

Paolo Guenzi

Associate Professor



Knowledge Group: Marketing

Research Domains: Sales

Teaching Domains: Sales Management, Key Account Management,
Marketing Management, Marketing & Sales Integration

paolo.guenzi@sdabocconi.it

Articles in Scholarly Journals

Global Events Demand Global Data: COVID-19 Crisis Responses and the Future of Selling and Sales Management Around the Globe

ROUZIOU, M., W. BOLANDER, K. PEESKER, P. HAUTAMÄKI, D. RANGARAJAN, M. SAMARAWEEERA, J. BULLEMORE, M. KLEIN, R. AGNIHOTRI, K. B. JENSEN, D. P. CLARO, C. FOURNIER, G. R. GONZALEZ, P. GUENZI, S. KADIĆ-MAGLAJLIĆ, C. LAI-BENNEJEAN, W. PALOMINO-TAMAYO, C. RAMOS, L. RYALS, J. SALAS, H. SHI, P. SQUIRE, J. WESTPHAL, "Global Events Demand Global Data: COVID-19 Crisis Responses and the Future of Selling and Sales Management Around the Globe", *Journal of International Marketing*, 2025, vol. 33, no. 2, pp. 61-82

In search of digital solution sellers: the role of non-monetary motivation and empowering leadership behaviors

GUENZI, P., E. J. NIJSSEN, "In search of digital solution sellers: the role of non-monetary motivation and empowering leadership behaviors", *Journal of Personal Selling and Sales Management*, 2024, vol. 44, no. 3, pp. 253-273

The relationship between digital solution selling and value-based selling: a motivation-opportunity-ability (MOA) perspective

GUENZI, P., E. J. NIJSSEN, "The relationship between digital solution selling and value-based selling: a motivation-opportunity-ability (MOA) perspective", *European Journal of Marketing*, 2023, vol. 57, no. 3, pp. 745-770

Dieci aree di azione per ridisegnare la funzione vendite

CAIOZZO, P., L. , I. M. COLM, P. GUENZI, M. A. SISTI, "Dieci aree di azione per ridisegnare la funzione vendite", *Economia & Management*, 2022, no. 4, pp. 83-91

B2B online sales pushes: Whether, when, and why they enhance sales performance

KANURI, V. K., J. HABEL, N. N. CHAKER, D. RANGARAJAN, P. GUENZI, "B2B online sales pushes: Whether, when, and why they enhance sales performance", Production and Operations Management, 2022

The impact of digital transformation on salespeople: an empirical investigation using the JD-R model

GUENZI, P., E. J. NIJSEN, "The impact of digital transformation on salespeople: an empirical investigation using the JD-R model", Journal of Personal Selling and Sales Management, 2021, vol. 41, no. 2, pp. 130-149

Mastering the Digital Transformation of Sales

GUENZI, P., J. HABEL, "Mastering the Digital Transformation of Sales", California Management Review, 2020, vol. 62, no. 4, pp. 57-85

Studying the antecedents and outcome of social media use by salespeople using a MOA framework

GUENZI, P., E. J. NIJSEN, "Studying the antecedents and outcome of social media use by salespeople using a MOA framework", Industrial Marketing Management, 2020, vol. 90, pp. 346-359

It is all in good humor? Examining the impact of salesperson evaluations of leader humor on salesperson job satisfaction and job stress

GUENZI, P., D. RANGARAJAN, N. N. CHAKER, L. SAJTOS, "It is all in good humor? Examining the impact of salesperson evaluations of leader humor on salesperson job satisfaction and job stress", Journal of Personal Selling and Sales Management, 2019, vol. 39, no. 4, pp. 352-369

Cognitive and affective determinants of salesforce performance: A two-wave study

GUENZI, P., I. SOSCIA, R. P. BAGOZZI, "Cognitive and affective determinants of salesforce performance: A two-wave study", Industrial Marketing Management, 2018, vol. 75, pp. 206-217

The role of leadership in salespeople's price negotiation behavior

ALAVI, S., J. HABEL, P. GUENZI, J. WIESEKE, "The role of leadership in salespeople's price negotiation behavior", Journal of the Academy of Marketing Science, 2018, vol. 46, no. 4, pp. 703-724

Cosa attrae (e cosa no) delle carriere commerciali

GUENZI, P., S. GHADDAR, "Cosa attrae (e cosa no) delle carriere commerciali", Economia & Management, 2017, no. 1, pp. 18-22

Top manager dalle vendite con una marcia in più

GUENZI, P., S. GHADDAR, "Top manager dalle vendite con una marcia in più", Economia & Management, 2017, no. 1, pp. 30-35

