

Tommaso Pucci

*Department of Business and Law
University of Siena*

CURRICULUM VITAE

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Academic position

Associate Professor in Management

Academic Life

He graduated in Economics (cum laude) at the Faculty of Economics of the University of Florence (Italy). He got a PhD in Economics and Management of Enterprises and Local Systems. Since 2009, he has been carrying out research and teaching activities at the Department of Business and Law (University of Siena) as adjunct professor and research fellow. Since 2019 he has been associate professor of management in the Department of Business and Law (University of Siena).

Teaching courses (Department of Business and Law – University of Siena)

- Economia e Gestione delle Imprese (Bachelor Course “Economia e Commercio” – in Italian)
- Strategie d’Impresa
- Entrepreneurship and Innovation Management

Research interests

- Management;
- R&D and Innovation Management;
- Science Parks, Industrial Districts and other Incubator Organizations for Business Start-up;
- Network Organizations;
- Management and Marketing of “Made in Italy” products;
- International Business.

Education

11.01.2013 Ph.D. in Economics and Management of Enterprises and Local Systems – XXV° cycle (University of Florence - Italy).

- Ph.D. Thesis: *Capacità interne, Sistemi di relazioni Università-Industria e Performance. Un’analisi di un Cluster Life Sciences*. Supervisor: Prof. Lorenzo Zanni.

10.02.2004 Degree in Economics – University of Florence (110/110 cum laude):

- Thesis in Business Strategy: *Il governo delle traiettorie caotiche nello sviluppo d’impresa*. Supervisor: Prof. Cristiano Ciappei.

Articles

- [1] Fiorini N., Devigili M., Pucci T., Zanni L. (2019). Managing resources and innovation inside the Industrial 4.0 Revolution: The role of Supply Chain. *Sinergie Italian Journal of Management*. No. 109, forthcoming.
- [2] Casprini E., Melanthiou Y., Pucci T., Zanni L. (2019). Managing founder-based brand identity during succession: the Argenterie Giovanni Raspini case. *Journal of Brand Management*, DOI: 10.1057/s41262-019-00161-x
- [3] Casprini E., Pucci T., Vitale G., Zanni L. (2019). From individual consumption to venture development: the role of domain passion in the videogame industry. *Journal of the Knowledge Economy*, forthcoming, DOI: 10.1007/s13132-019-00611-6.
- [4] Zanni L., Pucci T. (2019). Editoriale: Marketing in the Wine Business. Present Challenges and Future Developments. *Micro & Macro Marketing*, XXVIII, 1, pp. 13-20.
- [5] Pucci T., Casprini E., Mattiacci A., Zanni L. (2019). Does being “greener” pay? Bridging the gap between “green” technology orientation and firms’ growth. *World Review of Entrepreneurship, Management and Sustainable Development*, Vol. 15, No. 3, pp. 279-302 doi: 10.1504/WREMSD.2017.10007012.

