

Boris Durisin

Affiliate Professor



Knowledge Group: Marketing

Research Domains: Innovation

Teaching Domains: New Product Development, Design Thinking, B2B
Marketing, Pricing and Revenue Management

boris.durisin@sdabocconi.it

Biography

Boris Durisin is an Affiliate Professor of Marketing and Sales at SDA Bocconi School of Management. He is also an Associate Professor at ESCP Europe-Paris Campus.

At SDA Bocconi, he has been a member of the Management Team “EMMS – Executive Master in Marketing & Sales” (in conjunction with ESADE Business School and in collaboration with faculty from Cornell University). He lectures, collaborates with and offers consultation to enterprises operating in the electronic, pharmaceutical and telecommunications industries on marketing strategy, market innovation, market launch of new-to-the-world products and truly innovative technologies.

His research activities focus on market innovation (how firms cope with technological innovation and create new markets), on absorption capacity (how firms recognize the value, acquire, transform or assimilate, and exploit knowledge) and on ambidextrous innovation (how firms organize for radical and for incremental innovation).

He is the author of numerous book chapters and articles on his topics of interest. His works have been published in the Academy of Management Review, the Journal of Product Innovation Management, and other leading academic journals. He has been a Visiting Professor at Università Bocconi and a Visiting Scholar at the Stern School of Business at New York University and the Sloan School of Management at MIT in Cambridge, MA.

Boris earned a degree from the CEMS MiM program, graduating from both the Universität St. Gallen and HEC Paris; Boris obtained a Ph.D. in management science from the Universität St. Gallen; he participated in the ITP (International Teachers Programme) held at HEC Paris.

Research Reports

Europe as a “Tech laggard” in the face of waves of technological change: Will European leaders carry on or break away?

DURISIN, B. - "Europe as a “Tech laggard” in the face of waves of technological change: Will European leaders carry on or break away?" - 2024, ESCP Research Institute of Management (ERIM)

Capital has no responsibility toward humans. Capital has no responsibility toward the planet. ... and customers do not fall from heaven

DURISIN, B. - "Capital has no responsibility toward humans. Capital has no responsibility toward the planet. ... and customers do not fall from heaven" - 2021, ESCP Research Institute of Management (ERIM)

“The world is changing so rapidly I have little time to be astonished.” Some reflections on Leadership in High-Tech for addressing tectonic shifts and fault lines in our Society

DURISIN, B. - "“The world is changing so rapidly I have little time to be astonished.” Some reflections on Leadership in High-Tech for addressing tectonic shifts and fault lines in our Society" - 2020, ESCP Research Institute of Management (ERIM)

Contribution to Chapters, Books or Research Monographs

Market innovation and legitimate, legit and ethical conduct in business

DURISIN, B., "Market innovation and legitimate, legit and ethical conduct in business" in *Innovazione e Management*, S. Castaldo, G. Bertoli, P. Cillo, G. Troilo, G. Verona (Eds.), Egea, pp. 61-68, 2022

Competitive Advantage, Knowledge Assets and the Role of Group-Level Effects. An Empirical Study of Global Investment Banking

DURISIN, B., G. VON KROGH, "Competitive Advantage, Knowledge Assets and the Role of Group-Level Effects. An Empirical Study of Global Investment Banking" in *Strategies in Transition*, Bettis R. (Ed.), Blackwell Publishing, pp. 35-80, 2005

Articles in Scholarly Journals

A study of the performativity of the “Ambidextrous Organizations” theory: neither lost in nor lost before translation

DURISIN, B., G. TODOROVA, "A study of the performativity of the “Ambidextrous Organizations” theory: neither lost in nor lost before translation", *Journal of Product Innovation Management*, 2012, vol. 29, no. S1, pp. 53-75

Uncovering the Intellectual Structure of Research in Business Ethics: A Journey through the History, the Classics, and the Pillars of Journal of Business Ethics

DURISIN, B., G. CALABRETTA, M. OGLIENGO, "Uncovering the Intellectual Structure of Research in Business Ethics: A Journey through the History, the Classics, and the Pillars of Journal of Business Ethics", *Journal of Business Ethics*, 2011, vol. 104, no. 4, pp. 499-524

