



Barbara SLAVICH

Ph.D. in Management sciences

Full Professor, Human Resource Management

Academic Director

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EDUCATION

2009 Ph.D. in Business Administration and Management, University Cà Foscari of Venice, Italy

2009 Ph.D. in Management sciences, ESADE Business School, Spain

PROFESSIONAL CERTIFICATION

2016 Leading for creativity, IDEO, USA

RESEARCH INTERESTS

Creativity management, managing and growing ventures in creative industries, organizational and social mechanisms in

PROFESSIONAL EXPERIENCE

ACADEMIC:

2010 - Present Associate Professor, IÉSEG School of Management, Paris La Défense, France

2008 - 2010 Postdoctoral Fellow, Bocconi University, Milan, Italy

2007 - 2009 Researcher, ESADE Business School, Barcelona, Spain

2005 - Present Professor of Organization and HRM, SDA Bocconi School of Management, Milan, Italy

COURSES TAUGHT

- Fundamentals of organization, Grande école (bachelor cycle)
- Organizational design, Executive mba
- Organization design: structural choices for organizational effectiveness, Msc in fashion management
- International human resources management, Msc in international business

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

De Kerviler G., Slavich B., Ardelet C., (2022), Ethical judgment of sexual ads featuring women: the role of identification to feminine archetype, *Journal of Business Research*, 142(March), pp. 899-913

Slavich B., Opazo M. P., Capdevila I., (2022), The role of materiality in the evaluation of novel ideas: evidence from high-end gastronomy and performing arts, *Research in the Sociology of Organizations*, 77(The Generation, Recognition and Legitimation of Novelty), pp. 313-335

Giangreco A., Slavich B., Piazza A., Castellucci F., Mohadjer C., (2021), The Role of Celebrity and Status in the Performance–Pay Relationship: Evidence from the ‘Big Five’ European Football Leagues, *M@n@gement*, 24(1), pp. 1-16

Slavich B., Castellucci F., (2020), Stir it up: How master–apprentice relationships affect product offerings’ similarity in high-end restaurants, *Industrial and Corporate Change*, 29(2), pp. 459–483

Slavich B., Svejenova S., Opazo M. P., Patriotta G., (2020), Politics of Meaning in Categorizing Innovation: How Chefs Advanced Molecular Gastronomy by Resisting the Label, *Organization Studies*, 41(2), pp. 267-290

Slavich B., (2016), Book review. Leschziner, Vanina. 2015. At the Chef’s Table: Culinary Creativity in Elite Restaurants. Stanford: Stanford University Press, *American Journal of Sociology*, 122(3), pp. 1013-1014

Slavich B., Castellucci F., (2016), Wishing upon a star: How apprentice-master similarity, status and career stage affect critics’ evaluations of former apprentices in the haute cuisine industry , *Organization Studies*, 37(6), pp. 823-843

Slavich B., Svejenova S., (2016), Managing Creativity: A Critical Examination, Synthesis and New Frontiers, *European Management Review*, 13(4), pp. 237-250

Ardelet C., Slavich B., De Kerviler G., (2015), Self-referencing narratives to predict consumers’ preferences in the luxury industry: a longitudinal study, *Journal of Business Research*, 68(9), pp. 2037–2044

Slavich B., Cappetta R., Giangreco A., (2014), Exploring the link between Human Resource Practices and Turnover in Multi-Brand Companies: The Role of Brand Units Images, *European Management Journal*, 32(2), pp. 177-189

Slavich B., Cappetta R., Salvemini S., (2014), Creativity and reproduction of cultural products: the experience of haute cuisine chefs, *International Journal of Arts Management*, 16(2), pp. 29-41

Papers in non-refereed journals

Published

Svejenova S., Slavich B., (2013), Las claves del liderazgo creativo, *Harvard Deusto business review*, 228, pp. 24-35

Slavich B., Montanari F., (2009), New trends in performing arts. Empirical evidence from the Italian context, *Cultural Trends*, 18(3), pp. 227-237

Communications in refereed conferences

International

Slavich B., Opazo M. P., (2024), *Crafting a culinary identity: maintaining distinctiveness in gastronomy* Creative Industries Conference and AMD Developmental workshop, Edimburgh, United Kingdom

