2022

Le ricerche sull'evoluzione e sul potenziale dei mercati

MOLTENI, L., G. TROILO, "Le ricerche sull'evoluzione e sul potenziale dei mercati" in Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative - II Ed., Luca Molteni, Gabriele Troilo (Eds.), Egea, chap. 7, pp. 285-338, 2022

Le ricerche di marketing a supporto delle decisioni distributive

CRISTINI, G., G. TROILO, F. ZERBINI, "Le ricerche di marketing a supporto delle decisioni distributive" in Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative - II Ed., Luca Molteni, Gabriele Troilo (Eds.), Egea, chap. 13, 2022

Il customer insight management per la creazione di nuovi mercati

TROILO, G., "Il customer insight management per la creazione di nuovi mercati" in Marketing, una disciplina fantastica: omaggio a Enrico Valdani., Bruno Busacca, Michele Costabile (Eds.), Egea, pp. 321-356, 2018

Ricerche quantitative di marketing

SOSCIA, I., G. TROILO, "Ricerche quantitative di marketing" in MARKETING @ BOCCONI. Progettare e trasferire valore al cliente., E. Valdani (Ed.), Egea, pp. 203-221, 2016

Prodotti estetici, consumatore e approcci di marketing

TROILO, G., "Prodotti estetici, consumatore e approcci di marketing" in Prodotto, consumatore e politiche di mercato quarant'anni dopo. Scritti in onore di Stefano Podestà., Stefania Borghini, Antonella Carù, Francesca Golfetto, Stefano Pace, Diego Rinallo, Luca Massimiliano Visconti, Fabrizio Zerbini (Eds.), Egea, pp. 225-238, 2012

Competenze di marketing & sales, metriche e performance

GUENZI, P., G. TROILO, C. SAIBENE, M. CITO, A. SCARPA, "Competenze di marketing & sales, metriche e performance" in Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo., F. Ancarani (Ed.), Egea, pp. 2-41, 2011

Integrating Sales and Marketing

TROILO, G., "Integrating Sales and Marketing" in Sales Management: A Multinational Perspective., P. Guenzi (Ed.), Palgrave Macmillan, pp. 39-69, 2011

Ricerche quantitative di marketing

SOSCIA, I., G. TROILO, "Ricerche quantitative di marketing" in Marketing Management., E. Valdani (Ed.), Egea, pp. 261-284, 2011

The role of unexpected market events in market creation strategies

VICARI, S., G. TROILO, "The role of unexpected market events in market creation strategies" in Strategic market creation. A new perspective on marketing and innovation management., K. Tollin, A. Carù (Eds.), John Wiley & Sons, pp. 187-209, 2008

The drivers of hedonic consumption experience: a semiotic analysis of rock concerts

SANTORO, C., G. TROILO, "The drivers of hedonic consumption experience: a semiotic analysis of rock concerts" in Consuming experiences., A. Carù, B. Cova (Eds.), Routledge, pp. 109-125, 2007

Writing it Up, Writing it Down: Being Reflexive in Accounts of Consumer Behavior

TROILO, G., A. JOY, J. F. SHERRY, J. DESCHENES, "Writing it Up, Writing it Down: Being Reflexive in Accounts of Consumer Behavior" in Handbook of Qualitative Research Methods in Marketing., Russell W. Belk (Ed.), Edward Elgar Publishing, 2006

Marketing e cultura: dal contatto alla contaminazione

TROILO, G., "Marketing e cultura: dal contatto alla contaminazione" in Cultura e competitività. Per un nuovo agire imprenditoriale., Osservatorio impresa e cultura (Ed.), Rubettino Editore, pp. 292-306, 2003

La multidimensionalità della definizione di nuovo prodotto: concettualizzazioni teoriche e rappresentazioni manageriali

VALDANI, E., S. CASTALDO, G. TROILO, G. VERONA, "La multidimensionalità della definizione di nuovo prodotto: concettualizzazioni teoriche e rappresentazioni manageriali" in La gestione dell'innovazione di prodotto. Il caso delle calzature e degli imballaggi flessibili., P. Stampacchia, L. Nicolais (Eds.), ESI - Edizioni Scientifiche Italiane, pp. 59-95, 2001

Pour et contre le marketing

GUERZONI, G., G. TROILO, "Pour et contre le marketing" in L'avenir des musées., AA.VV. (Ed.), Reunion des Musées Nationaux, pp. 135-147, 2001

Organizational Creativity: A New Perspective from Cognitive Systems Theory

VICARI, S., G. TROILO, "Organizational Creativity: A New Perspective from Cognitive Systems Theory" in Knowledge Creation. A Source of Value., von Krogh G., Nonaka I., Nishiguchi T. (Eds.), Palgrave Macmillan, pp.

