

Margherita Caprara

Ph.D. Candidate

Department of Marketing, Università Bocconi

Via Guglielmo Röntgen, 1 - 20136 Milan, Italy

E-mails: margherita.caprara@phd.unibocconi.it, margherita.caprara@unibocconi.it

EDUCATION

September 2020 - January 2026 (expected):

PhD in Business Administration and Management – Marketing Curriculum, Bocconi University - Milan, Italy

Track: Marketing Strategy

Doctoral Advisor: Professor Gaia Rubera (*Bocconi University*)

September 2016 - September 2018:

MSc in Marketing Management, Bocconi University - Milan, Italy

109/110

September 2013 - September 2016:

BSc in Economics, Università Cattolica del Sacro Cuore (UCSC) - Milan, Italy

110/110 Summa cum Laude

August 2015-September 2015:

Summer semester, *UCLA - Los Angeles, CA*

Merit-based Scholarship

CURRENT RESEARCH INTERESTS

Areas: Marketing Strategy, Quantitative Marketing

Topics: Innovation, Machine Learning, Unstructured Data, and Gender Dynamics

RESEARCH

Research Projects:

Caprara M., Rubera G., and Cillo P. “The Gender-Innovation Paradox: Female Leadership, Parenting, and Female-Focused Innovation”

Status: Complete manuscript.

Grossetti F., Cillo P., Caprara M., and Rubera G. “I’m Looking Through You: Automated Brand Audience Analysis with Instagram Images”

Status: Submitted.

Grossetti F., Cillo P., Caprara M., and Rubera G. “Assessing Entrepreneurial Activity through Deep Learning: A Geographic Analysis Using Instagram Data”

Status: In progress.

ACADEMIC SERVICE AND AFFILIATIONS

Reviewer:

- Ad hoc for Journal of Product Innovation Management
- Ad hoc for Journal of Business Research
- International Conference on Information Systems 2024
- EMAC General Conference 2024 - Innovation track

Grants:

- High Power Computing Grant for PhD Students – 1800€ in credits for Microsoft Azure Virtual Machine

- Full Scholarship Business and Administration and Management - Marketing Curriculum PhD program
- “The Invernizzi PhD Financial Aid” - Research Contracts for PhD Candidates and Fellows Standard Support 2024-2025
- “The Invernizzi PhD Financial Aid” - Research Contracts for PhD Candidates and Fellows Special Support 2024-2025

CONFERENCES

- 2025 “*The Gender-Innovation Paradox: Female Leadership, Parenting, and Female-Focused Innovation*” AMA-Sheth Doctoral Consortium, The Ohio State University, 25-28 June 2025, *Presenter*: Columbus, Ohio (US)
- 2025 “*I’m Looking Through You: Automated Brand Audience Analysis with Instagram Images*” EMAC Job Market Simulation, ESIC, 27 May 2025
Presenter: Madrid, Spain
- 2025 “*The Gender-Innovation Paradox: Female Leadership, Parenting, and Female-Focused Innovation*” EMAC General Conference, ESIC, 27-30 May 2025
Presenter: Madrid, Spain
- 2025 “*The Gender-Innovation Paradox: Female Leadership, Parenting, and Female-Focused Innovation*” Bocconi PhD Study Day, Bocconi University, 13 May 2025 *Presenter*: Milan, Italy
- 2024 “*Invernizzini 2024 – Università Commerciale L. Bocconi First Community Meeting*” Fondazione Invernizzi, 12 November 2024, *Invited Talk*, Milan, Italy.
- 2024 “*Innovating for Women? The Relationship Between Female Influence in the Top Management Team and Innovation Gender Focus*” - SIM General Conference, 17th October 2024 *Presenter*: Milan, Italy
- 2024 “*A Better Picture: Enhancing Brand Audience Analysis with Computer Vision*” Bocconi PhD Study Day, Bocconi University, 23 June 2024 - *Presenter*: Milan, Italy
- 2024 “*Innovating for Women? The Relationship Between Female Influence in the Top Management Team and Innovation Gender Focus*” EMAC General Conference - Innovation track, 27 May - 31 May 2024 *Presenter*: Bucharest, Romania.
- 2023 “*Innovating for Women? The Relationship Between Female Influence in the Top Management Team and Innovation Gender Focus*” Bocconi PhD Study Day, Bocconi University, 19 June 2023 *Presenter*: Milan, Italy
- 2023 Customer Journeys in a Digital World 2023 - *Attendee*. Amsterdam
- 2023 “*Innovating for Women? The Relationship Between Female Influence in the Top Management Team and Innovation Gender Focus*” EMAC Doctoral Colloquium 2023 – Marketing Strategy Intermediate/Advanced Track, 21-23 May 2023 *Presenter*: Odense, Denmark
- 2022 “*Innovating for Women? The Relationship Between Female Influence in the Top Management Team and Innovation Gender Focus*” Bocconi PhD Study Days, Bocconi University, June 2022 (*Poster Session*). Milan
- 2022 Customer Journeys in a Digital World 2022 - *Attendee*. Milan, Italy

