

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

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

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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

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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

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

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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

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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

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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

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

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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

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

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

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

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

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

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