Transizione del marketing e concezione sistemico-evolutiva del consumatore

BUSACCA, B., R. GRANDINETTI, G. TROILO, "Transizione del marketing e concezione sistemico-evolutiva del consumatore" in Sistemi ed evoluzione nel management., E.Rullani, S.Vicari (Eds.), Etas Libri, pp. 107-133, 1999

Silk purses out of sows' ears. Mass rarefaction of consumption and the emerging consumer-collector

GUERZONI, G., G. TROILO, "Silk purses out of sows' ears. Mass rarefaction of consumption and the emerging consumer-collector" in The Active Consumer. Novelty and Surprise in Consumer Choice., M. Bianchi (Ed.), Routledge, pp. 174-197, 1998

L'innovazione: rappresentazioni manageriali, strategie d'impresa e performance

TROILO, G., "L'innovazione: rappresentazioni manageriali, strategie d'impresa e performance" in Lo sviluppo di nuovi prodotti. Teoria ed analisi empiriche in una prospettiva cognitiva., S. Castaldo, G. Verona (Eds.), Egea, pp. 125-158, 1998

Errors and learning in organizations

VICARI, S., G. TROILO, "Errors and learning in organizations" in Knowing in Firms: Understanding, Managing and Measuring Knowledge., G. von Krogh, J. Roos, D. Kleine (Eds.), SAGE Publications, pp. 204-222, 1998

Verso la re-ingegnerizzazione del processo di sviluppo di nuovi prodotti. una ricerca empirica

CASTALDO, S., G. TROILO, G. VERONA, "Verso la re-ingegnerizzazione del processo di sviluppo di nuovi prodotti. una ricerca empirica" in I processi di marketing., E. Valdani, F. Ancarani (Eds.), Egea, pp. 85-117, 1997

Errore e apprendimento nelle politiche di marketing

VICARI, S., G. TROILO, "Errore e apprendimento nelle politiche di marketing" in Scritti in Ricordo di Carlo Fabrizi (1907-1975)., AA.VV. (Ed.), CEDAM, pp. 641-658, 1995

L'analisi della domanda. Il caso del settore vinicolo

TROILO, G., "L'analisi della domanda. Il caso del settore vinicolo" in L'impresa agricola. Tecniche di gestione e strumenti di controllo nel quadro della normativa CEE., AA.VV. (Ed.), Etas Libri, pp. 235-250, 1993

Il marketing nelle aziende agricole

LAZZARO, G., G. TROILO, "Il marketing nelle aziende agricole" in L'impresa agricola. Tecniche di gestione e strumenti di controllo nel quadro della normativa CEE., AA.VV. (Ed.), Etas Libri, pp. 213-233, 1993

Edited Books

Ricerche di marketing. Metodologie e tecniche per le decisioni strategiche e operative - II Ed.

MOLTENI, L., G. TROILO (Eds.), "Ricerche di marketing. Metodologie e tecniche per le decisioni strategiche e operative - II Ed." - 2022, Egea, Milano, Italy

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

Ricerche di marketing. Metodologie e tecniche per le decisioni strategiche e operative di marketing

MOLTENI, L., G. TROILO (Eds.), "Ricerche di marketing. Metodologie e tecniche per le decisioni strategiche e operative di marketing" - 2012, Egea, Milano, Italy

Ricerche di marketing. II Ed.

MOLTENI, L., G. TROILO (Eds.), "Ricerche di marketing. II Ed." - 2007, McGraw-Hill Italia, Italy

Editorials in Journal

Knowledge and trust in data-rich business environments

BERTOLI, G., S. CASTALDO, P. CILLO, G. TROILO, G. VERONA, "Knowledge and trust in data-rich business environments", Sinergie, 2022, vol. 40, no. 1, pp. 11-14

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

Proceedings/Presentations

Big Data, Service Innovation, and Performance: An Exploratory Study

DE LUCA, L. M., D. HERHAUSEN, G. TROILO, P. GUENZI, "Big Data, Service Innovation, and Performance: An Exploratory Study" in EMAC Annual Conference, May 29-June 1, 2018, Glasgow, Great Britain

Are we Missing the Real Points?

