

Gaia Rubera

Amplifon Chair in Customer Science
Full Professor
Department Chair, Marketing Department
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EMPLOYMENT

Department Chair Department of Marketing Bocconi University	2019-present
Full Professor Department of Marketing Bocconi University	2017-present
Associate Professor Department of Marketing Bocconi University	2012- 2017
Assistant Professor Department of Marketing Eli Broad College of Business Michigan State University	2008- 2012
Research Manager Center for Global Innovation (Director: Prof. Gerard Tellis) Marshall School of Business University of Southern California	2007- 2008

EDUCATION

2004- 2008	Ph.D. in Business Administration Università Commerciale L. Bocconi, Milano, Italy
1999-2003	Bachelor of Science in Business Administration Università Commerciale L. Bocconi, Milano, Italy

MAIN PUBLISHED PAPERS

1. Rossi Federico and **Rubera Gaia** (2021), “Measuring Competition for Attention in Social Media: NWSL Players on Twitter”, *Marketing Science*, 40(6): 1009-1216.
2. Giannetti Verdiana and **Rubera Gaia** (2019), “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*, 47(2): 1-22.
3. Cillo Paola, Griffith David A., and **Rubera Gaia** (2018), “The New Product Portfolio Innovativeness-Stock Returns Relationship: The Role of Large Individual Investors’ Culture”, *Journal of Marketing*, 82 (16): 49-70.
4. Nakata Cheryl, **Rubera Gaia**, Im Subin, Jae H. Pae, Hyun Jung Lee, Naoto Onzo, Heungsoo Park (2018), “New Product Creativity Antecedents and Consequences: Evidence from South Korea, Japan, and China”, *Journal of Product Innovation Management*, 35 (6): 939-959.
5. **Rubera Gaia**, Kirca Ahmet J. (2017), “You Gotta Serve Somebody: The Effects of Firm Innovation on Customer Satisfaction and Firm Value”, *Journal of the Academy of Marketing Science*, 45 (5):741-761.
6. Griffith David A., Yalcinkaya Goksel, **Rubera Gaia**, and Giannetti Verdiana (2017), Understanding the Importance of the Length of Global Product Rollout: An Examination in the Motion Picture Industry, *Journal of International Marketing*, 25(4), 50-69.
7. **Rubera Gaia**, Chandrasekaran Deepa and Ordanini Andrea (2016), “Open Innovation, Product Portfolio Innovativeness and Firm Performance: The Dual Role of New Product Development Capabilities”, *Journal of the Academy of Marketing Science*, 44(2), 166-184.
8. **Rubera Gaia** (2015), “Design Innovativeness and Product Sales’ Evolution”, *Marketing Science*, 34(1), 98-115.
9. **Rubera Gaia** and Tellis Gerard J. (2014), “Spinoffs versus Buyouts: Profitability of Alternate Routes for Commercializing Innovations”, *Strategic Management Journal*, 35(13), 2043-2052.
10. Ordanini Andrea, Parasuraman A., and **Rubera Gaia** (2014), “When the Recipe is More Important Than the Ingredients: A Qualitative Comparative Analysis (QCA) of Service Innovation Configurations”, *Journal of Service Research*, 17(2): 134-149. Winner of the 2017 “Emerald Citations of Excellence Award”
11. Griffith David A., Yalcinkaya Goksel, and **Rubera Gaia** (2014), “Country-level performance of new experience products in a global rollout: The moderating effects of economic wealth and national culture”, *Journal of International Marketing*, 22 (4), 1-20