The Intellectual Structure of Product Innovation Research: A Bibliometric Study of the Journal of Product Innovation Management, 1984-2004

DURISIN, B., G. CALABRETTA, V. PARMEGGIANI, "The Intellectual Structure of Product Innovation Research: A Bibliometric Study of the Journal of Product Innovation Management, 1984-2004", Journal of Product Innovation Management, 2010, vol. 27, no. 3, pp. 437-451

Maturation of Corporate Governance Research, 1993-2007: An Assessment

DURISIN, B., F. PUZONE, "Maturation of Corporate Governance Research, 1993-2007: An Assessment", Corporate Governance: An International Review, 2009, vol. 17, no. 3, pp. 266-291

Absorptive Capacity: Valuing a Reconceptualization

DURISIN, B., G. TODOROVA, "Absorptive Capacity: Valuing a Reconceptualization", Academy of Management Review, 2007, vol. 32, no. 3, pp. 774-786

Proceedings/Presentations

A Bridge or a Link? New Product Development Decisions, Innovation Performance, and the Role of Product Innovativeness

CALABRETTA, G., B. DURISIN, "A Bridge or a Link? New Product Development Decisions, Innovation Performance, and the Role of Product Innovativeness" in AMA Summer Educators Conference, August 13-16, 2010, Boston, MA, United States of America

The reification of dynamic capabilities: a critical review of the construct

DURISIN, B., A. AIROLDI, K. PREMAZZI, "The reification of dynamic capabilities: a critical review of the construct" in 29th International Conference of the Strategic Management Society - 11-14 October, 2009, Washington, United States of America

The reification of dynamic capabilities: a critical review

DURISIN, B., A. AIROLDI, K. PREMAZZI, "The reification of dynamic capabilities: a critical review" in Green Management Matters - Academy of Management Annual Meeting - 7-11 August, 2009, Chicago, United States of America

New product decisions and innovativeness: examining the different routes to innovation performance

DURISIN, B., G. CALABRETTA, "New product decisions and innovativeness: examining the different routes to innovation performance" in The Questions We Ask - Academy of Management Annual Meeting - 8-13 August, 2008, Anaheim, CA, United States of America

New Product Development and dynamic capabilities: a framework and an empirical test

DURISIN, B., G. CALABRETTA, "New Product Development and dynamic capabilities: a framework and an empirical test" in AOM Annual Meeting: Doing well by doing good - 3-8 August, 2007, Philadelphia, United States of America

Technology Adoption: An Integrative Model of Strategic Factors Driving the Diffusion of Innovation

DURISIN, B., G. CALABRETTA, "Technology Adoption: An Integrative Model of Strategic Factors Driving the Diffusion of Innovation" in EURAM Conference - 16-20 May, 2006, Oslo, Norway

Firm innovativeness: an empirical study of strategic and operational factors driving NPD decisions

CALABRETTA, G., B. DURISIN, "Firm innovativeness: an empirical study of strategic and operational factors driving NPD decisions" in AOM Annual meeting: Knowledge, action and the public concern - 11-16 August, 2006, Atlanta, Georgia, United States of America

Mixing and matching modularity: an empirical test for strategic flexibility and types of modularity

DURISIN, B., G. TODOROVA, "Mixing and matching modularity: an empirical test for strategic flexibility and types of modularity" in AOM Annual meeting: Knowledge, action and the public concern - 11-16 August, 2006, Atlanta, Georgia, United States of America

Unravelling Firm Innovativeness: Insights From An Empirical Investigation

DURISIN, B., G. CALABRETTA, "Unravelling Firm Innovativeness: Insights From An Empirical Investigation" in Strategic Management Society 26th Annual International Conference - 29 October-1 November, 2006, Wien, Austria

The effect of economic, strategic and operational decisions on firm innovativeness

CALABRETTA, G., B. DURISIN, "The effect of economic, strategic and operational decisions on firm innovativeness" in 34TH EMAC Conference - 23-26 May, 2006, Athens, Greece