GUENZI, P., P. CAIOZZO, G. TROILO, "Are we Missing the Real Points?" in 44th EMAC Conference - May 24-27, 2015, Leuven, Belgium

What are sales capabilities and how do they affect performance? A preliminary investigation

GUENZI, P., L. SAJTOS, G. TROILO, "What are sales capabilities and how do they affect performance? A preliminary investigation" in 5th EMAC Regional Conference - September 24-26, 2014, Katowice, Poland

What really matters to sales executives?

GUENZI, P., P. CAIOZZO, G. TROILO, "What really matters to sales executives?" in The Thought Leadership on the Sales Profession Conference - June 10-11, 2014, New York, United States of America

Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?

CITO, M., G. TROILO, I. SOSCIA, "Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?" in XII International Conference on Arts & Cultural Management - June 26-29, 2013, Bogotá, Colombia

Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?

CITO, M., G. TROILO, I. SOSCIA, "Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?" in European Marketing Academy Annual Regional Conference - June 4-7, 2013, Istanbul, Turkey

Does adaptive selling improve or hurt customer trust in the salesperson?

GUENZI, P., L. M. DE LUCA, R. SPIRO, G. TROILO, "Does adaptive selling improve or hurt customer trust in the salesperson?" in 41st EMAC Annual Conference - May 23-26, 2012, Lisbon, Portugal

Does motivation really matter in pursuing artists' goals? An investigation on the mediating role of artists' strategies

FUMAGALLI, E., G. TROILO, "Does motivation really matter in pursuing artists' goals? An investigation on the mediating role of artists' strategies" in 41st EMAC Conference - May 22-25, 2012, Lisbon, Portugal

Marketing department's impact on the pursuit of market deriving strategy

VLASIC, G., A. KOHLI, G. TROILO, "Marketing department's impact on the pursuit of market deriving strategy" in EMAC 40th Conference - May 22-25, 2012, Lisbon, Portugal

The contingent value of market-technology knowledge complementarity

DE LUCA, L. M., K. ATUAHENE-GIMA, G. TROILO, "The contingent value of market-technology knowledge complementarity" in 40th EMAC Conference - May 24-27, 2011, Ljubljana, Slovenia

What can sales managers learn from coaches of professional sport teams?

TROILO, G., P. GUENZI, "What can sales managers learn from coaches of professional sport teams?" in 39th EMAC Conference - June 1-4, 2010, Copenhagen, Denmark

Enhancing customer purchase likelihood through market driving strategies

KHOLI, A., G. TROILO, G. VLASIC, "Enhancing customer purchase likelihood through market driving strategies" in 39th EMAC Conference - June 1-4, 2010, Copenhagen, Denmark

Market driving: the construct, research propositions and managerial implications

VLASIC, G., A. KHOLI, G. TROILO, "Market driving: the construct, research propositions and managerial implications" in AMA Winter Marketing Educators' Conference, February, 2010, New Orleans, United States of America

Organizational drivers of customer-oriented selling

GUENZI, P., G. TROILO, L. M. DE LUCA, "Organizational drivers of customer-oriented selling" in 38th EMAC Conference - May 26-29, 2009, Nantes, France

The contingent value of sales participation in marketing decision-making on organizational performance

GUENZI, P., G. TROILO, L. M. DE LUCA, "The contingent value of sales participation in marketing decision-making on organizational performance" in 2008 AMA Winter Marketing Educators' Conference - February 15-18, 2008, Austin, United States of America

Marketing-Sales relationship: how to achieve their integration?

TROILO, G., P. GUENZI, "Marketing-Sales relationship: how to achieve their integration?" in 37th EMAC Conference - May 27-30, 2008, Brighton, Great Britain

The contingent value of sales participation in marketing decision-making for market performance

DE LUCA, L., G. TROILO, P. GUENZI, "The contingent value of sales participation in marketing decision-making for market performance" in 37th EMAC Conference - May 27-30, 2008, Brighton, Great Britain

Information search types, market knowledge dimensions, and new product performance: a contingency model and empirical test

DE LUCA, L., G. TROILO, K. ATUAHENE GIMA, "Information search types, market knowledge dimensions, and new product performance: a contingency model and empirical test" in 36th EMAC Conference - May 22-25, 2007, Reykjavik, Iceland

Integrating Marketing and Sales: A Means-End Approach

GUENZI, P., G. TROILO, "Integrating Marketing and Sales: A Means-End Approach" in 35th EMAC Conference - May 23-26, 2006, Athens, Greece

Marketing and sales integration an empirical examination of its antecedentes and consequences

ANCARANI, F., P. GUENZI, G. TROILO, "Marketing and sales integration an empirical examination of its antecedentes and consequences" in 3rd International Urbino Workshop on Business Markets "Organizing marketing and purchasing in business markets" - April 27-28, 2006, Urbino, Italy