12. Griffith David A., and **Rubera Gaia** (2014), “A Cross-Cultural Investigation of New Product Strategies for Technological and Design Innovations,” *Journal of International Marketing*, 22(1): 5-20.
13. **Rubera Gaia** and Droge Cornelia (2013), “Technology Versus Design Innovation’s Effects on Sales and Tobin’s Q: The Moderating Role of Branding Strategy”, *Journal of Product Innovation Management*, 30(3): 448-464.
14. **Rubera Gaia** and Kirca Ahmet H. (2012), “Firm Innovativeness and its Performance Outcomes: A Meta-Analytic Review and Theoretical Integration,” *Journal of Marketing*, 76(3): 130-147.
15. **Rubera Gaia**, Griffith David A., and Yalcinkaya, Goksel (2012), “Technological and Design Innovation Effects in Regional New Product Rollouts: A European Illustration”, *Journal of Product Innovation Management*, 29(6): 1047-1060.
16. **Rubera Gaia**, Ordanini Andrea, and Calantone Roger (2012), “Whether to Integrate R&D and Marketing: The Effect of Firm Knowledge”, *Journal of Product Innovation Management*, 9(5): 766–783.
17. Calantone Roger and **Rubera Gaia** (2012), “When should RD&E and Marketing Collaborate? The Moderating Role of Exploration-Exploitation and Environmental Uncertainty”, *Journal of Product Innovation Management*, 29(1): 144-157.
18. **Rubera Gaia**, Ordanini Andrea, and Griffith David A. (2011), “Incorporating Cultural Values for Understanding the Influence of Perceived Product Creativity on Intention to Buy: An Examination in Italy and the U.S.” *Journal of International Business Studies*, 42(4): 459-476.
19. Eisingerich Andreas, **Rubera Gaia**, Seifert Matthias and Bhardwaj Gunjan (2011), “Doing Good and Doing Better Despite Negative Information? The Role of Corporate Social Responsibility in Consumer Resistance to Negative Information”, *Journal of Service Research*, 14(1), 60-75.
20. **Rubera Gaia**, Ordanini Andrea, and Mazursky David (2010), “Toward a Contingency View of New Product Creativity: Assessing the Interactive Effects of Consumers Characteristics”, *Marketing Letters*, 21(2): 191-206
21. Eisingerich Andreas and **Rubera Gaia** (2010), “Drivers of Brand Commitment: A Cross-National Investigation”, *Journal of International Marketing*, 18(2), 64-79.
22. Eisingerich Andreas, **Rubera Gaia**, and Seifert Matthias (2009) “Managing Service Innovation and Interorganizational Relationships for Firm Performance: The Strength of Strong Relationships in Services”, *Journal of Service Research*, 11(4): 344-356.

23. Ordanini Andrea, **Rubera Gaia**, and DeFillippi Robert (2008), “The Many Moods of Inter-Organizational Imitation: A Critical Review”, *International Journal of Management Reviews*, 9 (2): 1-24.
24. Ordanini Andrea and **Rubera Gaia** (2008) “Strategic Capabilities and Internet Resources in Procurement: A Resource-Based View of B-to-B Buying Process,” *International Journal of Operations and Production Management*, 28(1): 27-53, Winner of the “Highly Commended Award” – Emerald Literati Network Awards for Excellence 2009

WORKING PAPERS

Francesco Giavazzi, Felix Iglhaut, Giacomo Lemoli and **Gaia Rubera** (2020) [Terrorist Attacks, Cultural Incidents and the Vote for Radical Parties: Analyzing Text from Twitter](#), NBER (National Bureau of Economic Research) WORKING PAPER 26825

Donato Masciandaro, Davide Romelli, and **Gaia Rubera** (2020) [Tweeting on Monetary Policy and Market Sentiments: The Central Bank Surprise Index](#), SUERF (The European Monetary and Finance Forum) Policy Note, Issue No 147

Fernando Vega-Redondo, Paolo Pin, Diego Ubfal, Cristiana Benedetti-Fasil, Charles Brummitt, **Gaia Rubera**, Dirk Hovy, Tommaso Fornaciari [Peer networks and entrepreneurship: A Pan-African RCT](#), IZA (Institute for the Study of Labor) Discussion Paper No. 12848

