

## Ludovica Castiglia

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Goizueta Business School - Emory University  
1300 Clifton Rd N E, 30322, Atlanta, GA, United States

### Academic Positions

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**Goizueta Business School, Emory University** – Atlanta, GA, USA  
Assistant Professor of Organization & Management

August 2025 - Present

### Research Affiliations

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**Impact, Value, and Sustainable Business Initiative, The Wharton School, University of Pennsylvania** – Philadelphia, PA, USA

- Senior Research Fellow (2025 – Present)
- Junior Research Fellow (2023-2025)

### Education

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**IESE Business School** – Barcelona, Spain 2025

Ph.D. Candidate, Strategic Management Department  
Advisor: Fabrizio Ferraro

**The Wharton School, University of Pennsylvania** - Philadelphia, PA, USA 2024

Visiting Ph.D. Candidate, Management Department (Oct. 2023-May 2024)  
Sponsor: Prof. Witold Henisz

**Sapienza University** - Rome, Italy 2016

Master of Science in Management Engineering  
Summa Cum Laude; Excellent Graduated Award

**Universitat Politècnica de Valencia** – Valencia, Spain 2015

Visiting Master's Student, Production Management and Engineering Research Center (Fall 2015)

**Sapienza University** - Rome, Italy 2013

Bachelor of Science in Management Engineering  
Summa Cum Laude; Excellent Student Scholarship

### Publications

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**Castiglia, L.** Striking a Political Balance? Political Polarization and Firm Innovation. 2025. *Journal of Management*, 01492063251389882.

- Best Paper of the Annual Meeting Academy of Management Proceedings (2022)
- Finalist, Best Student Paper Award, EGOS (2022)

### Papers Under Review

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**Castiglia, L., & Ferraro, F.** Benefiting from Culture Wars: The Success of Entrepreneurial Ventures in Contested Issue Domains (2<sup>nd</sup> Revise and resubmit at *Academy of Management Journal*)

- Winner, Best PhD Paper Prize, Strategic Management Society Annual Conference Toronto (2023)

- Winner, Best PhD Student Proposal Award, Stakeholder Strategy interest group, Strategic Management Society Annual Conference Toronto (2023)
- Winner, Best Student Paper Award, EGOS (2024)
- Finalist, Best Conference Paper Prize, Strategic Management Society Annual Conference Toronto (2023)

**Castiglia, L.** “The Cassandra Curse: The Liability of Identity-Issue Fit in Femtech” (Revise and resubmit at *Administrative Science Quarterly*)

- Best Paper of the Annual Meeting Academy of Management Proceedings (2025)
- Nominee, Louis Pondy Best Dissertation Paper Award, Organization and Management Theory Division (OMT) Academy of Management Annual Meeting (2025)
- Finalist, MOC Best Student Paper Award in Entrepreneurial Cognition (2025)
- Nominee, Best PhD Paper Prize, Strategic Management Society Annual Conference Istanbul (2024)
- Featured in [The Guardian](#) (2024)

## Manuscripts in Preparation

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**Castiglia, L., & Henisz, W. J.** “From Mobilization to Contestation: The Lifecycle of Multivocal Strategies in ESG” – *Data analysis stage*

## Projects in progress

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**Castiglia, L. & Oshotse A.** “Camouflaging Identity: Performative Femininity of Male Founders in Femtech” – *Data collection stage*

**Castiglia, L. & Wry T.** “Syndicating Up: Social Movement Spillovers and Status Mobility in Venture Capital” – *Data collection stage*

**Castiglia, L.** “Fractured Endorsements: Value Misalignment in Polarized Landscapes” – *Data collection stage*

## Grants, Honors, and Awards

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Winner, Best Student Paper Award, EGOS (2024)

Winner, Best Conference PhD Paper Prize (2023), Strategic Management Society Annual Conference Toronto

Winner, Best PhD Student Proposal Award (2023), Stakeholder Strategy interest group, Strategic Management Society Annual Conference Toronto

Awarded EURAM (2023) Grant Scheme for the article “Benefiting from Culture Wars: The Success of Entrepreneurial Ventures in Contested Issue Domains.”

Awarded IESE High Impact Projects Grant (2022-2024) – Project: “Organizational Implications of Political Ideology and CEO Activism”. Team: F. Ferraro, L. Castiglia, and S. Hafenbrädl.

Awarded STI (Social Trends Institute) Grant (2020-2022) – Project: “Organizational Culture and Political Ideology in the Sustainability Transition”. Team: A. Cavicchini, F. Ferraro, and L. Castiglia.

Excellent Graduated Award (2016) – Sapienza University - Master of Science in Management Engineering

Excellent Student Scholarship (2010) – Sapienza University - Bachelor of Science in Management Engineering

## Conference and Seminar Presentations

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Presentations by co-authors not listed

“The Cassandra Curse: The Liability of Identity-Issue Fit in Femtech”

2025 Academy of Management Annual Meeting, Copenhagen, Denmark  
2025 EGOS Colloquium Athens, Greece  
2025 Annual ARCS Research Conference, HEC, Paris, France  
2024 UCL, London, United Kingdom  
2024 Bocconi, Milan, Italy  
2024 Goizueta Business School, Emory University, Atlanta, GA, USA  
2024 London Business School, London, United Kingdom  
2024 HEC, Paris, France  
2024 Copenhagen Business School, Copenhagen, Denmark  
2024 INSEAD, Fontainebleau, France  
2024 ESADE, Barcelona, Spain  
2024 FemHealth Insights Femtech Event Webinar (virtual)  
2024 Darla Moore School of Business, University of South Carolina, Columbia, SC, USA  
2024 UC3M, Madrid, Spain  
2024 Strategic Management Society Annual Conference, Istanbul, Turkey  
2024 IE, Madrid, Spain  
2024 Yale School of Management, New Haven, CT, USA  
2024 SKEMA Business School, Paris, France  
2024 SEI Consortium, Paris, France  
2024 FemHealth Insights Internal Webinar (virtual)  
2024 ESADE Socio-Cognitive Perspectives in Entrepreneurship and Strategy Workshop, Barcelona, Spain  
2024 Madrid Work & Organizations Workshop, Madrid, Spain  
2024 PhD seminar, The Wharton School, Philadelphia, PA, USA

