

Ludovica Castiglia

Mobile: +34 613013104
E-mail address: lcastiglia@iese.edu
[Personal website](#)

IESE Business School
Av. Pearson 21, 08034
Barcelona, Spain

Academic Positions

Goizueta Business School, Emory University – Atlanta, GA, USA	Summer 2025
Assistant Professor of Organization & Management	

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 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	

Papers under review

Castiglia, L., & Ferraro, F. “Benefiting from Culture Wars: The Success of Entrepreneurial Ventures in Contested Issue Domains” (*Revise and resubmit at Academy of Management Journal*)

- Winner, Best Conference 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)
- Finalist, Best Conference Paper Prize, Strategic Management Society Annual Conference Toronto (2023)
- Finalist, Best Student Paper Award, EGOS (2024) – winner to be announced in July 2025

Castiglia, L. “Striking a Political Balance? Political Polarization and Firm Innovation” (*2nd round Revise and resubmit at Journal of Management*)

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

Working papers

- Castiglia, L.** “The Cassandra Curse: The Liability of Identity-Issue Fit in Femtech” – *Preparing for submission*
- Best Paper of the Annual Meeting Academy of Management Proceedings (2025)
 - Nominee, Best PhD Conference Paper Prize, Strategic Management Society Annual Conference Istanbul (2024)
 - Nominee, Louis Pondy Best Dissertation Paper Award, Organization and Management Theory Division (OMT) Academy of Management Annual Meeting (2025)
 - Featured in [The Guardian](#) (2024)

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

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

Grants, Honors, and Awards

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 (2020-2021) – 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 Cassandra Curse: The Liability of Identity-Issue Fit in Femtech”

- 2025 Academy of Management Annual Meeting, Copenhagen, Denmark (scheduled)
- 2025 EGOS Colloquium Athens, Greece (scheduled)
- 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, 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, United States
 2024 EGOS Colloquium Milan, Italy
 2024 Annual Convening of the ESG Initiative, The Wharton School, Philadelphia, Pennsylvania
 2023 Strategic Management Society Annual Conference, Toronto, Canada
 2023 Academy of Management Annual Meeting, Boston, United States
 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, Pennsylvania
 2022 Academy of Management Annual Meeting, Seattle, United States
 2022 EGOS Colloquium, Vienna, Austria.
 2021 Brown Bag Sessions, IESE Business School, Barcelona, Spain.

Doctoral consortia and workshops

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 (scheduled)
- 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.

Service

- Reviewer: *Industrial and Corporate Change*, *SMS Conferences*, *AOM Annual Meetings*, *ARCS Conferences*, *Society for Institutional & Organizational Economics Conferences*
- Mentors4u - Mentor to undergraduate students (2018-2020)
- Co-organizer of the Startup Europe Week Rome (2017)
- Volunteer organizer at the 26th European Conference on Operational Research - Informs (2013)

Other work experience

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