MOST RECENT CONFERENCE PRESENTATIONS/ PROCEEDINGS

Francesco Giavazzi, Felix Iglhaut, Giacomo Lemoli and **Gaia Rubera** (2020), [“Terrorist Attacks, Cultural Incidents and the Vote For Radical Parties: Analyzing Text From Twitter”](#), **Invited Seminar**, Workshop Series on Using Text as Data in Policy Analysis, June 2021, **Hoover Institution**

Rubera Gaia “Innovating in the Data Driven Economy”, **Keynote speech at JAMS Thought Leadership Conference** (invite-only conference for marketing strategy scholars), May 2019, Bocconi University

Rubera Gaia “Innovation trends in marketing research”, **Marketing Strategy Consortium** (invite-only conference for marketing strategy scholars), February 2019, Indiana University, IN

Cillo Paola, Francesco Balocco, and **Rubera Gaia**, “A Natural Language Processing Analysis of the Effect of Quarterly Conference Calls on Analyst Ratings”, **Winter AMA 2018**, February 2018, New Orleans, LA

Rubera Gaia and Cillo Paola, “The Effect of Innovation on Investor Acquisition and Retention”, **Winter AMA 2017**, February 2017, Orlando, FL

Giannetti Verdiana and **Rubera Gaia**, “Product's Characteristics as Drivers of Trickle-Down and Reverse Innovation: Evidence from the Food Industry”, **Winter AMA 2017**, February 2017, Orlando, FL

Khimina Svetlana and **Rubera Gaia** “Design Innovativeness: Concept and Effect on Performance”, **Product Innovation Management Annual Global Conference**, October 2016, Atlanta, GA

Giannetti Verdiana and **Rubera Gaia**, “Product's Characteristics as Drivers of Trickle-Down and Reverse Innovation: Evidence from the Food Industry”, **Product Innovation Management Annual Global Conference**, October 2016, Atlanta, GA

Rubera Gaia “Strategies for Contributing to the International Marketing Literature”, Invited speaker at the AMA Global Marketing Panel as Promising Young Scholar, **Winter AMA 2015**, February 2015, San Antonio, TX

Rubera Gaia and Kirca Ahmet H. “Is Beauty in the Eye of the Beholder? The Effect of Firm Innovation on Consumer and Investor Responses”, **Winter AMA 2013**, February 2013, Las Vegas, NV

Rubera Gaia, Chandrasekaran Deepa and Ordanini Andrea, “Open Innovation Practices and Innovation Outcomes: The Moderating Role of New Product Capabilities” **Product Innovation Management Annual Global Conference**, October 2012, Orlando, FL

Kirca Ahmet H., and **Rubera Gaia** “The Moderating Effects of National Innovation Systems on the Firm Innovativeness-Performance Relationship”, **Winter AMA 2012**, February 2012, St. Petersburg, FL

Ordanini Andrea, **Rubera Gaia** and Parasuraman A., “The Effects of Creativity on Intention-To-Buy a New Service: A Configurational Analysis”, **INFORMS Annual Meeting**, November 2011, Charlotte, NC

Rubera Gaia, Chandrasekaran Deepa and Ordanini Andrea, “Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities”, **33rd Informs Marketing Science Conference**, June 2011, Houston, TX

Kirca Ahmet H., and **Rubera Gaia** “The Role of National Innovations Systems in the Firm Innovativeness-Performance Relationship” AIB 2011 Annual Meeting, June 2011, Nagoya, Japan

Rubera Gaia, Ordanini Andrea, and Chandrasekaran Deepa, “Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities”, **Winter AMA 2011**, February 2011, Austin, TX

Rubera Gaia, Griffith David A., and Yalcinkaya, Goksel, “Technological and Design Innovation Effects in Regional New Product Rollouts: A European Illustration”, January 2011, 2011 **AMA Global Marketing Special Interest Group Conference**, Cancun, Mexico