“Benefiting from Culture Wars: The Success of Entrepreneurial Ventures in Contested Issue Domains”

2024 Academy of Management Annual Meeting, Symposium Navigating Political Polarization: Organizational Challenges and Strategic Responses, Chicago, USA  
2024 EGOS Colloquium Milan, Italy  
2024 Annual Convening of the ESG Initiative, The Wharton School, Philadelphia, PA, USA  
2023 Strategic Management Society Annual Conference, Toronto, Canada  
2023 Academy of Management Annual Meeting, Boston, MA, USA  
2023 EGOS Colloquium, Cagliari, Italy  
2023 Madrid Work & Organizations Workshop, Madrid, Spain  
2023 Brown Bag Sessions, IESE Business School, Barcelona, Spain

“Striking a Political Balance? Political Polarization and Firm Innovation”

2024 Strategic Management Society Annual Conference, Istanbul, Turkey  
2022 Annual People & Organizations Conference, The Wharton School, Philadelphia, PA, USA  
2022 Academy of Management Annual Meeting, Seattle, WA, USA  
2022 EGOS Colloquium, Vienna, Austria  
2021 Brown Bag Sessions, IESE Business School, Barcelona, Spain

## **Scholarly Consortia, Workshops, and Symposia**

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Invited speaker/discussant

- 2026 AOM PDW “Research Frontiers in Nonmarket Strategy” (discussant)

- 2026 AOM Symposium “Navigating Environmental and Social Issues in an Uncertain and Polarized World” (presenter)

#### Organizer

- 2024 – AOM Presenter Symposium, Title: “Navigating Political Polarization: Organizational Challenges and Strategic Responses.” Authors and Discussants: Forrest Briscoe, Christopher Bruno, Ludovica Castiglia, J. Adam Cobb, Fabrizio Ferraro, Tony L. He, Witold Henisz, Aharon Mohliver, Kate Odziemkowska, Grady Raines, Timothy Werner, Tyler Wry.
- 2022-2023 - Co-organizer of “Barcelona Research Get-together”: a series of seminars in Organization Theory, Strategy, and Entrepreneurship involving IESE, ESADE, Universitat Pompeu Fabra (UPF), and Universitat de Barcelona (UB) Ph.D. students and professors.

#### Participant

- 2025 Social Entrepreneurship Doctoral Seminar, Copenhagen CBS
- 2024 AOM OMT Doctoral Consortium; AOM PDW Organizational Stigma; AOM PDW Research Frontiers in Nonmarket Strategy; AOM PDW Movements and Markets; STR PHD Networkshop (virtual); SMJ Dissertation Paper Development Workshop.
- 2023 AOM PDW New Perspectives on Language and Communication in Entrepreneurship and Innovation Research; AOM PDW Emotion in Strategy Research; AOM PDW Organizational Stigma.
- 2022 Medici Summer School, HEC Paris; AOM PDW Organizational Stigma.

## Teaching

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- Social Entrepreneurship and Impact Investing, Bachelor of Business Administration & Master in Management, Spring 2026, Assistant Professor, Emory University Goizueta Business School
- Invited Lecturer (2023), University of Bologna, Cross-Cultural Management (Master’s in International Management)
- Invited Lecturer (2017), Sapienza University of Rome, Human Resources Management (Master’s in Management Engineering)

## Service

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- Organizer, Emory GBS Organizations & Management Hightower Seminar Series (2025–Present)
- Ad hoc reviewer for Administrative Science Quarterly, Organization Science, Journal of Business Venturing, Industrial and Corporate Change, SMS Conferences, AOM Annual Meetings, Society for Institutional & Organizational Economics Annual Conferences, Annual ARCS Research Conference
- Reviewer, INFORMS / Organization Science Dissertation Prize (2025)
- Selection Committee Member, EGOS Best Student Paper Award (2025)
- Co-organizer, Barcelona Research Get-Together Seminar Series (2022–2023)
- Supported class preparation for Corporate Sociopolitical Activism sessions, Executive MBA Sustainability Leadership, IESE Business School (2022)
- Grader, MBA Competitive Strategy and Master in Management Strategy, IESE Business School (2021–2022)
- Mentor, Mentors4U undergraduate mentoring program (2018–2020)
- Co-organizer, Startup Europe Week Rome (2017)
- Co-supervisor, Master’s theses in Project Management, Sapienza University of Rome (2016–2017)
- Volunteer organizer, 26th European Conference on Operational Research (EURO-INFORMS) (2013)

## Other work experience

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<b>Boston Consulting Group</b> – Milan, Italy Senior Associate	2018-2019
<b>Amazon</b> – Rome Area, Italy Operations Area Manager – Amazon Robotics	2017-2018
<b>Procter&amp;Gamble</b> – Pomezia, Italy Manufacturing Process Engineer – Internship	2017
<b>Betrivius</b> – Rome, Italy Co-founder digital startup - Online hotel room booking platform through auctions. Startup Incubation Program at the Business Innovation Center (BIC)	2016-2017