

## PIER VITTORIO MANNUCCI

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Department of Management and Technology  
Bocconi University  
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### ACADEMIC POSITIONS

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Associate Professor <i>Bocconi University, Milano, Italy</i>	2024-present
Assistant Professor <i>Bocconi University, Milano, Italy</i>	2022-2024
Assistant Professor <i>London Business School, London, UK</i>	2016-2021

### EDUCATION

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PhD in Management <i>HEC Paris, Jouy-en-Josas, France</i>	2016
M.Sc. in Economics and Management for Arts, Culture, Media and Entertainment <i>Bocconi University, Milano, Italy</i>	2009
Bachelor in Economics and Management for Arts, Culture and Communication <i>Bocconi University, Milano, Italy</i>	2007

### RESEARCH INTERESTS

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Creativity, Innovation, Social Networks, Careers, National Culture, Cultural Industries

My research focuses on creativity at the individual and team level, and uses different theoretical lenses and methodologies to answer a simple question: can everyone be creative? If so, how can we help everyone to achieve their creative potential?

### PUBLICATIONS (in reverse chronological order)

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Orazi, D.C., & Mannucci, P.V. 2024. Disentangling audience's reactions to creative content and creative packaging. *Strategic Management Journal*, 45(13): 2763-2790.

Brands, R., & Mannucci, P.V. 2024. Joining disconnected others reduces social identity threat in women brokers. *Organizational Behavior and Human Decision Processes*, 185: 104376.

Mannucci, P. V., & Perry-Smith, J. E. 2024. Social networks and novelty recognition: A review and research agenda. *Innovation: Organization & Management*, 26(3), 460-472.

\*Included in the special issue "Recognizing, evaluating, and selecting new ideas: The problematic journey of novelty"

Flipo, C, Mannucci, P.V., & Yong, K. 2023. The impact of cultural tightness on the relationship between structural holes, tie strength, and creativity. *Journal of International Business Studies*, 54(2): 332-343.

Mannucci, P.V., & Shalley, C.E. 2022. Embracing multicultural tensions: How team members' multicultural paradox mindsets foster team information elaboration and creativity. *Organizational Behavior and Human Decision Processes*, 173: 104191.

\*Included in the special issue "Novel perspectives on creativity in organizations"

Mannucci, P. V., & Perry-Smith, J. E. 2022. "Who are you going to call?" Network activation in creative idea generation and elaboration. *Academy of Management Journal*, 65(4): 1192-1217.

Mannucci, P.V. 2021. Creativity over the career. In J. Zhou & E.D. Rouse (Eds), *Handbook of Research on Creativity and Innovation*. Cheltenham, UK: Edward Elgar Publishing.

Soda, G., Mannucci, P.V., & Burt, R. 2021. Networks, creativity, and time: Staying creative through brokerage and network rejuvenation. *Academy of Management Journal*, 64(4): 1164-1190.

\*Selected as an exemplar for the thematic issue "Improving the transparency of empirical research published in AMJ"

\*Included in the "Academy of Management Collections issue "The turn toward creative work" (Harrison et al., 2022)

Mannucci, P.V., Orazi D.C., & De Valck, K. 2021. The development of individual improvisation based on contextual structures and individual orientations. *Administrative Science Quarterly*, 66(3): 612- 658.

Yong, K., Mannucci, P.V., & Lander, M. 2020. Fostering creativity in different countries: The moderating effect of national culture on creativity. *Organizational Behavior and Human Decision Processes*, 157: 1-45.

Leone, L., Scapolan, A.C., Montanari, F., & Mannucci, P.V. 2020. The relational foundation of collaboration in a cultural and social hub. The case of Le Serre dei Giardini Margherita, Bologna. In F. Montanari, E. Mattarelli, & A.C. Scapolan (Eds), *Collaborative Spaces at Work: Innovation, Creativity and Relations*. London: Routledge.

Perry-Smith, J.E., & Mannucci, P.V. 2020. From ugly duckling to swan: A social networks perspective on novelty recognition and creativity. In D.J. Brass, S. Borgatti (Eds), *Social Networks at Work*, 177-199. London: Routledge.

Mannucci, P.V., & Yong, K. 2018. The differential impact of knowledge depth and knowledge breadth on creativity over individual careers. *Academy of Management Journal*, 61(5): 1741-1763.

Mannucci, P.V. 2017. Drawing Snow White and animating Buzz Lightyear: Technological toolkits characteristics and creativity in cross-disciplinary teams. *Organization Science*, 28 (4): 711-728.

Perry-Smith, J.E., & Mannucci, P.V. 2017. From creativity to innovation: The social networks drivers of the four phases of the idea journey. *Academy of Management Review*, 42(1): 53-79.

