

# Gaia Rubera

Full Professor



**Knowledge Group:** Marketing

**Research Domains:** Digital Marketing

**Teaching Domains:** Digital Marketing, Big Data and AI Marketing, Social Media Communication, Customer-Centric Innovation

[gaia.rubera@unibocconi.it](mailto:gaia.rubera@unibocconi.it)

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## Biography

Gaia Rubera è Amplifon Chair in Customer Science, Direttrice del Dipartimento di Marketing, Professoressa Ordinaria presso l'Università Bocconi e SDA Bocconi School of Management.

Presso SDA Bocconi è Direttrice dell'online program Fundamentals of Python e insegna Social Media Marketing nel programma MBA full time.

Le sue aree di interesse scientifico si focalizzano su Business Analytics, Social media marketing, Innovazione e sviluppo nuovi prodotti, Marketing strategico, Innovazione di design e Creatività. Gaia è stata responsabile per la ricerca presso il Center for Innovation alla Marshall School of Business, University of Southern California (2007-2008). Dal 2008 al 2012, è stata Assistant Professor nel dipartimento di Marketing della Michigan State University.

E' autrice di numerosi articoli che riguardano i temi da lei trattati. I suoi lavori sono stati pubblicati su importanti journal quali Marketing Science, Journal of Marketing, Strategic Management Journal, Journal of the Academy of Marketing Science, Journal of Service Research, Journal of Product Innovation Management e Journal of International Business Studies. E' inoltre Associate Editor del Journal of the Academy of Marketing Science e membro dell'editorial board del Journal of Product Innovation Management e del Journal of International Marketing. Siede nell'Academic Committee della Product Development Management Association (USA).

Gaia ha conseguito una laurea in Economia Aziendale e un PhD in Economia Aziendale e Management presso l'Università Bocconi.

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## Articles in Scholarly Journals

### **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

### **Terrorist Attacks, Cultural Incidents, and the Vote for Radical Parties: Analyzing Text from Twitter**

GIAVAZZI, F., F. IGLHAUT, G. LEMOLI, G. RUBERA, "Terrorist Attacks, Cultural Incidents, and the Vote for Radical Parties: Analyzing Text from Twitter", American Journal of Political Science, 2024, vol. 68, no. 3, pp. 1002-1021

### **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

### **Measuring Competition for Attention in Social Media: National Women's Soccer League Players on Twitter**

ROSSI, F., G. RUBERA, "Measuring Competition for Attention in Social Media: National Women's Soccer League Players on Twitter", Marketing Science, 2021, vol. 40, no. 6, pp. 1147-1168

### **Innovation for and from emerging countries: a closer look at the antecedents of trickle-down and reverse innovation**

GIANNETTI, V., G. RUBERA, "Innovation for and from emerging countries: a closer look at the antecedents of trickle-down and reverse innovation", Journal of the Academy of Marketing Science, 2020, vol. 48, no. 5, pp. 987-1008

### **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

### **New Product Creativity Antecedents and Consequences: Evidence from South Korea, Japan, and China**

NAKATA, C., G. RUBERA, S. IM, J. H. PAE, H. J. LEE, N. ONZO, H. PARK, "New Product Creativity Antecedents and Consequences: Evidence from South Korea, Japan, and China", Journal of Product Innovation Management, 2018, vol. 35, no. 6, pp. 939-959

### **Launch activities and timing in new product development**

CALANTONE, R. J., A. DI BENEDETTO, G. RUBERA, "Launch activities and timing in new product development", Journal of Global Scholars of Marketing Science (JGSMS), 2018, vol. 28, no. 1, pp. 33-41

### **Understanding the Importance of the Length of Global Product Rollout: An Examination in the Motion Picture Industry**

GRIFFITH, D. A., G. YALCINKAYA, G. RUBERA, V. GIANNETTI, "Understanding the Importance of the Length of Global Product Rollout: An Examination in the Motion Picture Industry", Journal of International Marketing, 2017, vol. 25, no. 4, pp. 50-69

### **You gotta serve somebody: the effects of firm innovation on customer satisfaction and firm value**

RUBERA, G., A. H. KIRCA, "You gotta serve somebody: the effects of firm innovation on customer satisfaction and firm value", Journal of the Academy of Marketing Science, 2017, vol. 45, no. 5, pp. 741-761

### **Open innovation, product portfolio innovativeness and firm performance: the dual role of new product development capabilities**