Slavich B., Opazo M. P., (2024), *Sustaining distinctiveness in gastronomy* AIMAC International Conference on Arts and Cultural Management, Lisbon, Portugal

Slavich B., Capdevila I., Opazo M. P., (2022), *Hungry minds: generating a state or permanent organizational curiosity* Academy of Management conference, Seattle, USA

Slavich B., (2020), *How creative organizations develop systematic ways to recognize and select novel ideas* Academy of Management Conference, Vancouver, Canada

Slavich B., (2020), *How creative organizations develop systematic ways to recognize and select novel ideas* EGOS, Hamburg, Germany

Slavich B., (2018), *Creative industry, organizing for creativity* EURAM, Reykjavik, Iceland

Slavich B., Phillips D., Svejenova Velikova S., (2017), *Power in and of collaborations in creative industries* Creative Industries Conference (NYU, Columbia University, Yale), New York, USA

Giangreco A., Slavich B., Piazza A., Mohadjer C., Castellucci F., (2016), *When Is the Performance-Pay Relationship Stronger? Evidence from the Big-5 European Football Leagues*. AoM 2016, Anaheim, USA, USA

Giangreco A., Slavich B., Piazza A., Mohadjer C., Castellucci F., (2016), *When Is the Performance-Pay Relationship Stronger? Evidence from the Big-5 European Football Leagues* EURAM 2016, Paris, France

Slavich B., Phillips D., Svejenova S., (2016), *Power in and of collaborations in creative industry* EGOS conference, Napoli, Italy

Slavich B., Castellucci F., (2015), *Cooking up an artistic identity: The case of high-end chefs* Academy of Management , Vancouver, Canada

Slavich B., Castellucci F., (2015), *Cooking up an artistic identity: The case of high-end chefs* EURAM, Warsaw, Poland

Slavich B., Svejenova S., Patriotta G., (2015), *What's in a name? Giving form and meaning to a new culinary category* EGOS, Athens, Greece

Slavich B., Castellucci F., (2014), *Falling from the tree: the determinants of identity construction in the haute cuisine field* EGOS, Rotterdam, Netherlands

Slavich B., Castellucci F., (2014), *Falling from the tree: the determinants of identity construction in the haute cuisine field* WOA , Udine , Italy

Slavich B., (2013), *Creativity: Evolution and Frontiers for Research, 1990-2012* EURAM, Istanbul, Turkey

Slavich B., Cappetta R., Salvemini S., (2012), *Creativity zero-defects in the haute cuisine industry* 28th EGOS Colloquium, Helsinki, Finland

Slavich B., Castellucci F., (2012), *Wishing upon a star: similarity to mentor and critics' evaluations in the haute cuisine industry* WOA Workshop of Researchers in Organization Studies, Verona, Italy

Slavich B., Castellucci F., (2012), *Wishing upon a star: Similarity to mentor and critics' evaluations in the haute-cuisine industry* 28th EGOS Colloquium, Helsinki, Finland

Slavich B., Cappetta R., Salvemini S., (2011), *Can Italian haute cuisine become a real industry? Some lessons from the nearby cultural industries* 11th International Conference on Arts and Cultural Management AIMAC 2011, Antwerp, Belgium

Slavich B., Cappetta R., Salvemini S., (2011), *The paradoxes of creativity in haute cuisine industry. How to organize creativity to last beyond first generation* Workshop of Italian Researchers of Organization Studies (WOA), Naples, Italy

Slavich B., Cappetta R., Salvemini S., (2011), *The paradoxes of creativity. Fostering and controlling creativity in haute cuisine industry* EURAM 2011 European Academy of Management, Tallin, Estonia

Slavich B., Cappetta R., Salvemini S., (2011), *The paradoxes of creativity. The case of Italian haute cuisine industry* Workshop The Hidden Sides Of Creativity in Organizational Settings, Paris, France

Slavich B., Castellucci F., (2011), *The moderating effect of categories conformity on status transfer* 27th EGOS Colloquium, Gothenburg, Sweden

National

Ardelet C., De Kerviler G., Slavich B., (2018), *Ethical judgment of feminine erotic images in advertising: the role of archetypal representations of femininity* Congrès annuel de l'Association Française du Marketing, Strasbourg, France