\*Included in the "Academy of Management Collections issue "The turn toward creative work" (Harrison et al., 2022)

Perry-Smith, J.E., & Mannucci, P.V. 2015. Social Networks, Creativity, and Entrepreneurship. In C.E. Shalley, M.A. Hitt, & J. Zhou (Eds.) *The Oxford Handbook of Creativity, Innovation, and Entrepreneurship*, 205-224. New York: Oxford University Press.

## INVITED TALKS

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UCL School of Management, 2024  
Wharton Organizational Behavior Conference, 2023  
INSEAD, 2023  
Stockholm School of Economics, 2022  
Universidad Carlos III, 2022  
Bologna Business School (GMBA Opening Address), 2022  
Università Statale di Milano, 2022  
Rice University, 2022  
Bayes Business School, 2021  
Bocconi University, 2021  
Rotterdam School of Management, 2021  
University of Bologna, 2020  
UCL School of Management, 2019  
University of Bath School of Management, 2019  
IESEG School of Management, 2019  
Kellogg School of Management, 2018  
Católica-Lisbon School of Business & Economics, 2018  
Università Cattolica del Sacro Cuore, 2016  
INSEAD Fontainebleau, 2015  
Bocconi University, 2015  
Georgia Tech, 2015  
London Business School, 2015  
Rotterdam School of Management, 2015

## CHAired CONFERENCE TRACKS, WORKSHOPS AND SYMPOSIA

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2024. Sub-theme 30: Creativity across Time and Space: Social Trends, Cultures, and Places (with Shalley C.E., & Bissola B.). *EGOS Colloquium*, Milano, Italy.

2023. *Using Historical Methods in Management Research Workshop* (with Opper, S., & Pillai, S.). Bocconi University, Milan, Italy.

2022. *Bridging Boundaries Workshop* (with Burt R., Iorio A., Opper S., Soda G., & Tortoriello M.). SDA Bocconi School of Management, Milan, Italy.

2022. Sub-theme 19: Creativity and Imperfection: Unveiling the Potential of Experimentation and Mistakes (with Shalley C.E., & Imperatori B.). *EGOS Colloquium*, Vienna, Austria.

2020. Advanced technology and creative magic: How technology use shapes the creativity-innovation process. *Academy of Management Annual Meeting*, Vancouver, Canada. **Selected as Showcase Symposium by the OB Division.**

2020. Sub-theme 15: Can Creativity Save the World? How Creativity Can Help Build a Sustainable Future (with Shalley C.E., & Bissola R.). *EGOS Colloquium*, Hamburg, Germany.

2019-2020. *Creativity Collaboratorium* (with Fisher C., Harvey S., & Parke M.P.). London, UK.

2017. Beyond idea generation: Exploring the neglected phases of the idea journey. *Academy of Management Annual Meeting*, Atlanta, USA.

## SELECTED CONFERENCE PRESENTATIONS

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Mannucci, P. V., & Perry-Smith, J. E. 2023. The double-edged sword of socially active champions. Invited in the Symposium “So, You Have an Idea, What Next? Exploring Creativity After Initial Idea Generation. *Academy of Management Annual Meeting*, Boston, USA.

Orazi, D.C., & Mannucci, P.V. 2022. Creative packaging: Disentangling the impact of creative presentation and creative content. Invited in the Symposium “Recognizing and Extending Creativity”. *Academy of Management Annual Meeting*, Seattle, USA.

Yong, K., & Mannucci, P.V. 2021. Cross-functional diversity and team creativity across the idea journey. Invited in the Symposium “Good Times, Bad Times: Temporal Perspectives on Creative Work”. *Academy of Management Annual Meeting*, Philadelphia (online), USA.

Venkataramani, V., & Mannucci, P.V. 2020. Not novel enough! The effects of negative feedback content on abandoning early ideas. Invited in the Symposium “Microfoundations of Novelty Evaluation: The Interplay Between Novel Ideas and their Audiences.” *Academy of Management Annual Meeting*, Vancouver (online), Canada.

Parke, M., & Mannucci, P.V. 2019. The effects of social media on creativity at work: Creative process engagement and time on task. Invited in the Symposium “New Perspectives on Processes and Practices in Creative Work”. *Academy of Management Annual Meeting*, Boston, USA.

Castellucci, F., & Mannucci, P.V. 2019. The Oscar and the Lion: The effect of multidimensional status and similarity on peer and audience evaluations. Invited in the Symposium “Nurturing Novelty: Understanding, Developing, and Evaluating Novel Ideas”. *Academy of Management Annual Meeting*, Boston, USA.

