

## Gianmario Verona

### Vita

#### Contact Information

Gianmario Verona  
 Rector, Bocconi University  
 Professor of Management  
 Department of Management & Technology  
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#### Degrees

- Ph.D. in Business Administration and Management at Bocconi U. 1999
- Bachelor in Business Administration at Bocconi U. 1993 (Summa Cum Laude)

#### Employment positions

##### *Institutional Roles*

- 2016-present: Rector
- 2012-2016 Telecom Italia Mobile Chair in Market Innovation
- 2014-2016: Dean of the Faculty
- 2012-2014: Director of the Master in Business Administration (MBA)
- 2008-2011: Director of the PhD in Business Administration & Management
- 2002-2007: Deputy Director of the PhD in Business Administration & Management

##### *Academic Career*

- 2008-present: Full Professor of Management
- 2012-2016 Telecom Italia Mobile Chair in Market Innovation
- 2006-2013 (Winter terms) Visiting Professor of Business Administration, Tuck School of Business at Dartmouth College
- 2004-2007: Associate Professor of Management
- 2000-2003: Assistant Professor of Management
- 1997-1998 Visiting Scholar, Sloan School of Management at the Massachusetts Institute of Technology (MIT)

#### Scientific Committee Membership and Service

I am a member of the Academy of Management (since 1997), of the Strategic Management Society (since 2000) and of the Open and User Innovation Community (since 2005). In these institutions, I have covered the following positions:

- 2008-2010 Chair of the "Competitive Strategy" Division of the Strategic Management Society (**in 2010 awarded for "Outstanding Service"**)
- 2005-2007 Representative of the "Competitive Strategy" Division of the Strategic Management Society

- 2005-2007 National Representative (Italy) Division “Business Policy and Strategy”, Academy of Management

I have also served as a member of international scientific committees of specific institutions that required an expert opinion to grant PhD titles and tenure titles. Among these universities and schools: Aalto U. (Fn), Bath U. (UK), Cardiff U. (UK), Copenhagen Business School (DK), Innsbruck U. (AT), WU (Vienna U., AT).

### **Editorial Membership**

- 2015-2017: Co-Editor Strategic Organization
- 2007-2016: Associate Editor of *Economia & Management* (Italian)
- 2009-2016: Editorial Board Member of the *Strategic Management Journal*
- 2012-2017: Editorial Board Member of *Strategic Organization*
- 2014-2016: Editorial Board Member of *Journal of Management*
- 2012-2015: Editorial Board Member of the *Journal of Management Studies*
- 2011-2014: Editorial Board Member *Finanza Marketing e Produzione* (Italian)
- Ad hoc reviewer for: *The Academy of Management Journal*, *Organization Science*, *Industrial and Corporate Change*, *Organization Studies*, *Long Range Planning*, *Academy of Management Discovery*, *Journal of Product Innovation Management*

### **Research and International Publications**

My research focuses on three areas:

- the strategic management of technology;
- the development and use of human capital and organizational capabilities;
- the impact of digital transformation on the organizations of the 21st century.

Below the core parameters of my current research productivity:

- Google Scholar: Citations= 9,055; H=31

### *Articles*

- Cozzolino A., Verona G. forthcoming “Responding to Complementary-Asset Discontinuities: A Multilevel Adaptation Framework of Resources, Demand, and Ecosystems” *Organization Science*.
- Stadler C., Helfat C., Verona G. forthcoming “Transferring Knowledge by Transferring Individuals: Innovative Technology Use and Organizational Performance in Multiunit Firms” *Organization Science*.
- Cillo P., Priem R., Verona G., Zanella P. 2021. “Consumer-CEO interaction as catalyst for business model innovation in established firms” *Journal of Business Research*, 131: 241-253.
- Cozzolino A., Rothaermel F., Verona G., 2018 “Business Model Adaptation after Disruption: A Longitudinal Study of an Incumbent Media Organization” *Journal of Management Studies* 55 (7), 1166-1202.
- Danneels E., Verona G., Provera B. 2018 “Overcoming the Inertia of Organizational Competence: Olivetti’s Transition from Mechanical to Electronic Technology” *Industrial and Corporate Change*. 27 (3): 595–618.

