

CV – Paola Varacca Capello (Update June 2015)

PERSONAL INFORMATION	
Name, Surname	Paola Varacca Capello
Date and Place of Birth	Milan, July 26, 1958
Address	Via Vincenzo Monti 57 -20145 - Milan
Nationality	Italian
Mother tongue	Italian
Other languages	English, French
STUDIES	
Laurea	Bocconi University, 1982, Economies of scale; some critical reflections on first industry studies
Doctoral Degrees	
Master	
ITP (International Teachers Programme)	
SDA POSITION	
Current SDA Position	SDA Professor – Strategic and Entrepreneurial Department
Beginning of collaboration with SDA	1982
Institutional Roles at SDA	
ACADEMIC POSITION	
Current Academic Position	Lecturer, Bocconi University, Management & Technology Department
Collaboration with Bocconi University or other Universities	Business Administration, Business Administration in Cultural industries, Management of Fashion Companies
Courses of the last 5 years (min. 15 hours)	
RESEARCH INTERESTS	
Research Interests	Business Administration, Strategy; Fashion, Design, Jewellery
Main research activities	The Variety and the Evolution of Business Models in the Largest Italian and Foreign Fashion and Luxury Companies Fashion and Luxury Companies Performances The Process of Product Design and Development in Fashion
INTERNATIONAL ACTIVITIES	
International Activities (projects, teaching)	Campus Abroad: Vancouver (Simon Fraser University), 2012, 2013; Dubai (American University of Dubai) 2014, 2016 Seminar on Strategy, MSc in Fashion Management, IESEG, Paris, 2015 Bocconi Summer School: 2016-2019 4 editions Study tour: teaching and company visits (Villanova, Case and Western University)
PUBLICATION	
Books and chapters	<ul style="list-style-type: none"> • “Fashion, Italian Designers and Brands” in L. Carcano, G. Lojacono (editors), <i>Made in Italy industries</i>, EGEA, 2018. • <i>Fashion Collections</i> (editor with N. Misani), EGEA, 2017, author of the following chapters: The Recent Evolution of Fashion (with Nicola Misani); The Variety of Companies and Collection Development (with Davide Ravasi); Collections and the Development Process (with Flavio Sciuccati); Market Analysis and the Formulation of Guidelines (with Giorgio Brandazza); The Balance between Creativity and Rationality in Collection Development: the Merchandising Plan (with Giorgio Brandazza); The Activities of the Collection Development Process and their Critical Aspects (with Flavio Sciuccati) • <i>Le collezioni nella moda</i> (editor with N.Misani), EGEA, 2016 • “Goldsmithing and jewelry: the market” (with A.Catalani) in A.Cappellieri (editor), <i>Jewelry today</i>, Mondadori Electa, 2010; • <i>Miti da sfatare nel gioiello</i> (with A.Catalani and L.Carcano), EGEA, 2007; • “Il profilo strutturale della filiera degli apparecchi di illuminazione” and “Le strategie competitive” (with G.Lojacono) in G.Lojacono, <i>Trend evolutivi e modifica dei business model nel settore dell’illuminazione</i>, FrancoAngeli, 2005; • <i>Il gioiello italiano a una svolta</i> (with A.Catalani and L.Carcano), FrancoAngeli, 2005; • <i>Il mondo orafo tra tradizione e innovazione</i> (with L. Carcano, E. Corbellini, G. Lojacono), ETAS, 2002;

	<ul style="list-style-type: none"> • "Strategie d'azienda e process management: riflessioni ed esperienze" (with M. De Carlo), in A. Biffi and N. Pecchiari (editors), <i>Process management e reengineering</i>, EGEA, 1998; • <i>I gruppi di imprese di dimensioni minori</i> (with D. Depperu), Angeli, 1990;
Articles and cases	<ul style="list-style-type: none"> • "Valentino case" (with G. Lojacono, G. Marchesini and N. Misani), SDA Bocconi, n. 14227, 2019 • "See now buy now: mito o realtà", <i>emplus/egeaonline</i>, 2018 • "La governance nella moda: autoreferenziale e dinamica?" (with C.Vagni) <i>emplus/egeaonline</i>, 2017 • "Direttore creativo realoded" (with C.Garbuio) <i>emplus/egeaonline</i>, 2017 • "The International Growth of Fast Fashion Retailers: the Inditex Case" (con G. Lojacono e N. Misani), SDA Bocconi, Case Centre 314-014-1 e tn 314-014-8; • "The Italian Fashion Industry in 2010" (con N. Guerini, N. Misani e D. Ravasi), SDA Bocconi Case Collection, ECCH (312-210-5 e tn 312-210-8). • Moda e lusso: le strategie e i risultati dei più grandi player mondiali (con G.Brandazza e B.Rovetta), <i>Economia e Management</i>, December 2010 • "Moda, lusso e design: gestire la competizione simbolica al di là dei confini di settore" (with D.Ravasi), in <i>Economia aziendale & Management: Scritti in onore di Vittorio Coda</i>, Bocconi University, 2010; • "The Variety and the Evolution of Business Models and Organizational Forms in the Italian Fashion Industry "(with D.Ravasi) <i>Business and Economic History On Line</i>, Vol. 7, 2009; • La segmentazione del settore (orafa): approccio tradizionale e nuovi criteri" in <i>E&M</i>, March 2007; • Il rapporto stile-industria: l'esperienza italiana nell'abbigliamento formale di fascia alta" (with D. Ravasi) <i>E&M</i>, September 2002 • "Il sistema moda e la gestione della varietà", in <i>E&M</i> (with F. Sciuccati), September 1999; • "Lo sviluppo delle collezioni nel sistema moda: logiche e strumenti operativi", in <i>E&M</i>, December 1993; • "La gestione dei gruppi di piccole imprese", in <i>E&M</i>, October.1992; • "La valutazione dell'integrazione verticale", in <i>Economia e Management (E&M)</i>, July 1991.
Conference Papers and Research Output	<ul style="list-style-type: none"> • "Fashion & Luxury Insight: Osservatorio Moda e Lusso 2015" with E. Merlotti and N. Misani, SDA Bocconi, n. 13640 and 13641, 2016 • "Fashion & Luxury Insight" (with A. Branchini, E.Merlotti, N. Misani), Sda Bocconi & Altgamma, www.Altgamma.it, 2012, 2013, 2014, 2015 • "The Acquisition Performance of Italian Fashion Companies: The Interacting Effects of Brands and Diversification" (con N. Misani), paper presentato alla 32° Conferenza della Strategic Management Society, Praga, ottobre 2012. • "Fashion & Luxury Insight" (con A. Branchini, E.Merlotti, N.Misani), Sda Bocconi & Altgamma, www.Altgamma.it, 2011 • "Fashion & Luxury Insight" (con A. Branchini, G. Brandazza, E.Merlotti, A. Moffa e B. Rovetta), Sda Bocconi & Altgamma, www.Altgamma.it, 2010 • "Fashion & Luxury Insight" (con A. Branchini, G. Brandazza e B. Rovetta), Sda Bocconi, Ernst&Young, Altgamma, www.Altgamma.it, 2009, 2008, 2007 • "The Variety and the Evolution of Business Models and Organizational Forms in the Italian Fashion Industry "(with D.Ravasi) Joint BHC-EBHA Annual Meeting, Milano, Università Bocconi, 2009 • Managing innovation in creative industries: the development of collection in Italian fashion industries (con D.Ravasi, C.Jones, W.Marcinkus), WPS, Sda Bocconi, nov. 2006 • "Criteri per definire e classificare le piccole e medie imprese" (with A. Zattoni), Working Paper n. 3, December.1993.