Linking Data-Rich Environments with Service Innovation in Incumbent Firms: A Conceptual Framework and Research Propositions

TROILO, G., L. M. DE LUCA, P. GUENZI, "Linking Data-Rich Environments with Service Innovation in Incumbent Firms: A Conceptual Framework and Research Propositions", Journal of Product Innovation Management, 2017, vol. 34, no. 5, pp. 617-639

Le 7S della sales transformation

GUENZI, P., M. A. SISTI, "Le 7S della sales transformation", Economia & Management, 2017, no. 1, pp. 36-44

Beyond the retention—acquisition trade-off: Capabilities of ambidextrous sales organizations

NIJSSEN, E. J., P. GUENZI, M. VAN DER BORGH, "Beyond the retention—acquisition trade-off: Capabilities of ambidextrous sales organizations", *Industrial Marketing Management*, 2017, vol. 64, pp. 1-13

Il caso Ecolab

GUENZI, P., A. COSTANTINI, "Il caso Ecolab", *Economia & Management*, 2017, no. 3, pp. 28-32

The Combined Effect of Customer Perceptions about a Salesperson's Adaptive Selling and Selling Orientation on Customer Trust in the Salesperson: A Contingency Perspective

GUENZI, P., L. M. DE LUCA, R. SPIRO, "The Combined Effect of Customer Perceptions about a Salesperson's Adaptive Selling and Selling Orientation on Customer Trust in the Salesperson: A Contingency Perspective", *Journal of Business & Industrial Marketing*, 2016, vol. 31, no. 4, pp. 553-564

The dual mechanism of sales capabilities in influencing organizational performance

GUENZI, P., L. SAJTOS, G. TROILO, "The dual mechanism of sales capabilities in influencing organizational performance", *Journal of Business Research*, 2016, vol. 69, pp. 3707-3713

How sales people see Organizational Citizenship Behaviors: an exploratory study using the laddering technique

GUENZI, P., F. PANZERI, "How sales people see Organizational Citizenship Behaviors: an exploratory study using the laddering technique", *Journal of Business & Industrial Marketing*, 2015, vol. 30, no. 2, pp. 218-232

Sogno o incubo? Marketing analytics e social media visti dai direttori marketing

GUENZI, P., G. TROILO, "Sogno o incubo? Marketing analytics e social media visti dai direttori marketing", *Economia & Management*, 2015, no. 3, pp. 55-61

The Organizational Implications of Implementing Key Account Management: A Case-based Examination

GUENZI, P., K. STORBACKA, "The Organizational Implications of Implementing Key Account Management: A Case-based Examination", *Industrial Marketing Management*, 2015, vol. 45, pp. 84-97

Competenze commerciali: cosa sono e come influenzano i risultati aziendali

GUENZI, P., "Competenze commerciali: cosa sono e come influenzano i risultati aziendali", *Economia & Management*, 2014, no. 4, pp. 89-105

How to use a sponsorship platform to support an international master brand strategy: the UniCredit UEFA champions league sponsorship

PENNA, D., P. GUENZI, "How to use a sponsorship platform to support an international master brand strategy: the UniCredit UEFA champions league sponsorship", *Journal of Brand Management*, 2014, vol. 21, no. 2, pp. 133-149

The influence of formal and informal sales controls on customer-directed selling behaviors and sales unit effectiveness

GUENZI, P., A. BALDAUF, N. G. PANAGOPOULOS, "The influence of formal and informal sales controls on customer-directed selling behaviors and sales unit effectiveness", *Industrial Marketing Management*, 2014, vol. 43, no. 5, pp. 786-800

Caso Unicredit: La Valutazione Della Sponsorizzazione Della Uefa Champions League

GUENZI, P., S. SANTINI, D. PENNA, D. BONI, "Caso Unicredit: La Valutazione Della Sponsorizzazione Della Uefa Champions League", *Economia & Management*, 2013, no. 1, pp. 1-16

L'integrazione fra Marketing e Vendite: barriere, meccanismi operativi e risultati

TROILO, G., P. GUENZI, L. M. DE LUCA, "L'integrazione fra Marketing e Vendite: barriere, meccanismi operativi e risultati", *Economia & Management*, 2013, no. 2, pp. 1-22

What can business leaders learn from sports leadership?

