

# GIANMARIO VERONA

Docente Ordinario al Dipartimento di Management e Tecnologia

## NOTE BIOGRAFICHE

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**Nato a Milano. Laureato presso l'Università L.Bocconi, dove ha anche conseguito il PhD in Business Administration and Management. E' stato Visiting Scholar presso la Sloan School of Management del Massachusetts Institute of Technology (1997-1998) e Visiting Professor presso la Tuck School of Business al Dartmouth College (Winter terms 2007, 2008, 2009, 2011, 2013).**

## CURRICULUM ACCADEMICO

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**Gianmario Verona è Rettore dell'Università Bocconi dal novembre 2016.**

TIM (Telecom Italia Mobile) Chair in Market Innovation, Professore Ordinario di Economia e Gestione delle Imprese. E' Prorettore per la Faculty dal 2014. E' stato precedentemente Direttore del Master in Business Administration (2012-2014) e Direttore del PhD in Business Administration and Management (2008-2011). Ha ricoperto la carica di Programme Chair della Divisione Competitive Strategy della Strategic Management Society (2008-2010). **E' attualmente uno dei quattro Editor di Strategic Organization ed è membro dell'Editorial Board di Strategic Management Journal, Journal of Management e Journal of Management Studies e vice Direttore della rivista Economia & Management.**

## AREE DI INTERESSE SCIENTIFICO

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Technology and Innovation Management con particolare riferimento a: Dynamic Capabilities; Knowledge Integration; User Innovation and Entrepreneurship.

## PUBBLICAZIONI PRINCIPALI

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- 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", forthcoming in *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", forthcoming in *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" forthcoming in *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).
- Jawecki 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 50 citations ISI Web of Knowledge and 154 Google Scholar).
- 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, currently 440 citations Google Scholar).
- 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 (currently 96 citations ISI Web of Knowledge and 345 Google Scholar).
- 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 (currently 159 citations ISI Web of Knowledge and 534 Google Scholar).