

Gaia Rubera

Amplifon Chair in Customer Science

Full Professor

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EMPLOYMENT

Department Chair Department of Marketing Bocconi University	2019-2025
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

PUBLISHED PAPERS

1. Paola Cillo and **Rubera Gaia** (Forthcoming), “Grow Old with Me: The Temporal Dynamics of Founder-Market Interactions in Capturing Market Attention”, *Academy of Management Journal*
2. Janani Saeed, Wiles Michael, and Rubera Gaia (Forthcoming), “Designed For Growth: Product Design Capability And Its Sales Growth Impact”, *Journal of the Academy of Marketing Science*
3. Paola Cillo and **Rubera Gaia** (2025), “[Generative AI in innovation and marketing processes: A roadmap of research opportunities](#)”, *Journal of the Academy of Marketing Science*, 53: 684-701.
4. Giavazzi Francesco, Iglhaut Felix, Lemoli Giacomo, and **Rubera Gaia** (2023), “Terrorist Attacks, Cultural Incidents, and the Vote for Radical Parties: Analyzing Text from Twitter”, *American Journal of Political Science*, 68(3): 1002-1021.
5. Rossi Federico and **Rubera Gaia** (2021), “Measuring Competition for Attention in Social Media: NWSL Players on Twitter”, *Marketing Science*, 40(6): 1009-1216.
6. 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.
7. 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.
8. 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.
9. **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.
10. 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.
11. **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.

12. **Rubera Gaia** (2015), “Design Innovativeness and Product Sales’ Evolution”, *Marketing Science*, 34(1), 98-115.
13. **Rubera Gaia** and Tellis Gerard J. (2014), “Spinoffs versus Buyouts: Profitability of Alternate Routes for Commercializing Innovations”, *Strategic Management Journal*, 35(13), 2043-2052.
14. 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”
15. 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
16. 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.
17. **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.
18. **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.
19. **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.
20. **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.
21. 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.
22. **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.

23. 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.
24. **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
25. Eisingerich Andreas and **Rubera Gaia** (2010), “Drivers of Brand Commitment: A Cross-National Investigation”, *Journal of International Marketing*, 18(2), 64-79.
26. 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.
27. 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.
28. Ordanini Andrea, **Rubera Gaia**, and Sala Mario (2008), “Integrating Functional Knowledge and Embedding Learning in New Product Launch: How Projects Helped EMI Music,” *Long Range Planning*, 41(2): 17-32
29. 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
30. Ordanini Andrea and **Rubera Gaia** (2007) “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*, 4(1): 4-25.
31. Ordanini Andrea and **Rubera Gaia** (2004) “Launching Strategies and Time-to-Market: An Empirical Analysis of Greatest Hits Success in the Italian Recording Market”, *International Journal of Arts Management*” 6(3): 24-36.

EDITORIALS

Rubera Gaia, Li Weifeng, and Hulland John (2025) “[Generative artificial intelligence: Marketing’s death knell or ringing in a new era?](#)”, *Journal of the Academy of Marketing Science*, 53: 673-676.

Noble Charles H, Spanjol Jelena, Kirca Ahmet H, and **Rubera Gaia** (2025), “Advancing broad and deep understanding in innovation management: Meta-analyses and literature reviews”, 42(1): 9-17.

Rubera Gaia, Tuli Kapil, and Stefan Wuyts (2024), “Introduction: Special section on Contemporary Marketing Strategy Research”, *International Journal of Research in Marketing*, 41(2): 171-173.

WORKING PAPERS

Cillo Paola and **Rubera Gaia** [The Innovation Paradox: A Magnet For Investors, A Trigger For Sell-Offs](#)

Masciandaro Donato, Romelli Davide, and **Rubera Gaia** (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

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

INVITED SEMINARS/TALKS

EDHEC, *From AI to AI: Harnessing Artificial Intelligence as a Research Frontier and Tools*, Nice, July 2025

ESSEC Marketing Camp, Paris, December 2024

Liverpool Business School, May 2024

“Generative AI and New Opportunities in Service Research”, **Keynote speech at Let’s Talk About Service (LTAS) Conference**, University of Namur in Belgium, December 2023

JPIM Research Forum, Invited speaker: “Innovations in Emerging Economies”, New Orleans, September 2023

HEC Marketing Research Camp, Paris, November 2022

MINT Research Centre, **Skema Business School**, “Cut Through the Review: Let Your Voice Be Heard”, Paris, September 2022

Online Seminar in Economics + Data Science hosted at **ETH Zurich**, “Terrorist Attacks, Cultural Incidents, and the Vote for Radical Parties: Analyzing Text From Twitter”, April 2022

WU Vienna, “Across the Universe: Using Computer Vision to Understand Consumers”, University of Economics and Business, November 2021

Hoover Institution, Invited Seminar (online) “Terrorist Attacks, Cultural Incidents, and the Vote for Radical Parties: Analyzing Text From Twitter”, Workshop Series on Using Text as Data in Policy Analysis, June 2021

LMU München, Center for Advanced Management Studies, “Blessed from Birth: Using Twitter Data to Predict Startup Success”, June 2019