- Prandelli E., Pasquini M., Verona G. 2016 "In user's shoes: An experimental design on the role of perspective taking in discovering entrepreneurial opportunities" *Journal of Business Venturing* 31 (3): 287-301.
- Di Stefano G., King A., Verona G. 2015 "Sanctioning in the wild: Rational calculus and retributive instincts in gourmet cuisine", *The Academy of Management Journal*, 58 (3): 906-931.
- Grant R., Verona G. 2015 "What's holding back empirical research into organizational capabilities? Remedies for common problems." *Strategic Organization* 13 (1): 61-74.
- Di Stefano G., Peteraf M., Verona G. 2014 "The organizational drivetrain: A road to integration of dynamic capabilities research", *The Academy of Management Perspective* 28 (4): 307-327.
- Di Stefano G., King A., Verona G. 2014 "Kitchen Confidential? Norms for the use of transferred knowledge in gourmet cuisine", *Strategic Management Journal* 35 (11) 1645-1670.
- Peteraf M., Di Stefano G., Verona G. 2013 "The elephant in the room of dynamic capabilities: Bringing two diverging conversations together" *Strategic Management Journal* 34: 1389-1410 (**First article in the issue**).
- Stadler C., Helfat C., Verona G 2013 "The impact of dynamic capabilities on resource access and development" *Organization Science* 24 (6): 1782-1804.
- Di Stefano G., Gambardella A., Verona G. 2012 "Technology push and demand pull perspectives in innovation studies: Current findings and future research directions" in *Research Policy* 41: 1283-1295.
- De Luca, L., Verona G., Vicari S. 2010. "Market Orientation and R&D Effectiveness in High Technology Firms: An Empirical Investigation in the Biotechnology Industry". *Journal of Product Innovation Management* 27: 299-320 (**First article in the issue**).
- Di Stefano, G., Peteraf, M., Verona G. 2010. "Dynamic Capabilities Deconstructed: A Bibliographic Investigation into the Origins, Developments and Future Directions of the Research Domain", *Industrial and Corporate Change*, 19 (4): 1-18.
- Severi Bruni D., Verona G. 2009. "Dynamic Marketing Capabilities in Science-based Firms: An Exploratory Investigation in the Pharmaceutical Industry". *British Journal of Management* 20: 101-117.
- Cillo P., Verona G. 2008. "Search Style in Style Searching: Learning Exploration Strategies from Fine Fashion". *Long Range planning*, 41 (6).
- Jaweck G., Fueller J., Verona G. 2008 Innovative consumer behavior in online communities. *European Advances in Consumer Research* 8: 513-518.
- Cillo, P., Verona G., Vicari S. 2007. "The Interlink Between Resources and Capabilities: Towards a Theoretical Frame for the Development of Dynamic Capabilities", *International Journal of Learning and Intellectual Capital*, 4 (1-2): 111-131.
- Robertson P., Verona G. 2006. "Post-Chandlerian Firms: Technological change and firm boundaries", *Australian Economic History Review*, 46 (1): 70-94.
- Prandelli, E., G. Verona, D. Raccagni 2006. "Web-based Product Innovation", *California Management Review*, 48 (4), pp. 109-135.
- Verona, G, E. Prandelli, M. Sawhney 2006. "Innovation and virtual environments: towards virtual knowledge brokers", *Organization Studies*, 27(6), pp. 765-788 (**First article in the issue**).
- M. Sawhney, G. Verona, E. Prandelli, 2005. "Collaborating to Create: The Internet as a Platform for Customer Engagement in Product Innovation", *Journal of Interactive*

*Marketing*, 19(4), pp. 3-17 (**First article in the issue, Runner-up for best paper of the journal**).

- Sawhney, M., E. Prandelli, G. Verona, 2003. "The Power of Innomediation", *MIT Sloan Management Review*, Winter, 44 (2), pp. 77-82.
- Verona G., Ravasi D. 2003. "Unbundling Dynamic Capabilities: An Exploratory Study on Continuous Product Development", *Industrial and Corporate Change*, 12 (3): 577-606.
- E. Prandelli, G. Verona, 2002. "A dynamic model of customer loyalty for sustaining competitive advantage on the Web", *European Management Journal*, 20 (3), pp. 299-309.
- Ravasi D., Verona G., 2001. "Organizing the Process of Knowledge Integration. The Benefits of Structural Ambiguity", *Scandinavian Journal of Management*, 17, 2001.
- Verona, G. 1999. "A Resource-based View of Product Development" in *The Academy of Management Review*, 24 (1): 132-142.

#### *International: Encyclopedia Entries*

- Grant R., Verona G. "Measuring competences". In DJ Teece, M Augier (eds.) Palgrave Strategy Encyclopedia *In press*.
- Verona G. "Architectural competences". In DJ Teece, M Augier (eds.) Palgrave Strategy Encyclopedia *In press*.

#### *Refereed International Books*

- Prandelli E., Sawhney M., Verona G. 2008. *Collaborating with Customers to Innovate. Conceiving and Marketing Products in the Networking Age*, Edward Edgar, Sheffield Brightman.