GUENZI, P., D. RUTA, "What can business leaders learn from sports leadership?", *Strategic Hr Review*, 25 November 2013, vol. 13, no. 1

Internationalizing sales research: current status, opportunities, and challenges

PANAGOPOULOS, N. G., N. LEE, E. BOLMAN PULLINS, G. J. AVLONITIS, P. BRASSIER, P. GUENZI, A. HUMENBERGER, P. KWIAK, T. W. LOE, E. OKSANEN-YLIKOSKI, R. M. PETERSON, B. ROGERS, D. C. WEILBAKER, "Internationalizing sales research: current status, opportunities, and challenges", *The Journal of Personal Selling & Sales Management*, 2011, vol. 31, no. 3, pp. 219-242

Organizational drivers of salespeople's customer orientation and selling orientation

GUENZI, P., L. DE LUCA, G. TROILO, "Organizational drivers of salespeople's customer orientation and selling orientation", *The Journal of Personal Selling & Sales Management*, 2011, vol. 31, no. 3, pp. 269-286

Interpersonal trust in commercial relationships: Antecedents and consequences of customer trust in the salesperson

GUENZI, P., L. GEORGES, "Interpersonal trust in commercial relationships: Antecedents and consequences of customer trust in the salesperson", *European Journal of Marketing*, 2010, vol. 44, no. 1/2, pp. 114-138

Dispersion of influence between Marketing and Sales: Its effects on superior customer value and market performance

TROILO, G., L. M. DE LUCA, P. GUENZI, "Dispersion of influence between Marketing and Sales: Its effects on superior customer value and market performance", *Industrial Marketing Management*, 2009, vol. 38, no. 8, pp. 872-882

Loyalty building, relational trade-offs and key service employees: the case of radio DJs

ARBORE, A., P. GUENZI, A. ORDANINI, "Loyalty building, relational trade-offs and key service employees: the case of radio DJs", *Journal of Service Management*, 2009, vol. 20, no. 3, pp. 317-341

A comprehensive model of customer trust in two retail stores

GUENZI, P., S. CASTALDO, M. D. JOHNSON, "A comprehensive model of customer trust in two retail stores", *Journal of Service Management*, 2009, vol. 20, no. 3, pp. 290-316

An empirical investigation into the impact of relationship selling and LMX on salespeople's behaviours and sales effectiveness

PAPAROIDAMIS, N. G., P. GUENZI, S. GEIGER, "An empirical investigation into the impact of relationship selling and LMX on salespeople's behaviours and sales effectiveness", *European Journal of Marketing*,

The sales function in the twenty-first century: where are we and where do we go from here?

GEIGER, S., P. GUENZI, "The sales function in the twenty-first century: where are we and where do we go from here?", *European Journal of Marketing*, 2009, vol. 43, no. 7/8, pp. 873-889

The impact of strategic account managers' behaviors on relational outcomes: An empirical study

GUENZI, P., L. GEORGES, C. PARDO, "The impact of strategic account managers' behaviors on relational outcomes: An empirical study", *Industrial Marketing Management*, 2009, vol. 38, no. 3, pp. 300-311

The joint contribution of marketing and sales to the creation of superior customer value

TROILO, G., P. GUENZI, "The joint contribution of marketing and sales to the creation of superior customer value", *Journal of Business Research*, 2007, vol. 60, no. 2, pp. 98-107

Relational selling strategy and key account managers' relational behaviors: An exploratory study

GUENZI, P., C. PARDO, L. GEORGES, "Relational selling strategy and key account managers' relational behaviors: An exploratory study", *Industrial Marketing Management*, 2007, vol. 36, no. 1, pp. 121-133

Developing marketing capabilities for customer value creation through Marketing-Sales integration

TROILO, G., P. GUENZI, "Developing marketing capabilities for customer value creation through Marketing-Sales integration", *Industrial Marketing Management*, 2006, vol. 35, no. 8, pp. 974-988

The launch of new brands by professional soccer teams: the case of U.S. Lecce - Salento 12

GUENZI, P., M. NOCCO, "The launch of new brands by professional soccer teams: the case of U.S. Lecce - Salento 12", *International Journal of Sports Marketing and Sponsorship*, 2006, vol. 7, no. 3, pp. 99-114

L'innovazione nei sistemi di offerta delle società di calcio: dagli stadi alle strutture polifunzionali customer-based

GUENZI, P., M. PAVAN, "L'innovazione nei sistemi di offerta delle società di calcio: dagli stadi alle strutture polifunzionali customer-based", *Finanza, Marketing e Produzione*, 2005, vol. 22, no. 3, pp. 81-107