TEACHING EXPERIENCE

20895 Innovation in the Data Economy (Lecturer, 44h, AY. 2024-2025; TA, 46h, AY. 2023-2024)
course director: Professor Paola Cillo

MSc in Marketing Management (MM - *Bocconi University*)

20838 Strategic Marketing and Analytics (Data & Analytics for Strategic Marketing Decisions) - module 1 (Lecturer, 28h, AY. 2023-2024)

course director: Professor Sara Valentini

students' evaluation score 8.03/10

MSc in Marketing Management (MM - *Bocconi University*)

20167 Product Innovation and Market Creation (TA, 69h, AY. 2022-2023)

course director: Professor Paola Cillo

MSc in Marketing Management (MM - *Bocconi University*)

20600 Deep Learning for Computer Vision (TA, 25h, AY 2019-2020/2021-2022/2022-2023)

course director: Professor Gaia Rubera

MSc in Data Science and Business Analytics (DSBA - *Bocconi University*)

20543 Social Media Marketing (TA, 45h, AY 2018-2019/2019-2020/2021-2022)

course director: Professor Gaia Rubera

MSc in Marketing Management (MM - *Bocconi University*)

11681 Python (TA, AY 2019 first and second semesters)

course director: Professor Gaia Rubera

MBA (*SDA Bocconi*)

Mastering Data for Insurance (Tutoring, AY 2022/2023)

SDA Bocconi and AXA Italia

OTHER ACTIVITIES

Bocconi University

Assistant Social Media Manager

Bocconi Marketing Department page on LinkedIn

WORK EXPERIENCE

Bocconi University

December 2018-August 2020, Milan, Italy

Research & Teaching Assistant

Adidas A.G.

August 2017 - February 2018, Herzogenaurach, GE

Internship at Adidas Global

LANGUAGE AND SKILLS

Languages:

Italian – Native Speaker

English – Full Proficiency (IELTS: 8.0/9.0, 2019)

Spanish – Intermediate

IT Skills:

Python (Excellent - *main programming language*), STATA (Excellent), R (Excellent), SPSS (Advanced), LaTeX (Advanced)

Other Certifications:

PhD BEAT Program - Bocconi Excellence in Advanced Teaching (2021)

GRE Academic Test (Quant: 167/170) (2019)

IELTS - Academic - Overall 8.0/9.0 (2019)

REFERENCES

Gaia Rubera

Department of Marketing, Bocconi University, Italy, gaia.rubera@unibocconi.it

Paola Cillo

Department of Management and Technology, Bocconi University, Italy, paola.cillo@unibocconi.it

Francesco Grossetti

Department of Accounting and Bocconi Institute for Data Science and Analytics, Bocconi University, Italy, francesco.grossetti@unibocconi.it