#### *Chapters in Refereed International Books*

- Zollo M, Verona G. 2011. "The Human Side of Dynamic Capabilities: A Holistic Learning Model". In M.Easterby-Smith and M.Lyles (Eds.) *Handbook of Organizational Learning and Knowledge Management*.
- Prandelli E., Verona G. 2008. "Collaborative Innovation: Web-Based Tools for Customer Involvement in New Product Development". In Carù, A., Tolben (Eds.) *Strategic Market Creation* Wiley & Son, London.
- Prandelli E., Verona G. 2007. "Collaborative Innovation: Web-Based Tools for Customer Involvement in New Product Development". In Charles Wankel (Ed.) *21st Century Management*. Sage
- Robertson P., Verona G. 2006. "The Effect of Technological Change on the Boundaries of Existing Firms", in Maureen McKelvey and Magnus Holmén (Ed.) *Flexibility & Stability in the Evolving Economy*, Oxford University Press
- Prandelli E., Sawhney M., Verona G. 2006. "Knowledge Management and the Emerging Organizational Models of Distributed Innovation: Towards a Taxonomy" in Birgit Renzl, Kurt Maztler, Hans H. Hinterhuber, *The Future of Knowledge Management*, Palgrave Books.

### **Italian Publications:**

#### *Refereed Italian Books*

- Prandelli E., Verona G. 2020. *Human Digital Enterprise*. Università Bocconi Editore, Milano.
- Prandelli E., Verona G. 2010. *Il Vantaggio Competitivo in Rete*. McGraw Hill, Milano.
- Verona G., Prandelli E. 2006. *Collaborative Innovation. Organizzazione e Marketing dei Nuovi Prodotti*. Carocci, Roma.

- Prandelli E., Verona G. 2002. *Marketing in Rete. Oltre Internet Verso il Nuovo Marketing*, II Edizione McGraw Hill, Milan (Seconda Edizione 2006).
- Grando A., Verona G., Vicari S. 2010. *Tecnologia, Innovazione, Operations*. II edizione. Egea, Milano (Prima edizione 2006).
- Valdani E., Verona G, Ordanini A. (A Cura di) 2001. *The e-Based Enterprise*, 2001, Egea, Milan.
- Verona G. 2000. *Innovazione Continua*. Egea, Milan
- Castaldo S., Verona G. 1998. *Lo sviluppo di nuovi prodotti. Teoria e analisi empirica in una prospettiva cognitiva*. Egea, Milan.

#### Articles

- Verona G. 2015. Costruirsi la Silicon Valley in casa con la corporate entrepreneurship. *Economia & Management* 6
- Verona G. 2014. Dai bilanci alle nuvole: L'evanescenza del valore secondo la Rete. *Economia & Management* 6
- Prandelli E., Verona G., Pasquini M. 2014 Quando l'imprenditore assume la prospettiva del cliente. L'empatia aiuta a cogliere opportunità di mercato. *Economia & Management* 3: 73-94.
- Verona G. 2013. Dove l'innovazione meno te l'aspetti. *Economia & Management* 6
- Verona G. 2013. L'innovazione di mercato quale leva per la crescita. *Economia & Management* 2.
- Verona G. 2012. MBA e Manager: Ma è veramente crisi? *Economia & Management* 1.
- Verona G. 2011. Introduzione allo special issue su tendenze evolutive conoscenza e competenze negli studi di management. *Finanza Marketing e produzione* 11, n. 4.
- Verona G. 2011. E se dopo il software e la musica anche il romanzo andasse sulle nuvole? *Economia & Management* 6.
- Cillo P., Verona G. 2010. "Artista o Trendsetter? Il dilemma dell'innovatore nei settori simbolici" *Economia & Management* 2.
- Verona G. 2010. Tra scienza e realtà. *Economia & Management* 6.
- Prandelli E., Sawhney M., Verona G. 2008. "Collaborare con i clienti per innovare", *Economia & Management*, 3.
- Verona G. 2009. Perché il leader di mercato non sa più innovare? *Economia & Management* 6.
- Verona G. 2008. Chi protegge l'innovazione? *Economia & Management* 6.
- Verona G. 2007. La corporate America dal ponte di comando *Economia & Management* 4.
- Vicari S., Cillo P., Verona G. 2005. "Capacità Creativa e Innovazione: Un'analisi esplorativa resource-based", *Sinergie*.
- Verona G. 2005. Un Anno di Innovazione *Economia & Management* 6.
- Verona G., E. Prandelli, E. Barbi 2005. "Il ruolo dei broker tecnologici: Un'analisi esplorativa", *Economia & Politica Industriale*, 3.
- Prandelli, E., Verona, G. Raccagni D. 2003. "Il ruolo del Web ai fini del coinvolgimento del cliente nei processi di innovazione: teoria e prassi a confronto", *Micro & Macro Marketing*, 3: 321-359.
- Prandelli, E., Verona, G. 2003. "La Rete e l'assorbimento della conoscenza del cliente per l'innovazione", *Economia & Management*, 4.