Relazioni interpersonali e customer loyalty: il caso dei fitness club

GUENZI, P., O. PELLONI, "Relazioni interpersonali e customer loyalty: il caso dei fitness club", *Finanza, Marketing e Produzione*, 2004, vol. 22, no. 1, pp. 119-141

Il contributo dei venditori alla soddisfazione del cliente: un'analisi nel mercato finanziario

GUENZI, P., R. BECAGLI, R. RICCARDI, "Il contributo dei venditori alla soddisfazione del cliente: un'analisi nel mercato finanziario", *Micro & Macro Marketing*, 2004, vol. 13, no. 2, pp. 237-264

Analizzare e gestire la dealer satisfaction: un'analisi empirica nel mercato degli orologi

GUENZI, P., S. PIZZOGLIO, R. RICCARDI, "Analizzare e gestire la dealer satisfaction: un'analisi empirica nel mercato degli orologi", *Economia & Management*, 2004, no. 4, pp. 47-59

The impact of interpersonal relationships on customer satisfaction and loyalty to the service provider

GUENZI, P., O. PELLONI, "The impact of interpersonal relationships on customer satisfaction and loyalty to the service provider", *International Journal of Service Industry Management*, 2004, vol. 15, no. 4, pp. 365-384

L'efficacia del testimonial atleta nelle politiche pubblicitarie aziendali

GUENZI, P., P. BORGHINI, "L'efficacia del testimonial atleta nelle politiche pubblicitarie aziendali", Micro & Macro Marketing, 2004, vol. 13, no. 3, pp. 361-385

I sistemi di controllo della forza di vendita

GUENZI, P., "I sistemi di controllo della forza di vendita", Economia & Management, 2004, no. 1, pp. 15-25

Antecedents and consequences of a firm's selling orientation

GUENZI, P., "Antecedents and consequences of a firm's selling orientation", European Journal of Marketing, 2003, vol. 37, no. 5/6, pp. 706-727

Sales Force Activities and Customer Trust

GUENZI, P., "Sales Force Activities and Customer Trust", Journal of Marketing Management, 2002, vol. 18, no. 7-8, pp. 749-778

Il ruolo della forza vendita nella generazione di fiducia del cliente. Un'indagine empirica nelle imprese italiane

GUENZI, P., "Il ruolo della forza vendita nella generazione di fiducia del cliente. Un'indagine empirica nelle imprese italiane", Economia & Management, 2001, no. 5, pp. 95-110

Orientamento commerciale dell'impresa e attività svolte dai venditori: un'analisi esplorativa nelle imprese italiane

GUENZI, P., "Orientamento commerciale dell'impresa e attività svolte dai venditori: un'analisi esplorativa nelle imprese italiane", Micro & Macro Marketing, 2000, vol. 9, no. 3, pp. 437-460

La comunicazione di marketing nei parchi a tema: il caso Gardaland

GUENZI, P., "La comunicazione di marketing nei parchi a tema: il caso Gardaland", Micro & Macro Marketing, 1998, vol. 7, no. 2, pp. 295-321

Il marketing nel mercato radiofonico: il caso Radio DeeJay

GUENZI, P., S. BOTTI, "Il marketing nel mercato radiofonico: il caso Radio DeeJay", Micro & Macro Marketing, 1997, vol. 6, no. 2, pp. 321-343

Un approccio marketing-oriented per la classificazione dei servizi per il tempo libero

GUENZI, P., E. VALDANI, "Un approccio marketing-oriented per la classificazione dei servizi per il tempo libero", Sinergie, 1996, vol. 41, pp. 69-94

Il caso Eurodisney

GUENZI, P., "Il caso Eurodisney", Micro & Macro Marketing, 1995, vol. 4, no. 1, pp. 135-144

Practice-Oriented Books

Marketing dell'ignoranza: Un prodotto Made in Italy di straordinario successo

GUENZI, P. - "Marketing dell'Ignoranza: Un prodotto Made in Italy di straordinario successo" - 2025, Egea, Milano, Italy

Commercial excellence. La scienza dietro l'arte dell'eccellenza commerciale

CAIOZZO, P., P. GUENZI, L., I. M. COLM - "Commercial excellence. La scienza dietro l'arte dell'eccellenza commerciale" - 2025, McGraw-Hill, Italy

La trasformazione digitale delle vendite. Innovare strategie e processi commerciali con le tecnologie

GUENZI, P. - "La trasformazione digitale delle vendite. Innovare strategie e processi commerciali con le tecnologie" - 2021, Egea, Milano, Italy

Leading teams: tools and techniques for successful team leadership from the sports world