RUBERA, G., D. CHANDRASEKARAN, A. ORDANINI, "Open innovation, product portfolio innovativeness and firm performance: the dual role of new product development capabilities", Journal of the Academy of Marketing Science, 2016, vol. 44, no. 2, pp. 166-184

### **Selfie, big data e customer intelligence**

PADULA, G., G. RUBERA, "Selfie, big data e customer intelligence", Economia & Management, 2016, no. 1, pp. 19-21

### **Design Innovativeness and Product Sales' Evolution**

RUBERA, G., "Design Innovativeness and Product Sales' Evolution", Marketing Science, 2015, vol. 34, no. 1, pp. 98-115

### **Country-Level Performance of New Experience Products in a Global Rollout: The Moderating Effects of Economic Wealth and National Culture**

GRIFFITH, D. A., G. YALCINKAYA, "Country-Level Performance of New Experience Products in a Global Rollout: The Moderating Effects of Economic Wealth and National Culture", Journal of International Marketing, 2014, vol. 22, no. 4, pp. 1-20

### **Spinoffs versus buyouts: Profitability of alternate routes for commercializing innovations**

RUBERA, G., G. J. TELLIS, "Spinoffs versus buyouts: Profitability of alternate routes for commercializing innovations", Strategic Management Journal, 2014, vol. 35, no. 13, pp. 2043-2052

### **A Cross-Cultural Investigation of New Product Strategies for Technological and Design Innovations**

GRIFFITH, D. A., G. RUBERA, "A Cross-Cultural Investigation of New Product Strategies for Technological and Design Innovations", Journal of International Marketing, 2014, vol. 22, no. 1, pp. 5-20

### **When the Recipe Is More Important Than the Ingredients**

ORDANINI, A., A. PARASURAMAN, G. RUBERA, "When the Recipe Is More Important Than the Ingredients", Journal of Service Research, 2014, vol. 17, no. 2, pp. 134-149

### **Technology versus Design Innovation's Effects on Sales and Tobin's Q: The Moderating Role of Branding Strategy**

RUBERA, G., C. DROGE, "Technology versus Design Innovation's Effects on Sales and Tobin's Q: The Moderating Role of Branding Strategy", *Journal of Product Innovation Management*, 2013, vol. 30, no. 3, pp. 448-464

### **Firm Innovativeness and Its Performance Outcomes: A Meta-Analytic Review and Theoretical Integration**

RUBERA, G., A. H. KIRCA, "Firm Innovativeness and Its Performance Outcomes: A Meta-Analytic Review and Theoretical Integration", *Journal of Marketing*, 2012, vol. 76, no. 3, pp. 130-147

### **When Should RD&E and Marketing Collaborate? The Moderating Role of Exploration-Exploitation and Environmental Uncertainty**

CALANTONE, R., G. RUBERA, "When Should RD&E and Marketing Collaborate? The Moderating Role of Exploration-Exploitation and Environmental Uncertainty", *Journal of Product Innovation Management*, 2012, vol. 29, no. 1, pp. 144-157

### **Whether to Integrate R&D and Marketing: The Effect of Firm Competence**

RUBERA, G., A. ORDANINI, R. CALANTONE, "Whether to Integrate R&D and Marketing: The Effect of Firm Competence", *Journal of Product Innovation Management*, 2012, vol. 29, no. 5, pp. 766-783

### **Technological and Design Innovation Effects in Regional New Product Rollouts: A European Illustration**

RUBERA, G., D. A. GRIFFITH, G. YALCINKAYA, "Technological and Design Innovation Effects in Regional New Product Rollouts: A European Illustration", *Journal of Product Innovation Management*, 2012, vol. 29, no. 6, pp. 1047-1060

### **Launch timing and launch activities proficiency as antecedents to new product performance**

CALANTONE, R., C. A. DI BENEDETTO, G. RUBERA, "Launch timing and launch activities proficiency as antecedents to new product performance", *Journal of Global Scholars of Marketing Science (JGSMS)*, 2012, vol. 22, no. 4, pp. 290-309

### **Doing Good and Doing Better despite Negative Information?: The Role of Corporate Social Responsibility in Consumer Resistance to Negative Information**

EISINGERICH, A. B., G. RUBERA, M. SEIFERT, G. BHARDWAJ, "Doing Good and Doing Better despite Negative Information?: The Role of Corporate Social Responsibility in Consumer Resistance to Negative Information", *Journal of Service Research*, 2011, vol. 14, no. 1, pp. 60-75

### **Incorporating cultural values for understanding the influence of perceived product creativity on intention to buy: An examination in Italy and the US**