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

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

“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

Erasmus University, “Shall I Tweet you?”, April 2014

AWARDS AND HONORS

2022	Invited Faculty, JAMS Thought Leadership Conference (invite-only conference)
2022	Bocconi Teaching Excellence Award for the course “Mediation, Moderation, and Multilevel Modeling”
2021	Invited Faculty, AMA-Seth Foundation Doctoral Consortium (invite-only conference), Indiana University
2021	Invited Faculty, Marketing Strategy Consortium (invite-only conference), University of Texas at Austin
2020	Invited Faculty, Marketing Strategy Consortium (invite-only conference), 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.
2017	Best Paper Award by Theme “Marketing to and Around the World” at the AMA (American Marketing Association) Winter Conference
2017	Bocconi Teaching Innovation Award for the course “Social Media Marketing”
2023, 2022, 2018, 2016, 2013 Bocconi Research Excellence Award	
2010	Kauffman Foundation support for Early Stage Scholars to attend the Annual Research Symposium on Marketing and Entrepreneurship
2009	Highly Commended Award Winner at the Emerald Literati Network Awards for Excellence (Journal of Operations & Production Management).
2009	Highly Commended Paper Award at Quis 11 (International Research Symposium on Service Excellence in Management), June 11-14, 2009 Wolfsburg, Germany

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

2023- present	20895 Innovating in the Data Economy (MSc)
2021- present	40374 Mediation, Moderation, and Multilevel Modeling (PhD)
2019- present	Social Media Marketing (MBA)
2019- present	Marketing Analytics (Master in Marketing and Communication)
2019- 2023	20600 Deep Learning for Computer Vision (MSc)
2019- 2023	20593 Innovation and Marketing Analytics (MSc)
2018-2023	Python for MBA students (MBA)
2017-2020	40374: Advanced Marketing and Management Research (PhD)

2016- 2022	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)

EDITORIAL POSITIONS

Co-Editor

2022-2024	Journal of the Academy of Marketing Science
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Associate Editor

2018-	Journal of the Academy of Marketing Science
2021-2022	International Journal of Research in Marketing
2021-	Journal of Product Innovation Management

Editorial Board

2022-	Journal of Marketing Research
2023-	International Journal of Business Studies

Special Issue Co-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)

PROFESSIONAL SERVICE

Conference Chair

2020 PDMA Research Forum (event moved online).

Doctoral Competition Chair

2022 Co-Chair of the PDMA Dissertation Proposal Competition

2016 Co-Chair of the PDMA Dissertation Proposal Competition

2015-2021 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

2023 AMA Summer Conference: Digital and Social Media Marketing

2020 AMA Summer Conference: Platform and Sharing Economies

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

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

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

Doctoral Colloquium

2023-2025 EMAC Marketing Modeling, Advanced Track, Co-Chair

2022 EMAC Marketing Strategy, Advanced Track, Co-Chair

2021 PDMA Shark Tank, Co-Chair

2021 EMAC Marketing Strategy, Beginner Track, Chair

LEADERSHIP ROLE IN ACADEMIC ORGANIZATIONS

2012-2020 Member of the Award Committee of the EMAC-IJRM Jan-Benedict Steenkamp Award for Long-term Impact.

2012-2021 Member of the Committee for the Internationalization, Italian Marketing Association

2010-2018 Member of the Academic Council of the Product Development Management Association (the Association publishes the *Journal of Product Innovation Management*)

Grant Reviewer

ERC Starting Grants

Hong Kong Research Grant Council

DOCTORAL STUDENT SUPERVISION

PhD Student Advisor (with first placement)

Serena Pugliese (2022, Assistant Professor, Leeds University)

Verdiana Giannetti (2018, Assistant Professor, Leeds University)

Svetlana Khimina (2018, industry)

Erkan Ozkaya (2011, Assistant Professor, CalPoly Pomona)

Sepehr Safari (2029, Assistant Professor, Emlyon Business School)

PhD External Advisor

Saeed Janani (2022, Arizona State University)

Francesco Balocco (2023, Erasmus University)

Georgia Liadeli (2023, Vrije Universiteit Amsterdam)

Current PhD student supervision

Margherita Caprara (2020-)

Arvin Moazemi (2020-)

Francesco Bologni (2021-)

UNIVERSITY SERVICE

Bocconi University

2019-2025 Director of the Marketing Department

2019-2022 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

[How To Know If You're Being Marketed To Right Now](#)

FT Talent, September 2022

[Diavoli, Seconda Stagione, Big Data](#)

Spotify Podcast, April 2022

[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](#)

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 farò la Youtuber](#)
Snack News, Corriere della Sera, 20/10/2017

Attacco alla rete
18/05/2017 Petrolio, 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

[Clients 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 PUBLIC EVENTS

AI Festival 2024, Speaker: *“L'uso della Generative AI nelle Ricerche di Mercato: Simulare le Risposte dei Consumatori tramite Large Language Models”*, (February 2024)

XX Congresso FIA, Speaker: *“Uno sguardo sulle tecnologie del futuro”*, (November 2022)

“Teaching with Twitter API”, event organized by **Twitter** on Twitter Spaces, Speaker (April 2022)

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

Milano Festival Italiano di Marketing, Panelist (March 2021)

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

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).