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Ludovica Castiglia

E-mail address: ludovica.castiglia@emory.edu
Personal website

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

Academic Positions

Goizueta Business School, Emory University – Atlanta, GA, USA — August 2025 - Present
Assistant Professor of Organization & Management

Research Affiliations

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

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 Graduate Award

Universitat Politecnica 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

Castiglia, L., & Ferraro, F. 2026. *Benefiting from Culture Wars: Resource Mobilization in Polarized Issue Domains*. Academy of Management Journal, in-press.

- 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. 2025. *Striking a Political Balance? Political Polarization and Firm Innovation*. 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

Castiglia, L. "*The Cassandra Curse: The Liability of Identity-Issue Fit in Femtech*" (2nd 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)

Projects in progress

Castiglia, L., & Henisz, W. J. *The Contested Value of Multivocality: Organized Opposition and Resource Mobilization in ESG* – Manuscript preparation for submission

Castiglia, L., Jin, J., & Wry, T. *Syndicating Up: Social Movement Spillovers and Status Mobility in Venture Capital* – Data analysis stage

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

Grants, Honors, and Awards

Finalist, Grigor McClelland Doctoral Dissertation Award (2026)
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

Presentations by co-authors not listed
"The Contested Value of Multivocality: Opposition and Resource Mobilization in ESG"

2026 Economic Sociology Conference, Philadelphia, PA, USA
2026 Strategic Management Society Annual Conference, Berlin, Germany
2026 Academy of Management Annual Meeting, Philadelphia, PA, USA

"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

Invited speaker/discussant

- 2026 SMS Panel "From Invisible to Investable? Creating the FemTech Market" (panelist), winner of the Best Symposium Award from the Strategizing Activities and Practices (SAP) Interest Group
- 2026 SMS Common Ground facilitator for Behavioral Strategy IG
- 2026 Impact Investing Days, Panel "The Shifting Politics of Impact Investing" (panelist)
- 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

- 2027 – AOM PDW "Research Frontiers in Nonmarket Strategy"
- 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

- 2026 OMT Junior Faculty Consortium
- 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

- Non-market strategy, PhD course, Assistant Professor, Emory University Goizueta Business School (Spring 2027)
- Social Enterprises and Impact Investing, Master in Management, Assistant Professor, Emory University Goizueta Business School (Spring 2026, 2027)
- Social Enterprises and Impact Investing, Bachelor of Business Administration & Master in Management, Assistant Professor, Emory University Goizueta Business School (Spring 2026, 2027)
- 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

- 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

Boston Consulting Group – Milan, Italy 2018-2019
Senior Associate

Amazon – Rome Area, Italy 2017-2018
Operations Area Manager – Amazon Robotics

Procter&Gamble – Pomezia, Italy 2017
Manufacturing Process Engineer – Internship

Betrivius – Rome, Italy 2016-2017
Co-founder of a digital startup - Online hotel room booking platform through auctions.
Startup Incubation Program at the Business Innovation Center (BIC)