

Giada Di Stefano

Full Professor



Knowledge Group: Strategy and Operations

Research Domains: Competitive Strategy

Teaching Domains: Alliances, Business Models, Diversification, Growth Strategy, Vertical Integration

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Biography

Giada Di Stefano is Full Professor of Strategy at Bocconi University and serves as Director of the DBA Program at SDA Bocconi.

At Bocconi, she is affiliated with BELSS and iCrios, and she serves on the University Ethics Committee as well as on the Executive Committee of the Department of Management and Technology. She previously taught at HEC Paris and worked as a product manager for L'Oréal Paris.

Giada has held a variety of leadership roles within the Academy of Management and the Strategic Management Society. She is currently Associate Editor for the Strategic Management Journal, Contributing Editor for Strategy Science, Program Chair of the SRF Dissertation Research Program, and Board Member of the Consortium for Competitiveness and Cooperation (CCC).

She earned her PhD in Business Administration and Management from Bocconi University.

Her research interests lie in strategy and innovation. In particular, she investigates the factors that foster or hinder the creation and transfer of knowledge, both within and across organizations. Her work relies on a combination of empirical methods, with a preference for experiments and applied research. To this end, she has collaborated with numerous companies to conduct field experiments. Much of her research is situated in creative industries, ranging from gourmet cuisine to science, from computer programming to academia.

Articles in Scholarly Journals

Let Us Not Speak of Them, but Look and Pass? Organizational Responses to Online Reviews

FAVARON, S. D., G. DI STEFANO, "Let Us Not Speak of Them, but Look and Pass? Organizational Responses to Online Reviews", *Organization Science*, 2025, vol. 36, no. 2, pp. 651-676

Reazioni organizzative alle valutazioni di esperti e consumatori nell'alta cucina - Organizational Reactions to Expert and Consumer Evaluations in Haute Cuisine

DI STEFANO, G., S. D. FAVARON, "Reazioni organizzative alle valutazioni di esperti e consumatori nell'alta cucina - Organizational Reactions to Expert and Consumer Evaluations in Haute Cuisine", *Economia & Management*, 2025, no. 3, pp. 99-104

To Stem the Tide: Organizational Climate and the Locus of Knowledge Transfer

DI STEFANO, G., M. R. MICHELI, "To Stem the Tide: Organizational Climate and the Locus of Knowledge Transfer", *Organization Science*, 2023, vol. 34, no. 6, pp. 2436-2463

Michelin is coming to town: Organizational responses to status shocks

FAVARON, S. D., G. DI STEFANO, R. DURAND, "Michelin is coming to town: Organizational responses to status shocks", *Management Science*, 2022, vol. 68, no. 9, pp. 6925-6949

Under a magnifying glass: On the use of experiments in strategy research

DI STEFANO, G., C. GUTIERREZ, "Under a magnifying glass: On the use of experiments in strategy research", *Strategic Organization*, 2019, vol. 17, no. 4, pp. 497-507

A universe of stories: Mobilizing narrative practices during transformative change

DALPIAZ, E., G. DI STEFANO, "A universe of stories: Mobilizing narrative practices during transformative change", *Strategic Management Journal*, 2018, vol. 39, no. 3, pp. 664-696

Too many cooks spoil the broth? Geographic concentration, social norms, and knowledge transfer

DI STEFANO, G., A. A. KING, G. VERONA, "Too many cooks spoil the broth? Geographic concentration, social norms, and knowledge transfer", *Advances in Strategic Management*, 2017, vol. 36, pp. 267-308

Sanctioning in the wild: Rational calculus and retributive instincts in gourmet cuisine

VERONA, G., G. DI STEFANO, A. KING, "Sanctioning in the wild: Rational calculus and retributive instincts in gourmet cuisine", *Academy of Management Journal*, 2015, vol. 58, no. 3, pp. 906-931

Kitchen confidential? Norms for the use of transferred knowledge in gourmet cuisine

DI STEFANO, G., A. A. KING, G. VERONA, "Kitchen confidential? Norms for the use of transferred knowledge in gourmet cuisine", *Strategic Management Journal*, 2014, vol. 35, no. 11, pp. 1645-1670

The organizational drivetrain: a road to integration of dynamic capabilities research

DI STEFANO, G., M. PETERAF, G. VERONA, "The organizational drivetrain: a road to integration of dynamic capabilities research", *Academy of Management Perspectives*, 2014, vol. 28, no. 4, pp. 307-327

The elephant in the room of dynamic capabilities: bringing two diverging conversations together

PETERAF, M., G. DI STEFANO, G. VERONA, "The elephant in the room of dynamic capabilities: bringing two diverging conversations together", *Strategic Management Journal*, 2013, vol. 34, no. 12, pp. 1389-1410