Other conference and seminar presentations

International

Slavich B., Opazo M. P., (2024), *Crafting a Culinary Identity: Maintaining Originality in Gastronomy* Re-imagining creative leadership, Copenhagen, Denmark

Slavich B., Opazo M. P., (2024), *Crafting a culinary identity: maintaining distinctiveness in gastronomy* EGOS, Milan, Italy

Slavich B., Opazo M. P., (2023), *Sustaining distinctiveness in gastronomy* EGOS, Cagliari, Italy

Slavich B., Capdevila I., Opazo M. P., (2022), *Hungry minds: generating a state or permanent organizational curiosity* EGOS, Vienna, Austria

Slavich B., Svejenova S., Opazo P., Patriotta G., (2018), *Politics of meaning in labeling and categorizing innovation: the formation of avant-garde cuisine* Creative Industries Conference 2018, Edinburgh, United Kingdom

Slavich B., Svejenova S., Opazo M. P., Patriotta G., (2016), *What's in a name? Giving form and meaning to a new culinary category* Academy of Management Conference, Anaheim, USA

Slavich B., Cappetta R., Salvemini S., (2011), *Beyond the prototype. Creativity and "zero defects" in haute cuisine industry* AOM Academy of Management , San Antonio, USA

Refereed proceedings

Forthcoming

Slavich B., Svejenova S., Opazo M. P., Patriotta G., (2016), What's in a name? Giving form and meaning to a new culinary category, in: Humphreys, J.(Eds.) in *Academy of Management Annual Meeting Proceedings, Academy of Management , New York, pp. 1378-1382*

Chapters in books

Published

Slavich B., Castellucci F., (2015), Falling from the tree. The determinants of identity construction in the haute cuisine field, in: Francesca Visintin, Daniel Pittino, Giancarlo Lauto, Paola Mazzurana(Eds.), *Organizing for Growth theories and Practices, 978-1502474896 , CreateSpace-Uniud, Udine, pp. 399-412*

Slavich B., (2013), Postfazione, in: Badia, E(Eds.), *Zara. Come si confeziona il successo, 9788823833937, EGEA, Milan, chapter Postfazione, pp. 273-276*

Svejenova S., Slavich B., AbdelGawad S., (2013), Business Models of Creative Entrepreneurs: The Case of Haute Cuisine Chefs, in: Oxford University Press(Eds.), *The Oxford Handbook of Creative and Cultural Industries, 978-0-19-960351-0 , Oxford University Press, Oxford, chapter 7, pp. 1-13*

Slavich B., (2009), Creativity defined: an examination of definitions, in: Di Guardo, M.C., Pinna, R., Zaru, D.(Eds.), *Per lo sviluppo, la competitività e l'innovazione del sistema economico. Il contributo degli studi di Organizzazione aziendale, 9788856811568, Franco Angeli, Milan, chapter 3, pp. 67-88*

Case studies

Mitra P., Slavich B., (2015), *From zero to plus size: The growth story of the CUBjeans start-up*, Case Centre, case study 315-138-1, teaching note 315-138-8

Slavich B., Cappetta R., Salvemini S., (2010), *Crescita e replicazione nel settore dell'alta cucina: il caso Moreno Cedroni, SDA Bocconi*, case study 9822, teaching note 9823

Ruta D., Slavich B., (2007), *The evolution of the HRM function in Pfizer Global Manufacturing, SDA Bocconi*, case study -, teaching note -

Grants

2008 Research Grant - Management Department, Bocconi University

GRANTS AND HONORS

Award

- 2011 Best Conference Paper Award, AIMAC International Conference on Arts and Cultural Management, Unknown
- 2011 Best Conference Paper Award, WOA Workshop of Italian Researchers of Organization Studies, Unknown
- 2009 Best Paper Young Researchers Award, WOA Workshop of Italian Researchers of Organization Studies, Unknown

Honor

- 2017 Best paper published in European Management Review (2016), European Management Review, United Kingdom

PROFESSIONAL MEMBERSHIPS

- 2013 Academy of Management
- EGOS

PROFESSIONAL SERVICE

Chair in an academic conference

- EGOS 2017

RESEARCH ACTIVITIES

COMMITTEE CHAIR

Course Coordinator

- Coordinator PGP course Creativity and design thinking, IÉSEG School of Management, France