Antecedents and consequences of depth and breadth of market knowledge

ATUAHENE GIMA, K., G. TROILO, L. DE LUCA, "Antecedents and consequences of depth and breadth of market knowledge" in Product Development and Management Association Conference - October 21-22, 2006, Atlanta, United States of America

Interpreting the reading experience: An introspective analysis

TROILO, G., V. CORNA, "Interpreting the reading experience: An introspective analysis" in 35th EMAC Conference - May 23-26, 2006, Athens, Greece

Integrating Marketing and Sales: A Means-End Approach

GUENZI, P., G. TROILO, "Integrating Marketing and Sales: A Means-End Approach" in National Conference in Sales Management, March 2-4, 2006, Minneapolis, United States of America

The impact of exhibit arrangements on visitors' emotions: an experiment at the Victoria & Albert Museum

TROILO, G., L. LEGRENZI, "The impact of exhibit arrangements on visitors' emotions: an experiment at the Victoria & Albert Museum" in 8th International Conference on Arts & Cultural Management - July 3-7, 2005, Montreal, Canada

Antecedents and consequences of Marketing and Sales integration

ANCARANI, F., P. GUENZI, G. TROILO, "Antecedents and consequences of Marketing and Sales integration" in 34th European Marketing Academy Conference - May 24-27, 2005, Milano, Italy

Building and managing different concepts of contemporary art museums

TROILO, G., "Building and managing different concepts of contemporary art museums" in 8th International Conference on Arts & Cultural Management - July 3-7, 2005, Montreal, Canada

Intepreting the reading experience: an introspective analysis

TROILO, G., V. CORNA, "Intepreting the reading experience: an introspective analysis" in 8th International Conference on Arts & Cultural Management - July 3-7, 2005, Montreal, Canada

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

In search of the determinants of cultural sponsorship

ADDIS, M., G. TROILO, "In search of the determinants of cultural sponsorship" in 7th AIMAC Conference - June 29-July 2, 2003, Milano, Italy

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

Building a Market Orientation in an Arts or Cultural institution

ADDIS, M., G. TROILO, "Building a Market Orientation in an Arts or Cultural institution" in AIMAC Annual Conference - July 1-4, 2001, Brisbane, Australia

Health Care Service Management: Customer or Competence Based?

CARÙ, A., G. TROILO, "Health Care Service Management: Customer or Competence Based?" in 4th International Research Seminar in "Service Management", June 4-7, 1996, Clos Guiot, Puyricard, France

Market Related Competences for New Product Development

CASTALDO, S., G. TROILO, G. VERONA, "Market Related Competences for New Product Development" in Italian Academy of Management, Firms and Innovation - November, 1995, Parma, Italy

Product Innovation between Competence development and the management of relations

CASTALDO, S., P. BERTOZZI, G. TROILO, G. VERONA, "Product Innovation between Competence development and the management of relations" in IMP, Network, Trust, Relationship - September, 1995, Manchester, Great Britain

Research Monographs

Marketing in Creative Industries: Value, Experience and Creativity

TROILO, G. - "Marketing in Creative Industries: Value, Experience and Creativity" - 2015, Palgrave Macmillan

Marketing Knowledge Management. Managing Knowledge in Market Oriented Companies

TROILO, G. - "Marketing Knowledge Management. Managing Knowledge in Market Oriented Companies" - 2006, Edward Elgar Publishing, Great Britain

Marketing knowledge management. La gestione della conoscenza nell'impresa orientata al mercato

TROILO, G. - "Marketing knowledge management. La gestione della conoscenza nell'impresa orientata al mercato" - 2001, Etas Libri, Milano, Italy

Management dei sistemi informativi di marketing. Competenze, fiducia e tecnologia in evoluzione

OSTILLIO, M. C., G. TROILO - "Management dei sistemi informativi di marketing. Competenze, fiducia e tecnologia in evoluzione" - 2000, Egea, Milano, Italy

Green management. L'ecologia come vantaggio competitivo per l'impresa

BERTOLINI, F., G. TROILO - "Green management. L'ecologia come vantaggio competitivo per l'impresa" - 1996, Egea, Milano, Italy

Book Translation/Book edition with Commentary

Marketing nei settori creativi

TROILO, G. - "Marketing nei settori creativi" - 2014, Pearson

Cases in International Case Collections

Berlucchi. Designing market development strategies

TROILO, G. - "Berlucchi. Designing market development strategies" - 2011, The Case Centre, Great Britain