Technology push and demand pull perspectives in innovation studies: Current findings and future research directions

DI STEFANO, G., A. GAMBARDELLA, G. VERONA, "Technology push and demand pull perspectives in innovation studies: Current findings and future research directions", Research Policy, 2012, vol. 41, no. 8, pp. 1283-1295

Dynamic capabilities deconstructed : a bibliographic investigation into the origins, development, and future directions of the research domain

DI STEFANO, G., M. PETERAF, G. VERONA, "Dynamic capabilities deconstructed : a bibliographic investigation into the origins, development, and future directions of the research domain", Industrial and Corporate Change, 2010, vol. 19, no. 4, pp. 1187-1204

Research Monographs

A Value-Based Approach to Innovation. From Value Creation to Value Capture

DI STEFANO, G., A. FOSFURI - "A Value-Based Approach to Innovation. From Value Creation to Value Capture" - 2025, Egea, Milano, Italy

Navigating Innovation: Insights from Academic Research

FOSFURI, A., G. DI STEFANO - "Navigating Innovation: Insights from Academic Research" - 2024, Egea, Milano, Italy

Edited Books

Organization Theory Meets Strategy (Advances in Strategic Management, Vol. 43)

DI STEFANO, G., F. C. WEZEL (Eds.), "Organization Theory Meets Strategy (Advances in Strategic Management, Vol. 43)" - 2023, Emerald Publishing Limited, Great Britain

Contribution to Chapters, Books or Research Monographs

Organization Theory Meets Strategy: Fostering a Dialogue Between Research Fields

DI STEFANO, G., F. C. WEZEL, "Organization Theory Meets Strategy: Fostering a Dialogue Between Research Fields" in Organization Theory Meets Strategy (Advances in Strategic Management, Vol. 43), Giada Di Stefano, Filippo Carlo Wezel (Eds.), Emerald Publishing Limited, pp. 1-9, 2023

Too Many Cooks Spoil the Broth? Geographic Concentration, Social Norms, and Knowledge Transfer

DI STEFANO, G., A. A. KING, G. VERONA, "Too Many Cooks Spoil the Broth? Geographic Concentration, Social Norms, and Knowledge Transfer" in Geography, Location, and Strategy., Juan Alcácer, Bruce Kogut, Catherine Thomas, Bernard Yin Yeung (Eds.), Emerald Publishing Limited, pp. 267-308, 2017

Proceedings/Presentations

Michelin is Coming to Town: Examining Organizational Reactions to the Entry of an Expert Evaluator

FAVARON, S. D., G. DI STEFANO, R. DURAND, "Michelin is Coming to Town: Examining Organizational Reactions to the Entry of an Expert Evaluator" in 79th Annual Meeting of the Academy of Management took place 9-13 August, 2019, Boston, MA, United States of America

Learning from Customer Reviews: Source Credibility and Emotional Interference

FAVARON, S. D., G. DI STEFANO, "Learning from Customer Reviews: Source Credibility and Emotional Interference" in 78th Annual Meeting of the Academy of Management, 10-14 August, 2018, Chicago, IL, United States of America

Organizational Responses to Status Gains: Strategic Conformity and the Role of Customer Evaluations

FAVARON, S. D., G. DI STEFANO, R. DURAND, "Organizational Responses to Status Gains: Strategic Conformity and the Role of Customer Evaluations" in 78th Annual Meeting of the Academy of Management took place 10-14 August, 2018, Chicago, IL, United States of America

Organizational Responsiveness to Consumer Feedback

FAVARON, S. D., G. DI STEFANO, "Organizational Responsiveness to Consumer Feedback" in 37th Annual Conference of the Strategic Management Society, 28-30 October, 2017, Houston, TX, United States of America

Learning by Thinking: Overcoming the Bias for Action through Reflection

DI STEFANO, G., G. PISANO, B. STAATS, "Learning by Thinking: Overcoming the Bias for Action through Reflection" in 76th Annual Meeting of the Academy of Management, 5-9 August, 2016, Anaheim, CA, United States of America

Learning by Thinking: How Reflection Aids Performance

DI STEFANO, G., G. PISANO, B. STAATS, "Learning by Thinking: How Reflection Aids Performance" in 75th Annual Meeting of the Academy of Management, 7-11 August, 2015, Vancouver, Canada

Hell's Kitchen: Sanctioning Violations of Norms of Knowledge Use in Gourmet Cuisine

DI STEFANO, G., A. KING, G. VERONA, "Hell's Kitchen: Sanctioning Violations of Norms of Knowledge Use in Gourmet Cuisine" in 74th Annual Meeting of the Academy of Management, 1-5 August, 2014, Philadelphia, PA, United States of America