- Prandelli, E., Verona G., 2001. "A dynamic model of customer stickiness for the buyer-seller relationship in the frictionless economy", *Finanza Marketing Produzione*, 1.
- Vicari S., Verona G. 2000. "La generazione del vantaggio competitivo. Recenti sviluppi e nuove implicazioni per il Resource-based Management", *Finanza, Marketing e Produzione*, 2000, 18 (2).
- Castaldo, S., Nozza Bielli AM, Verona G. 2000. "Il ruolo del marketing nello sviluppo di nuovi farmaci. Il caso Bayer", *Economia & Management*, 1: 115-132
- Verona G., Ravasi D. 1999. "Core competence per sviluppare nuovi prodotti con continuità", *Economia & Management*, 1999, 3: 107-126.
- Castaldo S., Troilo G., Verona G. 1998. "Funzione commerciale e network per l'innovazione di prodotto", *Sviluppo & Organizzazione*, maggio-giugno: 33-50.
- Busacca B., Verona G. 1995. "La difesa e lo sviluppo della marca. Una ricerca empirica nella prospettiva del resource-based management", *Economia & Management*, 6: 94-121.

#### *Italian: Encyclopedia Entries*

- Verona G. 2011. "User" Dizionario Critico delle Scienze Sociali sulla valorizzazione della Conoscenza. Consiglio Italiano per le Scienze Sociali, Marsilio, 2011

#### *Chapters in Italian Books*

- Verona G. 2020 "Prefazione" di Kaplan S. L'impresa a 360: dai compromessi sugli stakeholder alla trasformazione. EGEA, Milano.
- Castaldo S., Verona G. 2010. "L'insostenibile leggerezza del vantaggio competitivo". Prefazione di D'Aveni R. Beating the Commodity Trap. Franco Angeli, Milano.
- Prandelli E., Verona G. 2009. "Il marketing digitale: dal marketing interattivo al marketing collaborativo". In S. Castaldo, *Marketing & Fiducia*, Il Mulino, Bologna.
- Cillo P., Verona G. 2009. "Lo sviluppo di nuovi prodotti". In S. Castaldo, *Marketing & Fiducia*, Il Mulino, Bologna.
- Busacca B., Verona G. 2002. "Digital Technologies e Brand Value Management", in Busacca B. (ed.) *Digital Brands*. Etas, Milano.
- Valdani E., Organini A., Verona G. 2001. Antecedenti e Conseguenze della Competizione Digitale. In E.Valdani, A.Ordanini, G.Verona (Eds) *The e-Based Enterprise*. Egea, Milano.
- Verona G. 2001. "Digital Technologies and Innovation Management", in S.Vicari (ed.) *Technology Management Handbook*. Egea, Milano.
- Cillo P., Verona G. 2001. "Digital Marketing", in S.Vicari (ed.) *Technology Management Handbook*. Egea, Milano.
- Castaldo S., Verona G. 2001. New Product Development in Ambienti Virtuali. In S.Vicari (ed.), *Economia della Virtualita'*. Egea, Milan.
- Verona G., Sabbaghian N. 2001. Nuove competenze per vincere sul Web. In C.Dematté (a cura di) *E-business*. Etas, Milan.
- Castaldo S., Troilo G., Verona G. 1997. Cuncurrent Engineering per lo sviluppo di nuovi prodotti, in E.Valdani, F.Ancarani (ed.) *Process Reingeneering*, Egea, Milano: 85-117.
- Busacca B., Verona G. 1995. Analisi empirica del costrutto di Brand Equity: la prospettiva dei consumatori. In S.Vicari (ed.) *Brand Equity.*, Milano, Egea: 253-303.
- Verona G., Gnechi M. 1995. Analisi empirica del costrutto di Brand Equity: la prospettiva delle imprese. In S.Vicari (ed.) *Brand Equity.*, Milano, Egea: 304-324.