GRANTS

Finalist, **ERC Consolidator Grant 2018**, panel SH1

NVIDIA GPU Grant, 2017

Finalist, **ERC Starting Grant 2014**, panel SH1

Marketing Science Institute Research Grant: “Looking Good or Being Good? An Investigation into the Complementary and Contrasting Effects of Technological Innovation and Design Innovation”

Broad College of Business, Michigan State University, *Summer Grant*, 2011 and 2012

CIBER, Michigan State University, *Professional Development Grant*

CIBER, Michigan State University, *Travel Award in Support of Scholarship*

Lloyd Greif Center for Entrepreneurial Studies – University of Southern California
“Alternate Routes to Corporate Entrepreneurship: Market- Based Spinoffs versus Buyouts”

TEACHING EXPERIENCE

Bocconi University

2021	Mediation, Moderation, and Multilevel Modeling (PhD)
2019- present	20600 Deep Learning for Computer Vision (MSc)
2019- present	20593 Innovation and Marketing Analytics (MSc)
2019- present	Social Media Marketing (MBA)
2019- present	Marketing Analytics (Master in Marketing and Communication)
2018-present	Python for MBA students (MBA)
2017-2020	40374: Advanced Marketing and Management Research (PhD)
2016- present	20543: Social Media Marketing (MSc)
2016-2017	40319: Marketing Research Methods (PhD)
2015-2019	40065: Advanced Marketing Strategy (PhD)
2012	30259: New Products and Product Management (BA)
2012- 2015	20434: Marketing Decisions - International Product Launch (MSc)
2012	30015: Marketing (BA)

Michigan State University

2011- 2012	MKT 420: New Product Design and Development (course offered to marketing and engineering students)
2008- 2012	MKT 410: Product Innovation and Management
2008- 2009	PIM 871: Product/Service Innovation and Management Weekend MBA students)

AWARDS AND HONORS

Invited Faculty at the 2020 AMA-Seth Foundation Doctoral Consortium, Indiana University

Invited Faculty at the 2021 Marketing Strategy Consortium, University of Texas at Austin

Invited Faculty at the 2020 Marketing Strategy Consortium, Indiana University

2017 Emerald Citations of Excellence Award. This annual award recognizes the 50 most outstanding articles published by the top 300 management, business, and economics journals in the world. Around 300,000 articles are eligible for this award.

Best Paper Award by Theme “Marketing to and Around the World” at the AMA (American Marketing Association) 2017 Winter Conference

Bocconi Teaching Innovation Award for the course “Social Media Marketing”, 2017
Bocconi Research Excellence Award, 2013 and 2016

Highly Commended Award Winner at the Emerald Literati Network Awards for Excellence 2009 (Journal of Operations & Production Management).

Highly Commended Paper Award at Quis 11 (International Research Symposium on Service Excellence in Management), June 11-14, 2009 Wolfsburg, Germany

Kauffman Foundation support for Early Stage Scholars to attend the Annual Research Symposium on Marketing and Entrepreneurship, 2010

PROFESSIONAL SERVICE

Associate Editor

- § Journal of the Academy of Marketing Science
- § International Journal of Research in Marketing
- § Journal of Product Innovation Management

Editorial Board

- § Journal of International Marketing

Leadership role in Academic Organizations

- § Member of the Academic Council of the Product Development Management Association (the Association publishes the *Journal of Product Innovation Management*)
- § Member of the Committee for the Internationalization, Italian Marketing Association

Ad Hoc Reviewer

- § Journal of Marketing
- § Journal of Marketing Research
- § Strategic Management Journal
- § Journal of Service Research

Conference Chair

2020 PDMA Research Forum (event moved online).

Doctoral Competition Chair

- § Chair of the 2022 and 2016 PDMA Dissertation Proposal Competition
- § 2015-present: Founder and organizer of the Italian Doctoral & Research Colloquium, sponsored by the Italian Marketing Association

