

# 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

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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**

GIAVOLI, 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**

### **Attention is not forever: how startups engage with the market - L'attenzione non è per sempre: come le startup dialogano con il mercato**

CILLO, P., G. RUBERA, "Attention is not forever: how startups engage with the market - L'attenzione non è per sempre: come le startup dialogano con il mercato", *SDA Bocconi Insight*, 15 December 2025

### **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**

CAPRARÀ, 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**

GIAVOLI, 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