### Articles for the business press

- Verona G., Fondi PNRR: la sostenibilità da prendere sul serio. *Corriere della Sera*. 27, 8, 2021.
- Verona G., On line vs. on campus: La sfida che non c'è. *Corriere della Sera: Corriere Innovazione*, 30, 7, 2021
- Verona G., Il nuovo tempo ibrido che ci porterà nel futuro. *Corriere della Sera*. 11, 7, 2021.
- Verona G., Perché è sbagliato accontentarci: dobbiamo investire sul mondo nuovo. *Corriere della Sera: L'Economia*. 21, 5, 2021.
- Verona G., La nuova normalità? Più in presenza e più in digitale. *Corriere della Sera*. 26, 4, 2021.
- Verona G., Ripensiamo l'istruzione per non tradire i sogni dei nostri figli. *La Repubblica*. 16/04/2021
- Verona G., La lezione che cambierà la scuola. *Grazia*. 18/03/2021
- Billari F., Verona G. Discipline umanistiche o STEM? L'obiettivo è l'integrazione. *Corriere della Sera*. 10, 03, 2021.
- Verona G. Studia, non importa cosa, ma studia. E non diffidare mai della scienza. *Millionaire*. 03, 03, 21.
- Manca D., Verona G. La vera storia di GameStop: attenti ai social network. *Corriere della Sera*. 03, 02, 2021.
- Manca D., Verona G. Morire a 10 anni per TikTok: Una strategia di difesa c'è. *Corriere della Sera*. 24, 01, 2021.
- Manca D., Verona G. Il quarto potere digitale: una realtà (ma le regole?). *Corriere della Sera*. 17, 01, 2021.
- Verona G. Un capitalismo sostenibile che riduca le disuguaglianze. *Corriere della Sera*. 02, 01, 2021.
- Verona G. Digitale e sostenibilità: I binari dove corrono le imprese vincenti. *Corriere della Sera: L'Economia*. 12, 11, 2020.
- Billari F., Verona G. Una nuova organizzazione per ricerca e università. *Corriere della Sera*. 02, 11, 2020.
- Verona G. Una nuova musica per il grande schermo. *Corriere della Sera: L'Economia*. 19, 10, 2020.
- Manca D., Verona G. "Se il servizio è gratis il prodotto sei tu." Imparare a governare internet *Corriere della Sera*. 03, 10, 2020.
- Verona G. La nuova didattica a distanza e in aula. *Corriere della Sera*. 21, 09, 2020.
- Billari F., Verona G. Atenei, in Italia e in Europa, adesso dobbiamo fare di più. *Corriere della Sera*, 09, 07, 2020.
- Verona G. Cambiare costa: la responsabilità tra costi e compromessi. *Corriere della Sera: L'Economia*, 01, 06, 2020.
- Verona G. L'anno zero del digitale. *La Repubblica*, 09, 05, 2020
- Verona G. L'università è cresciuta in fretta. *Grazia*, 07, 05, 2020.
- Verona G. Il ruolo della scienza: fatti distinti dalle opinioni. *Corriere della Sera*, 26, 4, 2020
- Daveri F., Verona G., Utilizzare i Coronabond per le ricerche sul vaccino, *Corriere della Sera*, 09, 04, 2020

- Billari F. C., Verona G., "Veni, vidi, vici" con la scienza. *Corriere della Sera: Corriere Innovazione*, 3, 4, 2020
- Verona G., Noi, un modello contro il contagio: Dall'Italia un modello per gli altri paesi, *La Stampa*, 14, 3, 2020
- Verona G., La tecnologia che ci aiuta ad affrontare l'emergenza. *Corriere della Sera*, 2, 3, 2020
- Verona G., Un'occasione storica per le università europee. *Corriere della Sera*, 2, 2, 2020.
- Verona G., Il capitalismo alla prova del villaggio globale. *La Stampa*, 26, 01, 2020.
- Daveri F., Verona G., Perché ha senso investire in Italia (e viverci). *Corriere della Sera*, 12, 1, 2020
- Billari F. C., Verona G., Il coraggio di premiare l'eccellenza. *Corriere della Sera*. 7, 1, 2020
- Verona G., Svoltata d'impresa: la circolarità è un business a tutto tondo. *Corriere della Sera: L'Economia*. 14, 11, 2019
- Verona G., Perché è giusto valutare i professori (ed è compito anche degli studenti). *Corriere della Sera* 3, 10, 2019
- Manca D., Verona G. Nell'epoca dei social media la logica del voto è binaria. *Corriere della Sera*. 28, 5, 2019
- Gambardella A., Verona G. Intelligenza artificiale, cercasi manager. *Corriere della Sera*. 26, 4, 2019
- Verona G. Se l'impresa incontra il sociale. Da Wall Street a Solomeo. *Corriere della Sera: L'Economia*. 15, 3, 2019
- Verona G. Lo streaming musicale è il messaggio di McLuhan. *Corriere della Sera: Corriere Innovazione*. 22, 2, 2019
- Verona G. L'etica dei comportamenti una priorità dell'economia. *Corriere della Sera*. 25, 1, 2019
- Verona G. Se il disagio convive con l'innovazione. *La Stampa*. 19, 11, 2018
- Verona G. Salviamo l'imprenditorialità. *Corriere della Sera: L'Economia*. 19, 11, 2018
- Verona G. L'atlante futuro. *Corriere della Sera: L'Economia*. 8, 11, 2018
- Verona G. Open innovation, ne parliamo tanto ma la applichiamo poco. *Corriere della Sera: Corriere Innovazione*. 26, 10, 2018
- Verona G. Imprese, lezioni da non perdere per capire e decidere (bene). *Corriere della Sera*. 18, 9, 2018
- Verona G. In azione tecnologia e popoli uniti: le forze che migliorano il mondo. *Corriere della Sera*. 11, 7, 2018
- Verona G. Un patto per l'istruzione (puntando sul personale). *Corriere della Sera*. 2, 6, 2018
- Verona G. Il ceo non è più solo un manager: è diventato quasi un super-eroe che ogni giorno si inventa il business. *Milano Finanza*. 19, 5, 2018
- Verona G. I sentieri dell'istruzione nel secolo digitale. *La Stampa*. 13, 5, 2018
- Verona G. Per le scienze l'inglese è un obbligo. *La Repubblica*. 30, 4, 2018
- Verona G. Cercasi Manager (e Capitano d'Industria). *Corriere della Sera: L'Economia*. 16, 3, 2018
- Verona G. Rivoluzione digitale fermarla è dannoso. *Corriere della Sera: L'Economia*. 27, 11, 2017.