Conference Associate Editor

2017 AMA Winter Conference

Conference Track Chair

2020: AMA Summer Conference: Platform and Sharing Economies

2016- 2017 EMAC: Innovation & New Product and Service Developments Track

2013 AMA Winter Conference: New Product Development, Product Management and Entrepreneurship Track

2010 AMA Summer Conference: New Product Development, Product Management and Entrepreneurship Track

Conference Session Chair

AMA Summer Conferences, AMA Winter Conferences, 2011 AMA Global Marketing Special Interest Group Conference

Doctoral Colloquium

2022 EMAC Marketing Strategy, Advanced Track, Co-Chair

2021 PDMA Shark Tank, Co-Chair

2021 EMAC Marketing Strategy, Beginner Track, Chair

Updated: 20/12/2021

Conference Reviewer

Academy of Marketing Science Conferences, AMA Summer Conferences, AMA Winter Conferences, EMAC Conferences

Book Reviewer

Sage Publications

Grant Reviewer

ERC Starting Grants

Hong Kong Research Grant Council

Special Issue Editor

Contemporary Marketing Strategy Research: New Perspectives for the Digital Economy, *International Journal of Research in Marketing* (2022) with Kapil Tuli (Singapore Management University) and Stefan Wuyts (Penn State)

Advancing Broad and Deep Understanding in Innovation Management: Meta-analyses and Literature Reviews, *Journal of Product Innovation Management* (2022) with Charles Noble (University of Tennessee), Jelena Spanjol (Ludwig-Maximilians-Universität München), and Ahmet H. Kirca (Michigan State University)

DOCTORAL STUDENT SUPERVISION

Dissertation Committee

Svetlana Khimina (2018 - Bocconi University)

Verdiana Giannetti (2018- Bocconi University)

Erkan Ozkaya (2011- Michigan State University)

Current PhD student supervision

Serena Pugliese (2018-)

Sepehr Safari (2019-)

Margherita Caprara (2020-)

Arvin Moazemi (2021-)

Francesco Bologni (2021-)

UNIVERSITY SERVICE

Bocconi University

Updated: 20/12/2021

2019- Director of the Marketing Department
2019- Member of the Technology Steering Committee
2016-2020 Director of the Master of Science in Data Science and Business Analytics
2014-2016 PhD in Business Administration and Management: Coordinator and Placement Officer for the Marketing Curriculum
2012-2018 Member of the University Research Committee
2012-2019 Member of the Hiring Committee, Marketing Department
2014-2019 Member of the Executive Committee, Marketing Department
2016-2019 Member of the Senior Hiring Committee, Marketing Department

Eli Broad College of Business at Michigan State University

2010-2012 Member of the Undergraduate Programs Committee

MEDIA COVERAGE

[I big del tech diranno come sarà la moda](#)

ItaliaOggi, 17/06/2021

[Big Data, privacy e cookies](#)

SnackNews, online event organized by Corriere della Sera, 26/04/2021

Google abbandona i cookies pubblicitari

SkyTG24 Business, 09/03/2021

Facebook e gli editori in Australia

SkyTG24 Business, 23/02/2021

Section 230: Diritto di parola o diritto di censura?

Class CNBC, 10/27/2020

Boicottaggio delle multinazionali alle inserzioni pubblicitarie su Facebook

SkyTG24 Business, 09/07/2020

[Coronavirus e social, tra calcio e politica ecco di cosa parlano gli italiani su Twitter](#)

La Stampa, 05/02/2020

Intelligenza Artificiale e Democrazia

SmartCity, Radio 24, 21/02/2020

[Così algoritmi, big data e intelligenza artificiale cambieranno la democrazia](#)

Formiche, Maggio 2020

[Buon compleanno YouTube! 13 anni di sfide e successi rivoluzionari](#)

Updated: 20/12/2021

Snack News, Corriere della Sera, 27/04/2018

[Fenomeno eSports, anche l'Italia si mette in gioco](#)

Snack News, Corriere della Sera, 13/04/2018

Google e la privacy online, come sono tracciati nostri dati
27/03/2018, SkyTg24

[I cinesi cambiano Snapchat. Ecco come](#)

