

# GABRIELLA CACCIOTTI



**Nationality** Italian

**Affiliation** Professor in Entrepreneurship, Warwick Business School.

**Content** Harvard Business Review blog "How fear helps (and hurts) entrepreneurs" with James Hayton.

**Bio** Doctorate from Warwick Business School followed by research at Aalto University School of Business, Helsinki. Has degrees from Bocconi University and Fudan University, China.

**Ideas** Cacciotti's research looks at cognition and emotions in entrepreneurship; fear of failure and entrepreneurial motivation.

**Verdict** "Failure is blindly venerated as an important part of the entrepreneurial learning process. Cacciotti's research provides a useful and interesting new lens to look at the reality of failure."  
Thinkers50

 **Website** <https://www.wbs.ac.uk/about/person/gabriella-cacciotti>

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