### Honors and Awards

- 2015: Best Strategic Management Society special conference presentation award "Explaining the Emergence of Dominant Designs: Innovation Shocks as Demand-driven Catastrophes" St Gallen.
- 2013: Best Teaching Award, Bocconi U.
- 2013: Honorable mention "Best paper" Atlanta conference, Strategic Management Society ("From paper to clouds: Shift in Value Creation: Competence-Destroying Discontinuity on Complementary Assets" with A.Cozzolino).
- 2012: Runner-up Carolyn Dexter Award for Best International Paper, Academy of Management Conference, for the paper Exploring and reconfiguring a firm's competence base: a process model of strategic renewal (co-author A. Lipparini, G. Verona).
- 2010: Award for "Outstanding Service" Competitive Strategy Division, Strategic Management Society.
- 2010: Best Teaching Award, Bocconi U.
- 2010: Best Executive Teaching Award, SDA Bocconi School of Management.
- 2008: Best Business Case, SDA Bocconi (Innovation at Play: The case of Gourmet Cuisine with G.Di Stefano).
- 2006: Runner up "Best Paper", Journal of Interactive Marketing ("Collaborating to Create The Internet as a Platform for Product Development" with E.Prandelli and M.Sawhney).
- 2004: "Best Paper", SDA Bocconi ("Unbundling Dynamic Capabilities: An Exploratory study of Continuous Product Innovation", Industrial and Corporate Change, (3) 2003 with D.Ravasi).

### Conference and Symposia Organizations

- 2013: Montreal EGOS SubTheme 25 Demand-based approaches to strategy, with R.Priem and M.Gruber
- 2010: Strategic Management Society (SMS) conference in Rome with Dagnino G., Faraci R., and Zollo M. and the sponsorship of Bocconi U. (**SMS conference –i.e., the global most prestigious Strategy conference for the first time was hosted in Italy**)
- 2009: Symposium. Academy of Management, Chicago August 2009, "Regulating the market for ideas: The role of communities, norms, and networks" with G.DiStefano and A.King
- 2009: Symposium. Academy of Management, Chicago August 2009, "Demand-based Approaches to Strategy and Innovation: Moving Beyond a Resource-only Focus" with R.Priem
- 2008: Symposium. Strategic Management Society Conference in Cologne. "Organizational Capabilities and Competitive Advantage: Where Do We Go from Here?" with M.Zollo (the panel jointly included for the first time after 18 years Professors Jay Barney, Margie Peteraf and David Teece)
- 2008: Workshop. Bocconi University, Workshop on 9-10 June. "Dynamic Capabilities: Where do we go from here?" with G.Soda and MZollo
- 2006: Symposium. Academy of Management Conference Atlanta, August "Technical Change and the Boundaries of the firm" with Paul Robertson
- 2005: Doctoral Workshop. EURAM conference, Munich, May 2005 organizer of the Doctoral Pre-conference Activity

- 2004: Symposium. SMS Conference, San Juan, Puerto Rico “Competitive Strategy Interest Group pre-conference activity on Dynamic Capabilities: Different Views from the Evolutionary Perspective” with M.Peteraf and L.Cardinal
- 2004: Doctoral Workshop. EURAM conference, St.Andrews, Scotland, May organizer of the Doctoral Pre-conference Activity
- 2003: Doctoral Workshop. EURAM conference, Milan April organizer of the Doctoral Pre-conference Activity
- Economia & Management Forum on Digital Management, Palazzo delle Stelline, Milan, January 2002, co-organized with B.Busacca and M.Costabile)
- SISEI conference The e-Based Enterprise, Milan Italy, February 2001 co-organized with E.Valdani, A.Ordanini