RUBERA, G., A. ORDANINI, D. A. GRIFFITH, "Incorporating cultural values for understanding the influence of perceived product creativity on intention to buy: An examination in Italy and the US", *Journal of International Business Studies*, 2011, vol. 42, no. 4, pp. 459-476

### **How does the application of an IT service innovation affect firm performance? A theoretical framework and empirical analysis on e-commerce**

ORDANINI, A., G. RUBERA, "How does the application of an IT service innovation affect firm performance? A theoretical framework and empirical analysis on e-commerce", *Information & Management*, 2010, vol. 47, no. 1, pp. 60-67

#### **Drivers of Brand Commitment: A Cross-National Investigation**

EISINGERICH, A. B., G. RUBERA, "Drivers of Brand Commitment: A Cross-National Investigation", *Journal of International Marketing*, 2010, vol. 18, no. 2, pp. 64-79

#### **Toward a contingency view of new product creativity: Assessing the interactive effects of consumers**

RUBERA, G., A. ORDANINI, D. MAZURSKY, "Toward a contingency view of new product creativity: Assessing the interactive effects of consumers", *Marketing Letters*, 2010, vol. 21, no. 2, pp. 191-206

#### **Managing Service Innovation and Interorganizational Relationships for Firm Performance**

EISINGERICH, A. B., G. RUBERA, M. SEIFERT, "Managing Service Innovation and Interorganizational Relationships for Firm Performance", *Journal of Service Research*, 2009, vol. 11, no. 4, pp. 344-356

#### **Strategic capabilities and internet resources in procurement**

ORDANINI, A., G. RUBERA, "Strategic capabilities and internet resources in procurement", *International Journal of Operations & Production Management*, 2008, vol. 28, no. 1, pp. 27-52

#### **The many moods of inter-organizational imitation: A critical review**

ORDANINI, A., G. RUBERA, R. DEFILLIPPI, "The many moods of inter-organizational imitation: A critical review", *International Journal of Management Reviews*, 2008, vol. 10, no. 4, pp. 375-398

#### **Integrating Functional Knowledge and Embedding Learning in New Product Launches**

ORDANINI, A., M. SALA, "Integrating Functional Knowledge and Embedding Learning in New Product Launches", *Long Range Planning*, 2008, vol. 41, no. 1, pp. 17-32

#### **La propensione al comportamento imitativo delle imprese: una revisione critica**

RUBERA, G., A. ORDANINI, R. DEFILLIPPI, "La propensione al comportamento imitativo delle imprese: una revisione critica", *Economia & Management*, 2008, no. 4, pp. 123-149

#### **Do resources mediate the relationships between the internet and performance in the marketing domain? Testing the role of customer orientation and brand equity**

ORDANINI, A., G. RUBERA, "Do resources mediate the relationships between the internet and performance in the marketing domain? Testing the role of customer orientation and brand equity", *International Journal of Internet Marketing and Advertising*, 2007, vol. 4, no. 1, pp. 4-25

#### **The Release of "Greatest Hits" in the Italian Recording Industry: An Empirical Analysis of Strategies and Timing**

ORDANINI, A., G. RUBERA, "The Release of "Greatest Hits" in the Italian Recording Industry: An Empirical Analysis of Strategies and Timing", *International Journal of Arts Management*, 2004, vol. 6, no. 3, pp. 24-36

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## Editorials in Journal

### **Special issue guest editorial: “Advancing broad and deep understanding in innovation management: Meta-analyses and literature reviews”**

NOBLE, C. H., J. SPANJOL, A. H. KIRCA, G. RUBERA, "Special issue guest editorial: “Advancing broad and deep understanding in innovation management: Meta-analyses and literature reviews”", Journal of Product Innovation Management, 2025, vol. 42, no. 1, pp. 9-17

### **Introduction: Special section on Contemporary marketing strategy research**

RUBERA, G., K. TULI, S. WUYTS, "Introduction: Special section on Contemporary marketing strategy research", International Journal of Research in Marketing, 2024, vol. 41, no. 2, pp. 171-173

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## Other

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

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

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## Proceedings/Presentations

### **Removing influencers from social media platforms: how do consumers fill the attention void? The case of Donald Trump’s deplatforming**

BOLOGNI, F., G. RUBERA, V. SCHOENMUELLER, "Removing influencers from social media platforms: how do consumers fill the attention void? The case of Donald Trump’s deplatforming" in XXI SIM Conference: Brands and Purpose in a changing era, October 17-19, 2024, Milano, Italy

### **Innovating for women? The relationship between female influence on the top management team and innovation’s focus**