GUENZI, P., D. RUTA - "Leading teams: tools and techniques for successful team leadership from the sports world" - 2013, John Wiley & Sons, United States of America

Team Leadership: idee e azioni tra sport e management

GUENZI, P., D. RUTA - "Team Leadership: idee e azioni tra sport e management" - 2011, Egea, Milano, Italy

Cases in International Case Collections

Introducing Social Selling with Digital Lead Generation in B2B: The Gewiss SpA Case

COLM, L., I. M., P. GUENZI - "Introducing Social Selling with Digital Lead Generation in B2B: The Gewiss SpA Case" - 2025, The Case Centre, Great Britain

The Strategic Role of Sales Content Management for Omnichannel Customer Journeys: The Bioline Jatò Case

COLM, L., I. M., P. GUENZI - "The Strategic Role of Sales Content Management for Omnichannel Customer Journeys: The Bioline Jatò Case" - 2023, The Case Centre, Great Britain

A Roadmap for Omnichannel Sales Transformation Starting from Remote Selling: The Olympus Italy Case

COLM, L., I. M., P. GUENZI - "A Roadmap for Omnichannel Sales Transformation Starting from Remote Selling: The Olympus Italy Case" - 2021, The Case Centre, Great Britain

Articles in national/international newspapers

Perché far dilagare l'ignoranza è una mossa di marketing politico

GUENZI, P., "Perché far dilagare l'ignoranza è una mossa di marketing politico", Il Sole 24 Ore, 3 April 2025

Edited Books

Gestire le vendite. L'eccellenza nel sales management. II edizione

SISTI, M. A., P. GUENZI, P. CAIOZZO (Eds.), "Gestire le vendite. L'eccellenza nel sales management. II edizione" - 2020, Egea, Milano, Italy

Gestire le vendite. L'eccellenza nel sales management

SISTI, M. A., P. GUENZI, P. CAIOZZO (Eds.), "Gestire le vendite. L'eccellenza nel sales management" - 2015, Egea, Milano, Italy

Sales Management - A multinational perspective

GUENZI, P., S. GEIGER (Eds.), "Sales Management - A multinational perspective" - 2011, Palgrave Macmillan, Great Britain

Proceedings/Presentations**The Digital Transformation of Sales**

GUENZI, P., J. HABEL, "The Digital Transformation of Sales" in JAMS Thought Leaders' Conference on Innovating in the Digital Economy, June 10-12, 2019, Milano, Italy

Social media and sales: investigating the antecedents and outcome of social media using a MOA framework

GUENZI, P., E. NIJSSEN, "Social media and sales: investigating the antecedents and outcome of social media using a MOA framework" in JAMS Thought Leaders' Conference on Innovating in the Digital Economy, June 10-12, 2019, Milano, Italy

Competition and deviance in the sales force

GUENZI, P., "Competition and deviance in the sales force" in Proceedings of the 13th Annual Global Sales Science Institute Conference, June 5-8, 2019, Panama City, Panama

Mastering digital transformation in sales: A research agenda going forward

GUENZI, P., D. RANGARAJAN, T. KASKI, "Mastering digital transformation in sales: A research agenda going forward" in Proceedings of the 13th Annual Global Sales Science Institute Conference, June 5-8, 2019, Panama City, Panama

Big Data, Service Innovation, and Performance: An Exploratory Study

DE LUCA, L. M., D. HERHAUSEN, G. TROILO, P. GUENZI, "Big Data, Service Innovation, and Performance: An Exploratory Study" in EMAC Annual Conference, May 29-June 1, 2018, Glasgow, Great Britain

Digital & Social Selling Index: an empirical investigation into its nature, antecedents and consequences

GUENZI, P., S. GHADDAR, "Digital & Social Selling Index: an empirical investigation into its nature, antecedents and consequences" in Proceedings of the 12th annual GSSI Conference, June 5-8, 2018, Wien, Austria

How students perceive salespeople and the sales job

CAIOZZO, P., M. C. CITO, P. GUENZI, G. MINIERO, S. GHADDAR, "How students perceive salespeople and the sales job" in GSSI - Global Sales Science Institute Conference - June 8-9, 2017, Le Morne, Mauritius

How students perceive salespeople and the sales job

CAIOZZO, P., P. GUENZI, G. MINIERO, M. CITO, "How students perceive salespeople and the sales job" in Global Sales Science Institute (GSSI) Conference, 2016, Birmingham, Great Britain

Are we Missing the Real Points?