### **Conference Presentations**

- 2015 St Gallen Strategic Management Society Special Conference “Explaining the Emergence of Dominant Designs: Innovation Shocks as Demand-driven Catastrophes” with Salvio Vicari
- 2015 St Gallen Strategic Management Society Special Conference “A Process Model Of Strategic Renewal Based on Paradoxes and Contradictions-Ducati Turnaround 1996-2007-” with Andrea Lipparini and Emanuela Prandelli
- 2015 Denver, Strategic Management Society “Understanding and involving consumers in value creation: A conceptual frame for strategic management studies” with Paola Cillo and Paola Zanella
- 2015 Vancouver Academy of Management “Understanding and involving consumers in value creation: A conceptual frame for strategic management studies” with Paola Cillo and Paola Zanella
- 2015 Vancouver Academy of Management “Breaking News: A Model of Complementary-asset Destroying Discontinuity in the Italian Newspaper Industry” with Alessio Cozzolino
- 2015 NYU Stern Competition and Cooperation Consortium (CCC) “Breaking News: A Model of Complementary-asset Destroying Discontinuity in the Italian Newspaper Industry” with Alessio Cozzolino
- 2013: Atlanta, September “From paper to clouds: Shift in Value Creation: Competence-Destroying Discontinuity on Complementary Assets”
- 2011: Academy of Management San Antonio August with the paper Di Stefano G., Peteraf M., Verona G. “The Elephant in the Room of Dynamic Capabilities”
- 2011: Open and User Innovation Conference Vienna July with the paper Di Stefano G., King A., Verona G. “Second-party Sanctioning of Norm Violation: The Case of Know-how Trading in Gourmet Cuisines”
- 2011: Open and User Innovation Conference Vienna July with the paper Verona G., Prandelli E., Pasquini M. “Taking the Perspective of the User: untangling the Role of Empathy and User knowledge in Entrepreneurship research”
- 2010: Strategic Management Society in Rome 2010 with the paper Di Stefano G., Peteraf M., Verona G. “The Rise, Diffusion, Development of Dynamic Capabilities: The Role of Influential Authors”
- 2010: Academy of Management Montreal August with the paper Stadler C., Helfat C., Verona G. “The Impact of Dynamic Capabilities on Resource Access and Development”

- 2010: Academy of Management Montreal August with the paper Di Stefano G., Peteraf M., Verona G. "Dynamic Capabilities Deconstructed: A Bibliographic Investigation into the Origins, developments and Future Directions of the Research Domain"
- 2010: Stanford Conference in Honor of John Freeman, April, with the paper Stadler C., Helfat C., Verona G. "The Impact of Dynamic Capabilities on resource Access and Development"
- 2009: Strategic Management Society Washington DC November with the paper Danneels E., Provera B., Verona G. "Deinstitutionalizing organizational competence"
- 2009: Stanford Entrepreneurship Conference 9-10 September 2009 with the paper Di Stefano, G., Peteraf, M., Verona G. 2010. "Dynamic Capabilities Deconstructed: A Bibliographic Investigation into the Origins, developments and Future Directions of the Research Domain"
- 2009: Academy of Management, Chicago August with the paper DiStefano G., Gambardella A., Verona G. "De Gustibus Non Est Disputandum: A Demand based View of Technological Innovation"
- 2009: Academy of Management, Chicago August with the paper DiStefano G., Peteraf M., Verona G. "Dynamic Capabilities Deconstructed".
- 2008: Strategic Management Society Conference Washington DC with the paper DiStefano G., Gambardella A., Verona G. "A demand-based view of technological innovation"
- 2008: McGill-Cornell Conference on Institutions and Entrepreneurship June 2008 with the paper Danneels, E., Provera, B., Verona G., Legitimizing Exploration: Olivetti's Transition from Mechanical to Electronic Technology
- 2008: Academy of Management at Anaheim with the paper Di Stefano, G., Gambardella, A., Verona G., A Demand Based View of Technological Innovation: A Review, Conceptualization, and Future Research Direction
- 2008: Academy of Management at Anaheim with the paper Danneels, E., Provera, B., Verona G., Legitimizing Exploration: Olivetti's Transition from Mechanical to Electronic Technology
- 2007: INFORMS Conference Seattle, November "From Vinyl to Chips: Creating Capabilities by Making Sense of New products in Cultural Industries" coauthors Bernardino Provera, Giuseppe Soda
- 2007: Strategic Management Society Conference San Diego, October "Search Style In Style Searching: Learning Exploration Strategies From Fashion Firms" coauthor P.Cillo
- 2007: Strategic Management Society Conference San Diego, October "Can Market-Related Capabilities Be Beneficial To Science-Based Firms? The Moderating Role Of Knowledge Integration" coauthors L.De Luca, S.Vicari
- 2007: Academy of Management Conference, Philadelphia August "An Evolutionary Approach to User Innovation: How Ducati Motor reinvented itself through the Internet", coauthors E.Prandelli, G. Di Stefano
- 2007: Academy of Management Conference, Philadelphia August. "Search Style In Style Searching: Learning Exploration Strategies From Fashion Firms" coauthor P.Cillo
- 2006: Strategic Management Society Conference Vienna, October "Sharing the Pie of Distributed Innovation" coauthor E.Prandelli