Second-party sanctioning of norm violations: The case of know-how trading in gourmet cuisine

DI STEFANO, G., A. KING, G. VERONA, "Second-party sanctioning of norm violations: The case of know-how trading in gourmet cuisine" in 72nd Annual Meeting of the Academy of Management, 3-7 August, 2012, Boston, United States of America

Second-party Sanctioning of Norm Violation: The Case of Know-how Trading in Gourmet Cuisines

DI STEFANO, G., A. KING, G. VERONA, "Second-party Sanctioning of Norm Violation: The Case of Know-how Trading in Gourmet Cuisines" in 9th International Open and User Innovation Workshop - July 4-6, 2011, Wien,

The Elephant in the Room of Dynamic Capabilities

DI STEFANO, G., M. PETERAF, G. VERONA, "The Elephant in the Room of Dynamic Capabilities" in Academy of Management Annual Meeting: West Meets East: Enlightening, Balancing, Transcending - August 12-16, 2011, San Antonio, Texas, United States of America

The Rise, Diffusion, Development of Dynamic Capabilities: The Role of Influential Authors

DI STEFANO, G., M. PETERAF, G. VERONA, "The Rise, Diffusion, Development of Dynamic Capabilities: The Role of Influential Authors" in Strategic Management Society Conference - September 12-15, 2010, Roma, Italy

Dynamic Capabilities Deconstructed: A Bibliographic Investigation into the Origins, developments and Future Directions of the Research Domain

DI STEFANO, G., M. PETERAF, G. VERONA, "Dynamic Capabilities Deconstructed: A Bibliographic Investigation into the Origins, developments and Future Directions of the Research Domain" in Academy of Management Annual Meeting, August 6-10, 2010, Montreal, Canada

Dynamic Capabilities Deconstructed: A Bibliographic Investigation into the Origins, developments and Future Directions of the Research Domain

DI STEFANO, G., M. PETERAF, G. VERONA, "Dynamic Capabilities Deconstructed: A Bibliographic Investigation into the Origins, developments and Future Directions of the Research Domain" in Stanford Entrepreneurship Conference, September 9-10, 2010, Stanford, CA, United States of America

De Gustibus Non Est Disputandum: A Demand based View of Technological Innovation

DI STEFANO, G., A. GAMBARDELLA, G. VERONA, "De Gustibus Non Est Disputandum: A Demand based View of Technological Innovation" in Academy of Management Meeting, August 7-11, 2009, Chicago, IL, United States of America

Dynamic Capabilities Deconstructed

DI STEFANO, G., M. PETERAF, G. VERONA, "Dynamic Capabilities Deconstructed" in Academy of Management Meeting, August 7-11, 2009, Chicago, IL, United States of America

A demand-based view of technological innovation

DI STEFANO, G., A. GAMBARDELLA, G. VERONA, "A demand-based view of technological innovation" in 28th SMS Annual International Conference, October 12-15, 2008, Cologne, Germany

A Demand Based View of Technological Innovation: A Review, Conceptualization, and Future Research Direction

DI STEFANO, G., A. GAMBARDELLA, G. VERONA, "A Demand Based View of Technological Innovation: A Review, Conceptualization, and Future Research Direction" in Academy of Management Annual Meeting: 'The question we ask' - August 8-13, 2008, Anaheim, CA, United States of America

An evolutionary approach to user innovation: how Ducati motor reinvented itself through the internet

VERONA, G., E. PRANDELLI, G. DI STEFANO, "An evolutionary approach to user innovation: how Ducati motor reinvented itself through the internet" in Academy Of Management Conference - August 3-8, 2007,

Other

Using Storytelling to Support Organizational Change

DI STEFANO, G., "Using Storytelling to Support Organizational Change", Knowledge@HEC, 30 April 2018

The power of reflection at work

DI STEFANO, G., "The power of reflection at work", Knowledge@HEC, 30 June 2014

Research Notes or short Articles in Journals

Knowledge, Innovation, and Social Norms in Creative Industries

DI STEFANO, G., "Knowledge, Innovation, and Social Norms in Creative Industries", *Economia & Management*, 2012, no. 3, pp. 36-40

Cases in International Case Collections

Innovation at Play: The Case of High-end Cuisine

DI STEFANO, G., A. KING, G. VERONA - "Innovation at Play: The Case of High-end Cuisine" - 2011, The Case Centre, Great Britain

Protecting Innovation in Low-IPR Regimes: The Fine Fashion Industry

VERONA, G., G. DI STEFANO - "Protecting Innovation in Low-IPR Regimes: The Fine Fashion Industry" - 2009, The Case Centre, Great Britain