Snack News, Corriere della Sera, 15/11/2017

Facebook e la privacy: quattro cose da sapere sul social network
27/12/2017, SkyTg24

[Da grande farà la Youtuber](#)

Snack News, Corriere della Sera, 20/10/2017

Attacco alla rete
18/05/2017 Petrolino, Rai Uno

[Big Data, la partita ancora da giocare](#)

12/05/2017, ItaliaOggi

[«Internet first»: un consiglio che le università italiane faticano ad applicare](#)

23/05/2016, Il Sole 24 Ore

[Facebook e LinkedIn preziosi alleati delle società finanziarie](#)

24/02/2016, Il Sole 24 Ore

[Vuoi un prestito? Attento a come usi Facebook e LinkedIn](#)

24/02/2016, QuiFinanza

[Quello scatto online che rivela tutto di noi. Ora il marketing va a caccia di selfie](#)

10/02/2015, La Repubblica

[Dimmi come fai il selfie e ti dirò che consumatore sei](#)

04/02/2015, Corriere Innovazione, Corriere della Sera

[Noi ci facciamo i selfie e le grandi aziende guadagnano](#)

02/02/2015, Linkiesta

[Ad amare davvero un'auto innovativa ci mettiamo 3 anni](#)

23/01/2015, Linkiesta

[La nuova strategia delle aziende sui social? Twittarsi a vicenda](#)

05/06/2014, 6Gradi, Corriere della Sera

Updated: 20/12/2021

[Clienti e Social, maniere al bando](#)

19/06/2014, ItaliaOggi

[Tesco Mobile, su Twitter l'antipatia è un successo. E conquista clienti](#)

22/06/2014, Il Fatto Quotidiano

[Selfie e Big Data, così il marketing ci spia sui social network](#)

13/05/2015, Eta Beta (Rai)

Happy Summer, Happy Capital

11/07/2014, Radio Capital

INVITED SPEAKER AT BUSINESS CONFERENCES AND PUBLIC EVENTS

Panelist at **Born Digital Connect** (Startupitalia and Google Cloud joint program), March 2021

Panelist at **Milano Festival Italiano di Marketing**, March 2021

The Perils of AI: Can we Hack a Democracy? [Mediterranean Machine Learning Summer School](#), event organized by **Google DeepMind**, January 2021

[Dai Big Data all'Intelligenza Artificiale: Possiamo hackerare una democrazia?](#),

MEETmeTONIGHT - Notte dei Ricercatori, September 2019

Premio "Vincenzo Dona, voce dei consumatori": L'Intelligenza dei Dati, event organized by the Italian Consumer Association, Speaker: "*Dai Big Data Al Machine Learning*" (December 2018)

Digital Convergence Day, event organized by Digital Box, Speaker in the Round Table: "*Riflessioni sull'Intelligenza Artificiale*" (June 2018)

Influencer Marketing: Trends and Directions, event organized by Buzzoole, Speaker: "*Data-Driven Marketing: The role of Big Data and Machine Learning*" (June 2018)

Bocconi Startup Day, Speaker: "*Can Artificial Intelligence Predict Startup Success?*" (November 2017)

Machine Learning Spotlight in Lifesciences, event organized by DLA Piper and Media for Health, Speaker: "*Le Nuove Frontiere del Machine Learning*", Speaker (July 2018).

Snack News, event organized by Corriere della Sera and Bocconi University, Speaker: "*Social Media Data Economy: Cambridge Analytica and Social Bots*" (March 2018)

CEMS Benchmarking Meeting: Digital or Human Power, Speaker: "*Big Data: Opportunities or Threats?*" Speaker (June 2017).

Updated: 20/12/2021

New Frontiers in Artificial Intelligence, event organized by Enflux, Speaker: “*Marketing Analytics and Machine Learning*” (June 2017).

2017 STEM in the City, Speaker: “*Digital & Big Data in Business and Marketing*” (April 2017).