GUENZI, P., P. CAIOZZO, G. TROILO, "Are we Missing the Real Points?" in 44th EMAC Conference - May 24-27, 2015, Leuven, Belgium

What are sales capabilities and how do they affect performance? A preliminary investigation

GUENZI, P., L. SAJTOS, G. TROILO, "What are sales capabilities and how do they affect performance? A preliminary investigation" in 5th EMAC Regional Conference - September 24-26, 2014, Katowice, Poland

What really matters to sales executives?

GUENZI, P., P. CAIOZZO, G. TROILO, "What really matters to sales executives?" in The Thought Leadership on the Sales Profession Conference - June 10-11, 2014, New York, United States of America

How sales capabilities affect performance: a preliminary investigation

GUENZI, P., "How sales capabilities affect performance: a preliminary investigation" in 4th Conference on Enhancing Sales Force Productivity - 14-16 July, 2013, Münster, Germany

The capabilities and performance of Ambidextrous sales organizations and The influence of sales force control system on Salespeople's customer-oriented selling, adaptive selling and sales unit effectiveness

GUENZI, P., E. NIJSSEN, M. VAN DEN BORGH, "The capabilities and performance of Ambidextrous sales organizations and The influence of sales force control system on Salespeople's customer-oriented selling, adaptive selling and sales unit effectiveness" in 42nd EMAC Conference - 4-7 June, 2013, Istanbul, Turkey

The impact of sales capabilities on performance

GUENZI, P., "The impact of sales capabilities on performance" in The ANZMAC Conference - 1-4 December, 2013, Auckland, New Zealand

The Influence of Sales Force Control Systems on Salespeople's Customer-Oriented Selling, Adaptive Selling and Sales Unit Effectiveness

GUENZI, P., A. BALDAUF, N. PANAGOPOULOS, "The Influence of Sales Force Control Systems on Salespeople's Customer-Oriented Selling, Adaptive Selling and Sales Unit Effectiveness" in 42nd EMAC Conference - 4-7 June, 2013, Istanbul, Turkey

Does adaptive selling improve or hurt customer trust in the salesperson?

GUENZI, P., L. M. DE LUCA, R. SPIRO, G. TROILO, "Does adaptive selling improve or hurt customer trust in the salesperson?" in 41st EMAC Annual Conference - May 23-26, 2012, Lisbon, Portugal

Solving The Paradox Of Machiavellianism: Machiavellianism May Make For Productive Sales But Poor Team Spirit

SOSCIA, I., R. BAGOZZI, P. GUENZI, "Solving The Paradox Of Machiavellianism: Machiavellianism May Make For Productive Sales But Poor Team Spirit" in 41st EMAC Annual Conference - 23-26 May, 2012, Lisbon, Portugal

An investigation into the consequences of prosocial behaviors of salespeople using the laddering technique

GUENZI, P., F. PANZERI, "An investigation into the consequences of prosocial behaviors of salespeople using the laddering technique" in 40th EMAC Conference - 24-27 May, 2011, Ljubljana, Slovenia

The dark side of adaptive selling

GUENZI, P., L. DE LUCA, R. SPIRO, "The dark side of adaptive selling" in 5th annual GSSI Conference - 22-24 June, 2011, Milano, Italy

The role of emotions in affecting sales performance: a longitudinal study

GUENZI, P., I. SOSCIA, R. BAGOZZI, "The role of emotions in affecting sales performance: a longitudinal study" in 40th EMAC Conference - 24-27 May, 2011, Ljubljana, Slovenia

Investigating the antecedentes of customer trust in the salesperson

GUENZI, P., R. SPIRO, "Investigating the antecedentes of customer trust in the salesperson" in 39th EMAC Conference - 1-4 June, 2010, Copenhagen, Denmark

What can sales managers learn from coaches of professional sport teams?

TROILO, G., P. GUENZI, "What can sales managers learn from coaches of professional sport teams?" in 39th EMAC Conference - June 1-4, 2010, Copenhagen, Denmark

Organizational drivers of customer-oriented selling

GUENZI, P., G. TROILO, L. M. DE LUCA, "Organizational drivers of customer-oriented selling" in 38th EMAC Conference - May 26-29, 2009, Nantes, France

Antecedents and consequences of Sales Force Control Systems: a relational perspective

GUENZI, P., A. BALDAUF, V. ONYEMAH, "Antecedents and consequences of Sales Force Control Systems: a relational perspective" in 2008 Global Sales Science Institute Conference - 25-27 June, 2008, Athens, Greece

The contingent value of sales participation in marketing decision-making on organizational performance

GUENZI, P., G. TROILO, L. M. DE LUCA, "The contingent value of sales participation in marketing decision-making on organizational performance" in 2008 AMA Winter Marketing Educators' Conference - February 15-18, 2008, Austin, United States of America

Marketing-Sales relationship: how to achieve their integration?