- 2006: Academy of Management Conference, Atlanta, August "Collaborating to Create: The Internet as a Platform for Customer Engagement", coauthors E.Prandelli, M.Sawhney
- 2006: Conference on Open/User Innovation, Munich, June. "User Community at Ducati", coauthor E.Prandelli
- 2005: Strategic Management Society Conference Orlando, November "Market Knowledge Contribution to Dynamic Capabilities" coauthor D.Severi Bruni
- 2005: Academy of Management Conference, Honolulu, August 2005. "Market Knowledge Contribution in Sustained Product Innovation", coauthor D.Severi Bruni
- 2005: Conference on Open/User Innovation, Boston, June "Virtual Knowledge Brokers in Practice", coauthor E.Prandelli
- 2004: Sinergie, Verona "Risorse di innovazione e creatività" – relazione di S.Vicari a cura di S.Vicari, P.Cillo e G.Verona
- 2004 Strategic Management Society Conference Puerto Rico, November "Web-based product innovation: How much customer knowledge companies actually import" coauthor E.Prandelli, D.Raccagni
- 2004: Academy of Management Conference, New Orleans, August "Innovation and virtual environments: Towards Virtual Knowledge Brokers", coauthors M.Sawhney, E.Prandelli
- 2004: Academy of Management Conference, New Orleans, August. "Beyond Customer Integration: The Internet as a Platform to Integrate Product Innovation", coauthors M.Sawhney, E.Prandelli
- 2004 EMAC, Murcia, May "Collaborative marketing: Involving customers through Web-based Product Development", coauthors M.Sawhney, E.Prandelli
- 2004 EURAM conference, St. Andrews, May "Innovation and virtual environments: Towards Virtual Knowledge Brokers", coauthors M.Sawhney, E.Prandelli
- 2003: Strategic Management Society Conference Baltimore, November "Mediated Innovation and Virtual customer environments: Theory and Evidence", coauthors M.Sawhney, E.Prandelli
- 2003: Strategic Management Society Conference Baltimore, November "Collaborative marketing: Involving customers through the Web", coauthors M.Sawhney, E.Prandelli
- 2003: Academy of Management Conference, Seattle, August. "Mediated innovation: Involving customer through the web", coauthors M.Sawhney, E.Prandelli
- 2003: Marketing Science Conference, Baltimore, June, "The emergence of mediated innovation: theory and evidence", coauthors M.Sawhney, E.Prandelli
- 2003: Marketing Science Conference, Baltimore, June, "Collaborative marketing and innovation: Involving customers through the web" coauthors M.Sawhney, E.Prandelli, D.Raccagni
- 2003: EURAM conference, Milan, April "The emergence of mediated innovation: An exploratory study of virtual customer environments", coauthors M.Sawhney, E.Prandelli
- 2002: Strategic Management Society Conference Paris, September, "Beyond customer integration: Innovation towards a multiple product innovation strategy", coauthors Emanuela Prandelli; Mohanbir Sawhney
- 2002: Strategic Management Society Conference Paris, September, "Innomediation: Exploiting the power of mediated innovation", coauthors Emanuela Prandelli; Mohanbir Sawhney

- 2001: Strategic Management Society San Francisco, October, with the working paper "The impact of ICT on the new product development process", coauthor Emanuela Prandelli
- 2001: Strategic Management Society San Francisco, October, with the working paper "Affiliation or lock in? How to stick customers in the frictionless economy", coauthor Emanuela Prandelli
- 2001: Academy of Management Conference Washington D.C., August, with the working paper "From the Resource-based View to the Dynamic Capability View. Towards an organizational theory for knowledge creation", coauthor Salvatore Vicari
- 2001: Academy of Management Conference Chicago 1999, August, with the working paper "Capabilities for Continuous Innovation", coauthor Davide Ravasi
- 1998: EGOS Conference at Maastricht, September, with the working paper "Building and sustaining a loosely-coupled organisation" coauthor Davide Ravasi
- 1998: Societa' Italiana degli Economisti d'Impresa in Torino, July, with the working paper "Concurrent New Product Development" coauthors Sandro Castaldo, Gabriele Troilo
- 1996: CEMS: Recent Developments in Economics and Business Administration in Milan, September, with the working paper "New Product Development Process. Background Theory and Present Applications"
- 1995: Italian Academy of Management, Firms and Innovation in Parma, November, with the working paper "Market Related Competences for New Product Development" coauthors Sandro Castaldo and Gabriele Troilo
- 1995: IMP, Network, Trust, Relationship, a Manchester, September, with the working paper "Product Innovation between Competence development and the management of relations" coauthors Sandro Castaldo, Paolo Bertozzi and Gabriele Troilo
- 1995: CEMS, Recent Developments in Economics and Business Administration in Wien, June, with the working paper "Brand Equity – An Empirical Research on Italian Firms and Consumers" coauthor Bruno Busacca
- 1994: AIDEA-Giovani, Intangible Assets in Pisa, December, with the working paper "Brand Value Management" coauthor Michele Gnechi.