

Gabriella Lojacono

Education

July 2019: Fashion Buying and Merchandising: Intensive, London College of Fashion

January-June 2013: International Training Program, HEC Paris

December 1998: Ph.D. in Business Economics & Management, Università Bocconi. Visiting Scholar for six months at the Department of Industrial Economics (DRUID) at Copenhagen Business School (CBS) with a thesis on the relationship between industry and distribution in the design world.

March 1994: Degree in Business Economics (specialization in Corporate Finance), Università Commerciale L. Bocconi, graduated with honors 110/110 with a thesis titled "Total quality projects in corporate governance processes. The experience of Plada (Plasmon Dietetic Foods) S.p.A." Advisor: Prof. Vittorio Coda.

July 1989: High School Diploma from Liceo Classico with a score of 58/60.

Previous Employment Positions

From 2013: National Qualification as Full Professor for the scientific-disciplinary sector SECS P/07 Business Economics

From 1/9/2006: Associate Professor at Università Commerciale L. Bocconi in the scientific-disciplinary sector SECS P/07 Business Economics.

From 1/9/2002 to 1/8/2005: Assistant Professor at Università Commerciale L. Bocconi in the scientific-disciplinary sector SECS P/07 Business Economics.

From 1/3/2000 to 31/08/2002: Recipient of a Research Fellowship at the Chair of "Strategy and Business Policy" within the Institute of Strategy and Business Economics at Università Commerciale L. Bocconi: Faculty of Economics and Commerce.

From the academic year 1998/99 to 2000/01: Contract Professor of Business Economics at Università Commerciale L. Bocconi.

Articles in Refereed Journals

"Authenticity generates uniqueness, trust, and loyalty" *Economia & Management*, 2023, no. 3, pp.34-37

"Excellence is made in a group: the case of Florence" *Economia & Management*, 2023, no. 3, pp.26-30

- "The fine line between localization and cultural appropriation in personal luxury goods: An exploratory study" *Strategic Change*, 2022, vol.31, no. 5, pp.487-496
- "The world of luxury is no longer the same (and that's a good thing)" *Economia & Management*, 2020, vol.4, pp.63-69
- "Offshoring, local market entry, and the strategic context of cross-border alliances: The impact on the governance mode" with Nicola Misani and Stephen Tallman, *International Business Review*, vol. 28(3), 2017
- "Science of interior: promoting the synergy between industry 4.0 and Italian design to regain ground in international markets" with Matteo Vizzaccaro, *Economia & Management*, 2017
- "Organizing Export Strategies" with Markus Venzin, *Advances in International Management*, Vol. 27, 2014
- "The Contract: an internationalization model for Italian companies in the furniture system" (with Armando Bruno, Antonio Catalani), *Economia & Management*, 6/2012
- "The role of importers in a global scenario. The case of large consumer appliances" (with Olga Annushkina), *Economia & Management*, 1/2009
- "Private Equity and multibrand groups: a way to ensure continuity for family businesses in the furniture system?" (with Nicola Guerini), *Economia & Management*, 5/2008
- "Managing Design and Designers for Strategic Renewal" (with Davide Ravasi), in *Long Range Planning*, vol. 38, no.1, February 2005
- "The North American furniture market: what opportunities and challenges for high-end Italian companies?" *Economia & Management*, 4/2004
- "The evolution of the design-inspired enterprise" (with Gianfranco Zaccai), in *Sloan Management Review*, Spring Issue 2004, Vol.45, no.3
- "Commissioning Design" (with Tore Kristensen), in *Technology Analysis and Strategic Management*, 14:1, 2002
- "The Business to Business in the furniture system: conditions for success and constraints to development" (with Luana Carcano), in *Economia & Management*, Nov.-Dec. 2001
- "The management of design-based companies" in *Economia & Management*, Sept.-Oct. 2001
- "Design Process in Danish and Italian Companies" (with Tore Kristensen), in *New Product Development and Innovation Management*, December/January 2000

Books

The Future of Luxury Customer Experience: How to Create High-Value Personalized Omnichannel Experiences, Kogan Page, 2024.

Resilience of Luxury Companies in Times of Change, with Laura Ru Yun Pan, De Gruyter, 2021.

Italian Beauty: The Italian beauty market between dream and innovation, with Anna Airoidi, Rizzoli Milan, 2014.

Competitiveness and International Growth of the Furniture System, Etas Libri Milan, 2007.

The companies of the furniture system: strategies of product design and distribution, Etas Libri Milan, 2001; II entirely revised edition, 2003.

Edited Volumes:

Made in Italy: State Of The Art And Key Challenges in Made in Italy Industries, Bocconi University Press, 2018 (with Luana Carcano).

Winning with Ideas: Innovation Design Performance, Egea, 2009 (with Enzo Baglieri).

Evolutionary Trends and Changes in Business Models in the Lighting Sector, Franco Angeli Milan, 2005.

The Jewelry System between Tradition and Innovation, Etas Libri Milan, 2002 (with P.Varacca, L.Carcano, E.Corbellini).