CAPRARA, M., G. RUBERA, "Innovating for women? The relationship between female influence on the top management team and innovation’s focus" in XXI SIM Conference: Brands and Purpose in a changing era, October 17-19, 2024, Milano, Italy

### **Product's Characteristics as Drivers of Trickle-Down and Reverse Innovation: Evidence from the Food Industry**

GIANNETTI, V., G. RUBERA, "Product's Characteristics as Drivers of Trickle-Down and Reverse Innovation: Evidence from the Food Industry" in Product Innovation Management Annual Global Conference - October, 2016, Atlanta, GA, United States of America

### **Is Beauty in the Eye of the Beholder? The Effect of Firm Innovation on Consumer and Investor Responses**

RUBERA, G., A. H. KIRCA, "Is Beauty in the Eye of the Beholder? The Effect of Firm Innovation on Consumer and Investor Responses" in AMA Winter Conference - February 15-17, 2013, Las Vegas, NV, United States of America

#### **Open Innovation Practices and Innovation Outcomes: The Moderating Role of New Product Capabilities**

RUBERA, G., D. CHANDRASEKARAN, A. ORDANINI, "Open Innovation Practices and Innovation Outcomes: The Moderating Role of New Product Capabilities" in Product Innovation Management Annual Global Conference - October, 2012, Orlando, FL, United States of America

#### **The Moderating Effects of National Innovation Systems on the Firm Innovativeness-Performance Relationship**

KIRCA, A. H., G. RUBERA, "The Moderating Effects of National Innovation Systems on the Firm Innovativeness-Performance Relationship" in AMA Winter Conference - February 17-19, 2012, St. Petersburg, FL, United States of America

#### **The Effects of Creativity on Intention-To-Buy a New Service: A Configurational Analysis**

ORDANINI, A., G. RUBERA, A. PARASURAMAN, "The Effects of Creativity on Intention-To-Buy a New Service: A Configurational Analysis" in INFORMS Annual Meeting, November 13-16, 2011, Charlotte, NC, United States of America

#### **Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities**

RUBERA, G., D. CHANDRASEKARAN, A. ORDANINI, "Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities" in 33rd INFORMS Marketing Science Conference - June 9-11, 2011, Houston, TX, United States of America

#### **The Role of National Innovations Systems in the Firm Innovativeness-Performance Relationship**

KIRCA, A. H., G. RUBERA, "The Role of National Innovations Systems in the Firm Innovativeness-Performance Relationship" in AIB Annual Meeting - June 24-28, 2011, Nagoya, Japan

#### **Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities**

RUBERA, G., A. ORDANINI, D. CHANDRASEKARAN, "Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities" in AMA Winter Conference - February 18-20, 2011, Austin, TX, United States of America

#### **Technological and Design Innovation Effects in Regional New Product Rollouts: A European Illustration**

RUBERA, G., D. A. GRIFFITH, G. YALCINKAYA, "Technological and Design Innovation Effects in Regional New Product Rollouts: A European Illustration" in AMA Global Marketing Special Interest Group Conference - January 13-16, 2011, Cancun, Mexico

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## **Working Papers**

#### **Terrorist Attacks, Cultural Incidents and the Vote for Radical Parties: Analyzing Text from Twitter**

GIAMBAZZI, F., F. IGLHAUT, G. LEMOLI, G. RUBERA - "Terrorist Attacks, Cultural Incidents and the Vote for Radical Parties: Analyzing Text from Twitter" - 2020, National Bureau of Economic Research, Working Paper 26825

#### **Does It Fit? Tweeting on Monetary Policy and Central Bank Communication**

MASCIANDARO, D., G. RUBERA, D. ROMELLI - "Does It Fit? Tweeting on Monetary Policy and Central Bank Communication" - 2020, SUERF, Policy Note, Issue No 147

#### **Peer Networks and Entrepreneurship: A Pan-African RCT**

VEGA-REDONDO, F., P. PIN, D. UBFAL, C. BENEDETTI-FASIL, C. BRUMMITT, G. RUBERA, D. HOVY, T. FORNACIARI - "Peer Networks and Entrepreneurship: A Pan-African RCT" - 2020, IZA - Institute of Labor Economics, Discussion Paper No. 12848

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## **Textbooks**

#### **Python For Non-Pythonians - How To Win Over Programming Languages**

RUBERA, G., F. GROSSETTI - "Python For Non-Pythonians - How To Win Over Programming Languages" - 2020, Bocconi University Press - BUP, Milano, Italy

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

#### **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