TROILO, G., P. GUENZI, "Marketing-Sales relationship: how to achieve their integration?" in 37th EMAC Conference - May 27-30, 2008, Brighton, Great Britain

The contingent value of sales participation in marketing decision-making for market performance

DE LUCA, L., G. TROILO, P. GUENZI, "The contingent value of sales participation in marketing decision-making for market performance" in 37th EMAC Conference - May 27-30, 2008, Brighton, Great Britain

Investigating the overall contribution of interpersonal relationship to customer-to-firm relationship: the case of key employee

ARBORE, A., P. GUENZI, A. ORDANINI, "Investigating the overall contribution of interpersonal relationship to customer-to-firm relationship: the case of key employee" in 36th EMAC Conference - May 22-25, 2007, Reykjavik, Iceland

Exploring relational trade-offs in the presence of key employees: the case of the radio industry

GUENZI, P., A. ARBORE, A. ORDANINI, "Exploring relational trade-offs in the presence of key employees: the case of the radio industry" in 36th EMAC Conference - May 23-26, 2007, Reykjavik, Iceland

When and why do customers trust in grocery retailers?

PREMAZZI, K., S. CASTALDO, P. GUENZI, M. GROSSO, L. GRIMALDI, "When and why do customers trust in grocery retailers?" in 36th EMAC Conference - May 22-25, 2007, Reykjavik, Iceland

An empirical investigation of relationship selling strategy, management controls, salesperson behaviors and sales organization effectiveness

GUENZI, P., A. BALDAUF, "An empirical investigation of relationship selling strategy, management controls, salesperson behaviors and sales organization effectiveness" in National Conference in Sales Management - 28-31 March, 2007, Irvine, CA, United States of America

A multi-level model of retail trust: building patronage through people, products, places and communication

GUENZI, P., S. CASTALDO, D. JOHNSON, "A multi-level model of retail trust: building patronage through people, products, places and communication" in 36th EMAC Conference - May 23-26, 2007, Reykjavik, Iceland

Antecedents and consequences of customer trust in the financial advisor

GUENZI, P., L. GEORGES, "Antecedents and consequences of customer trust in the financial advisor" in 35th EMAC Conference - 23-26 May, 2006, Athens, Greece

Integrating Marketing and Sales: A Means-End Approach

GUENZI, P., G. TROILO, "Integrating Marketing and Sales: A Means-End Approach" in 35th EMAC Conference - May 23-26, 2006, Athens, Greece

Building interpersonal relationships in mass-mediated service environments: The case of radio stations

GUENZI, P., G. BEBER, "Building interpersonal relationships in mass-mediated service environments: The case of radio stations" in 35th EMAC Conference - 23-26 May, 2006, Athens, Greece

Marketing and sales integration an empirical examination of its antecedentes and consequences

ANCARANI, F., P. GUENZI, G. TROILO, "Marketing and sales integration an empirical examination of its antecedentes and consequences" in 3rd International Urbino Workshop on Business Markets "Organizing

marketing and purchasing in business markets" - April 27-28, 2006, Urbino, Italy

Integrating Marketing and Sales: A Means-End Approach

GUENZI, P., G. TROILO, "Integrating Marketing and Sales: A Means-End Approach" in National Conference in Sales Management, March 2-4, 2006, Minneapolis, United States of America

Antecedents and consequences of Marketing and Sales integration

ANCARANI, F., P. GUENZI, G. TROILO, "Antecedents and consequences of Marketing and Sales integration" in 34th European Marketing Academy Conference - May 24-27, 2005, Milano, Italy

Contribution to Chapters, Books or Research Monographs

Sales Management

GUENZI, P., "Sales Management" in Marketing@Bocconi. Progettare e trasferire valore al cliente., E. Valdani (Ed.), Egea, pp. 493-518, 2016

The strategic building of a football club: the case of Interbrand and Shakhtar Donetsk

GUENZI, P., M. RICCA, "The strategic building of a football club: the case of Interbrand and Shakhtar Donetsk" in Routledge Handbook of Sports Marketing., M. Desbordes, N. Chanavat, S. Chadwick (Eds.), Routledge, Taylor and Francis Group, pp. 38-50, 2015

Key accountization at Bosch Automotive Aftermarket (BAA) Italy: managing and implementing a strategic change

GUENZI, P., "Key accountization at Bosch Automotive Aftermarket (BAA) Italy: managing and implementing a strategic change" in Handbook of Strategic Account Management: A Comprehensive Resource., D. Woodburn, K. Wilson (Eds.), John Wiley & Sons, pp. 405-419, 2014

Venditing: chi ha ucciso il marketing?

