

Paola Zanella

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EMPLOYMENT

Assistant Professor on Tenure Track, Dept. of Business Management, CUNEF Universidad, Madrid, 2020-present

Professor, IE Business School, Madrid, 2018–2020

EDUCATION

PhD in Business Administration and Management, Università Bocconi, Italy, 2018

MSc in Marketing Management, Università Bocconi, Italy, 2012

BA in Economics and Management in Arts, Culture and Communication, Università Bocconi, Italy, 2009

FIELDS OF INTEREST

Strategic management, Technology strategy, Digital Transformation

PUBLICATIONS

Schmidt, Jens; Priem, Richard; Zanella, Paola: “Customers, Markets, and Five Archetypical Value Creation Logics: A Review of Demand-Side Research in Strategic Management”, *Journal of Management*, 50(6), 2309-2342, 2024

Zanella, Paola; Cillo, Paola; Verona, Gianmario: “Whatever You Want, Whatever You Like: How Incumbents Respond to Changes in Market Information Regimes”, *Strategic Management Journal*, 43(7), 1258-1286, 2022.

Cillo, Paola; Priem, Richard; Verona, Gianmario; Zanella, Paola: “Consumer-CEO interaction as catalyst for business model innovation in established firms”, *Journal of Business Research*, 131, 241-253, 2021.

Zanella, Paola. "La distribución digital de la música: evolución y tendencias", in *"Consumer-first marketing: «cuidar al cliente» como leitmotiv empresarial"*, ed. Universidad de Oviedo, Cátedra Fundación Ramón Areces de Distribución Comercial, Oviedo, 2022

SELECTED ACADEMIC HONOURS AND GRANTS

Research Grant awarded to the project "Digital Transformation: Implications for Sustainable Innovation and Corporate Sustainability". 2021 call "Proyectos de Generación de Conocimiento" (as Principal Investigator)

Research Grant awarded to the project "Digital Transformation: Implications for Sustainable Innovation and Corporate Sustainability". 2021 call "Proyectos de Transición Ecológica y Transición Digital" (as Principal Investigator)

Research Grant YOOX NET-A-PORTER GROUP. 2017

Research grant TIM Telecom Italia. 2016

SELECTED PRESENTATIONS

CONFERENCES

Strategic Management Society Annual International Conference 2022 (London, UK)

PROFESSIONAL ACTIVITIES

Ad-hoc reviewer: Academy of Management Journal, Journal of Business Research, Industry and Innovation