Case Studies:

Nespresso: Navigating the Paradox of Blending Prestige with Volume, with Tortoriello M., 2024.

Bottega Veneta: Prioritizing Value over Volume to Preserve Authenticity, 2023.

Aura Consortium Blockchain: How to Raise Brand Experience to the Next Level through Technology and Data, 2023, Università Commerciale Luigi Bocconi, Italy.

Nike: Blurring Lines Between Physical and Digital World, 2023, Università Commerciale Luigi Bocconi, Italy.

Gucci 25.0: An Industry-Changing Cultural Transformation, with Castellucci F., Cillo P., Rubera G., 2018.

Starbucks: Entering the Italian Market, 2016.

Global Sourcing and Sustainability at Nike, SDA Case Collection, 2021, with Carraro S.

Farfetch: How to Stay Ahead of the Curve in Luxury E-commerce, The Case Center, 2021, with Misani N.

Illycaffè's International Growth. Evaluating Foreign Demand for Italian Super-Premium Coffee, 2020, The Case Centre, Great Britain, with Misani N., Sesini M.

Global Market for Italian Sparkling Wine, 2020, The Case Centre, Great Britain, with Misani N.

Ferrari: Exclusivity & Resilience, SDA Collection, 2020, with Pan L.

Valentino: Brand and Company Evolution, with Paola Varacca Capello and Giacomo Marchesini, 2018, SDA Case Collection.

SDF Internationalization. A Family Business from Its Local Beginnings to International Expansion, with Marzia Sesini, 2018, SDA Case Collection.

Davines: Internationalizing a Niche, with Nicola Misani, 2017, Case Centre.

The International Growth of Fast Fashion Retailers: The Inditex Case, with Nicola Misani and Paola Varacca Capello, 2014, ECCH.

China vs Vietnam: Almax's Market Selection (A)-(B), 2011, ECCH.

Boffi (A): Managing Internationalization in Luxury Goods, 2010, ECCH.

Boffi (B): Evaluating Foreign Market Profitability, 2010, ECCH.

B&B Italia. Managing Product Development in a Design Factory, 2010, ECCH.

Kartell: Managing the Turnaround, 2007, ECCH.

The Italian Design Factories. The Alessi Case, Sda Bocconi Collection, 2006.

Ikea, Sda Bocconi Collection, 2006.

Major Teaching Activities at Bocconi

Business Economics: Advanced Course (4th year) from the academic year 1994/95 to 1995/96.

Enterprise and International Markets (2nd year) from the academic year 1998/99 to 2004/05.

Fashion Workshop (3rd year) within the Institute of Economics and Business Management from the academic year 2002/03 to 2003/04. I was assigned 8 hours of lectures.

Management of Fashion and Design Companies (3rd year) from the academic year 2003/04 to 2004/05. This involved a commitment of 12 hours of lectures.

Design Workshop (3rd year) from the academic year 2003/04 to 2010/11. I was in charge of coordinating the course and provided 32 annual hours of teaching commitment in English.

Business Economics (1st year) in English from the academic year 2003/04 to 2005/06. I was responsible for coordinating the course and provided 48 annual hours of lectures.

Business Economics (1st year) from the academic year 2004/05 to 2007/08. I was assigned the entire cycle of lectures (64 annual hours of lectures) and for the academic year 2007/08, I was assigned two classes.

Business Economics and Management (1st year) from the academic year 2007/08 to 2012/13, with two classes assigned for a total of about 120 hours of lectures per year.

Strategic Design of the Multinational Firm (2nd year of two-year period – renamed “Managing the Multinational Corporation” in the academic year 2016/17) from the academic year 2008/09, totaling 48 hours of lectures per year in English.

Campus Abroad UCLA with the course “Strategic Design of the Multinational Firm” (2nd year of two-year period) in the academic year 2010/11 for a total of 27 hours of lectures.

Managerial Issues in Made in Italy Industries (2nd year of two-year period) from the academic year 2015/16 for a total of about 48 hours.

Corporate Strategy (Graduate School) mandatory within the MSc in Management, first year, second semester from the academic year 2015/16 to 2016/17 for a total of about 24 hours.

Luxury in the Global Landscape (Graduate School) from the academic year 2017/18 for a total of 48 hours (split into two classes from the academic year 2024/25).

Summer School “Luxury Management” from the academic year 2017/18 about 24 hours in English.

Competing in the Metaverse (Undergraduate School) from the academic year 2023/24 for a total of 48 hours.

Design Thinking and Business Innovation (Graduate School) from the academic year 2022/23 (replacing the ACME Course of 4 credits introduced in 20521 and the course “Management of Design”).

Other Non-Academic Activities

2024: Luminary Thinker, RedBoxMe promoted by Cartier RicheMont Social Community of Researchers, Artists, Scientists, Executives.

2021: Independent Board Member, Beyond Investment, an investor-owned company sponsored by the Generali Group.

From 2019: Member of the Jury, Perfume Academy Award, Cosmetica Italia (Confindustria).

2016: Member of the Committee for Women's Entrepreneurship, "Women Like You" Award.