GUENZI, P., "Venditing: chi ha ucciso il marketing?" in Prodotto, consumatore e politiche di mercato quarant'anni dopo. Scritti in onore di Stefano podestà., S. Borghini, A. Carù, F. Golfetto, S. Pace, D. Rinallo, L. Visconti, F. Zerbini (Eds.), Egea, pp. 303-321, 2012

Competenze di marketing & sales, metriche e performance

GUENZI, P., G. TROILO, C. SAIBENE, M. CITO, A. SCARPA, "Competenze di marketing & sales, metriche e performance" in Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo., F. Ancarani (Ed.), Egea, pp. 2-41, 2011

Le metriche di orientamento al mercato

GUENZI, P., L. DE LUCA, "Le metriche di orientamento al mercato" in Marketing Metrics., Enrico Valdani, Fabio Ancarani (Eds.), Egea, pp. 271-302, 2011

Sales Management

GUENZI, P., "Sales Management" in Marketing Management., Enrico Valdani (Ed.), Egea, pp. 683-705, 2011

Organizzazione e gestione della rete di vendita

GUENZI, P., "Organizzazione e gestione della rete di vendita" in Marketing e fiducia., Sandro Castaldo (Ed.), Il Mulino, pp. 331-354, 2009

La forza di vendita

GUENZI, P., "La forza di vendita" in Enciclopedia di Management., S. Vicari (Eds.), Università Bocconi Editore, pp. 283-305, 2006

Sport marketing and Facility Management: From Stadiums to customer-based multipurpose Leisure Centers

GUENZI, P., "Sport marketing and Facility Management: From Stadiums to customer-based multipurpose Leisure Centers" in Marketing and Football: an international perspective., M. Desbordes, G. Bolle (Eds.), Butterworth Heinemann Publishers, pp. 130-162, 2006

Organizzazione e gestione della rete di vendita

GUENZI, P., "Organizzazione e gestione della rete di vendita" in Enciclopedia di Management., S. Vicari (Ed.), Università Bocconi Editore, pp. 306-331, 2006

Il contributo del personale commerciale al successo del punto vendita

GUENZI, P., "Il contributo del personale commerciale al successo del punto vendita" in Store Management. Il punto vendita come piattaforma relazionale., S.Castaldo, C.Mauri (Eds.), Franco Angeli, pp. 371-398, 2005

Marketing du sport et management des installations

GUENZI, P., "Marketing du sport et management des installations" in Marketing et Football: une perspective internationale., M.Desbordes, G.Bolle (Eds.), Presses Universitaire Du Sport, pp. 277-316, 2005

Musei, edutainment e marketing

GUENZI, P., E. VALDANI, "Musei, edutainment e marketing" in Cultura in Gioco – Le nuove frontiere di musei, didattica e industria culturale nell'era dell'interattività., Pietro Valentino, Maria Rita Delli Quadri (Eds.), Giunti, pp. 148-164, 2004

Zur Typologisierung von Freizeitdienstleistungen: Ein kundenorientierter Ansatz

GUENZI, P., E. VALDANI, K. MATZLER, "Zur Typologisierung von Freizeitdienstleistungen: Ein kundenorientierter Ansatz" in Erfolg durch Dienen?., H.Hinterhuber, H.Stahl (Eds.), Expert-Verlag, pp. 244-263, 2002

Marketing von Brand Parks

GUENZI, P., E. VALDANI, "Marketing von Brand Parks" in Industrierlebniswelten., H.Hinterhuber; H.Pechlaner (Ed.), Erich Schmidt Verlag, pp. 153-193, 2001

L'eccellenza nel marketing relazionale: il caso Radio DeeJay

GUENZI, P., "L'eccellenza nel marketing relazionale: il caso Radio DeeJay" in Artwork&Network., S. Salvemini, G. Soda (Eds.), Egea, pp. 245-280, 2001

Comments, Discussions, Replies in Journal

Guidelines for future research on KAM implementation

GUENZI, P., K. STORBACKA, "Guidelines for future research on KAM implementation", Industrial Marketing Management, 2015, vol. 45, pp. 100

Research Monographs

La vendita relazionale

GUENZI, P. - "La vendita relazionale" - 2002, Etas Libri, Milano, Italy