Mannucci, P.V. 2019. You are creative, Charlie Brown! An integrative perspective on creativity and time. *International Conference on Arts and Cultural Management (AIMAC)*, Venice, Italy.

Mannucci, P.V. 2018. Keep it simple! How simplicity and focus help everyday creativity over time. Invited in the Symposium “Artistic Industries and Organizational Creativity: New Insights from Old Friends”. *Academy of Management Annual Meeting*, Chicago, USA.

Mannucci, P.V., & Perry-Smith, J.E. 2018. Network activation and creativity in idea generation and idea elaboration. *Academy of Management Annual Meeting*, Chicago, USA.

Soda, B. Mannucci, P.V., & Burt, R. 2018. Structural holes, creativity, and time: staying creative through time and space. *Academy of Management Annual Meeting*, Chicago, USA.

Shalley, C., & Mannucci, P.V. 2018. Cultural ambassadors? Team creativity in multicultural teams. *EGOS Colloquium*, Tallinn, Estonia.

Mannucci, P.V., & De Stefano, F. 2017 Who paints the Big Eyes? Disentangling the gender bias in the assessment of creativity. *Academy of Management Annual Meeting*, Atlanta, USA.

## CASE STUDIES AND PRACTITIONER-ORIENTED PUBLICATIONS

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Mannucci, P.V., Orazi D.C., & De Valck, K. 2021. Improvisation takes practice. *Harvard Business Review*. <https://hbr.org/2021/03/improvisation-takes-practice>

Salvemini, S., Cinque, G., & Mannucci, P.V. 2014. *Glass Hostaria – Restaurant Innovation in the Heart of Trastevere*. European Case Clearing House (ECCH) Library.

## TEACHING EXPERIENCE

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Managing Creativity – Undergraduate Bocconi University, Milano, Italy	2023– present
Creativity and Theory Building – PhD Bocconi University, Milano, Italy	2023– present
Fondamenti di Organizzazione – Undergraduate Bocconi University, Milano, Italy	2022– present
The Science of People in Organizations – MBA London Business School, London, UK	2019–2021
Micro OB – PhD London Business School, London, UK	2018–2021
Personal and Professional Growth/Performing in Organizations – Master <i>Formerly “Leadership in Organizations”</i> London Business School, London, UK	2016–2021
Movie Industry – Master Bocconi University, Milano, Italy	2015
Leading Organizations: Perspectives on Design, Culture, and Power – Master HEC Paris, Paris, France	2014–2015
Leadership Skills – Undergraduate Bocconi University, Milano, Italy	2013
Workshop in Film Industry Management – Undergraduate Bocconi University, Milano, Italy	2009–2013
Decision Making and Negotiation – Master	2010

Bocconi University, Milano, Italy

## EDITORIAL BOARD MEMBERSHIP, REVIEWING, AND SERVICE

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### Editorial Review Board Member

*Academy of Management Review* (2023-today)

*Organizational Behavior and Human Decision Processes* (2020-today)

*Organization Science* (2021-today)

### Ad-Hoc Reviewer

*Academy of Management Journal*

*Administrative Science Quarterly*

*American Sociological Review*

*Entrepreneurship Theory & Practice*

*Human Relations*

*Journal of Management Studies*

*Journal of Personality and Social Psychology*

*Management Science*

*Strategic Entrepreneurship Journal*

*Strategic Management Journal*

### AOM Committee Membership

AOM OB Division Cummings Award Committee (2023-today)

AOM OMT Division Research Committee (2023-today)

## PROFESSIONAL AFFILIATIONS

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Academy of Management; EGOS; Invernizzi Center for Research in Innovation, Organization, and Strategy (ICRIOS); Society and Organizations Research Center.

## HONORS, GRANTS, AND FUNDED RESEARCH PROJECTS

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Teaching Award (Student Evaluations), Bocconi University	2023
MUSA Spoke 5 <i>With Bocconi University – coordinator: C. Salvato</i>	2022-present
Managerial Practice Award, Academy of Management Review <i>For Perry-Smith &amp; Mannucci, 2017</i>	2022
Large Scale Projects Research Fund, Dept. of Management & Technology, Bocconi University <i>With A. Iorio, B. Soda, M. Tortoriello</i>	2022
Research Excellence Award, Bocconi University	2022
Best Reviewer Award, Organizational Behavior and Human Decision Processes	2021

Junior Faculty Research Award, London Business School	2020
RAMD grant, London Business School	2016–2021
Full Scholarship for PhD studies, HEC Paris	2011–2016

## **PROFESSIONAL EXPERIENCE**

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<b>New York Knicks</b>   Basketball Operations Intern	2010
<b>Toronto Raptors Basketball</b>   Basketball Operations Intern	2009