- [6] Pucci T., Casprini E., Nosi C., Zanni L. (2018). Does social media usage affect online purchasing intention for wine? The moderating role of subjective and objective knowledge. *British Food Journal*, (doi: 10.1108/BFJ-06-2018-0400), *forthcoming*.
- [7] Pucci T., Casprini E., Galati A., Zanni L. (2018). The virtuous cycle of stakeholder engagement in developing a sustainability culture: Salcheto winery. *Journal of Business Research*, (doi: 10.1016/j.jbusres.2018.11.009)
- [8] Devigili M., Pucci T., Zanni L. (2018). From firm's brand identity to cluster's brand identity. A web-based analysis on Tuscan wineries. *International Journal of Wine Business Research*, Vol. 30, No. 4, pp. 374-393 doi: 10.1108/IJWBR-09-2017-0057.
- [9] Sogari G., Pucci T., Acquilani B., Zanni L. (2018). Il ruolo dei social media nel rapporto tra Millennials e sostenibilità ambientale del settore vitivinicolo. *AgriregioniEuropa*, Vol. 14, No. 53, pp. 57-60.
- [10] Pucci T., Zanni L., Runfola A., Guercini S. (2018). The role of the actors in interactions between "innovation ecosystems": drivers and implications. *IMP Journal*, Vol. 12, No. 2, pp. 333-345, doi: 10.1108/IMP-05-2017-0022.
- [11] Annunziata E., Pucci T., Frey M. Zanni L. (2018). The role of organizational capabilities in attaining corporate sustainability practices and economic performance: evidence from Italian wine industry. *Journal of Cleaner Production*, Vol. 171, 1300-1311, doi: 10.1016/j.jclepro.2017.10.035.
- [12] Nosi C., Pucci T., Silvestri C., Acquilani B. (2017). Does value co-creation really matter? An investigation of Italian millennials intention to buy electric cars. *Sustainability*, 9, 12, 2159; doi:10.3390/su9122159
- [13] Sogari G., Pucci T., Acquilani B., Zanni L. (2017). Millennials generation and environmental sustainability: the role of social media in the consumer purchasing behavior for wine. *Sustainability*, 9, 10, 1911, doi:10.3390/su9101911.
- [14] Pucci T., Brumana M., Minola T., Zanni L. (2017). Social Capital and Innovation in a Life Science Cluster: The Role of Proximity and Family Involvement. *The Journal of Technology Transfer*. doi: 10.1007/s10961-017-9591-y.
- [15] Pucci T., Casprini E., Rabino S., Zanni L. (2017). Place branding-exploring knowledge and positioning choices across national boundaries: the case of an Italian superbrand wine. *British Food Journal*, Vol. 119, No. 8, 1915-1932. doi: 10.1108/BFJ-11-2016-0582.
- [16] Nosi C., Pucci T., Zanni L. (2017). No need to choose between innovation and internationalization: when pursuing two strategies at a time leads to firm superior performance. *Piccola Impresa/Small Business*, No. 1, 64-84, doi: 10.14596/pisb.243.
- [17] Pucci T., Nosi C., Zanni L. (2017). Firm capabilities, business model design and performance of SMEs. *Journal of Small Business and Enterprise Development*, 24, 2, 222-241. doi: 10.1108/JSBED-09-2016-0138.
- [18] Pucci T., Casprini E., Guercini S., Zanni L. (2017). One Country, multiple Country-related effects: An international comparative analysis among emerging Countries on Italian fashion products. *Journal of Global Fashion Marketing*, Vol. 8, No. 2, pp. 98-112. doi: 10.1080/20932685.2016.1274666.
- [19] Faraoni M., Pucci T., Rabino M., Zanni L. (2017). Does brand market value affect consumer perception of Brand Origin in the purchasing process? The case of Tuscan wines. *Mercati & Competitività*, 1: 51-78, doi: 10.3280/MC2017-001004.
- [20] Casprini E., D'Antone S., Paraque B., Pucci T., Zanni L. (2016). I choose my business model! A cross-national analysis of business model choice in family firms. *Euromed Journal of Business*, 11, 2: 212-231. doi: 10.1108/EMJB-06-2014-0017.
- [21] Pucci T., (2016). Academic entrepreneurial orientation. Empirical evidences from Life Sciences, *World Review of Entrepreneurship, Management and Sustainable Development*, 12, 2/3: 193-217. doi: 10.1504/WREMSD.2016.074966.
- [22] Pucci T., Faraoni M., Rabino S., Zanni L. (2016). Willingness to Pay for a Regional Wine Brand. *Micro & Macro Marketing*, XXV, 1, 39-54. doi: 10.1431/82867.
- [23] Pucci T. (2015). New venture creation in academia: preconditions and drivers for the emergence of academic spin-offs. *Sinergie Italian Journal of Management*, 33, 97, 161-179. doi: 10.7433/s97.2015.10.
- [24] Pucci T., Simoni C., Zanni L. (2015). Measuring the relationship between marketing assets, intellectual capital and firm performance, *Journal of Management and Governance*, 19, 3: 589-616. doi: 10.1007/s10997-013-9278-1.

- [25] Casprini E., Pucci T., Zanni L. (2014). Business model shifts: a case study on firms that apply high-technology to cultural goods, *Technology Analysis & Strategic Management*, 26, 2: 171-187. doi: 10.1080/09537325.2013.850474.
- [26] Pucci T., Rabino S., Zanni L. (2014), Explaining firms' performance through the resources and capabilities allocation in strategic groups. The case of Italy's cosmetic sector. *Journal for Global Business Advancement*, 7, 4: 375-393. doi: 10.1504/JGBA.2014.065592.
- [27] Pucci T., Simoni C., Zanni L. (2013). Modelli di business e strategie di marketing nelle medie imprese. La gestione della crisi tra continuità e cambiamento, *Mercati & Competitività*, 3: 25-45. doi: 10.3280/MC2013-003003.
- [28] Pucci T., Rabino S., Zanni L. (2013). Characteristics and business models of the Italian cosmetic industry: An exploratory analysis, *Finanza, Marketing e Produzione*, 31, 3: 7-38.
- [29] Pucci T., Simoni C., Zanni L. (2011). Marketing imprenditoriale, gestione degli intangibles e competitività. Un'analisi nel settore dell'abbigliamento infantile. *Mercati & Competitività*, 1: 93-113. doi: 10.3280/MC2011-001006.

Books and Ph.D. thesis

- Fantoni G., Cervelli G., Pira S., Trivelli L., Mocenni C., Zingone R., Pucci T. (2017). *Ecosistemi 4.0: Imprese, Società, Capitale Umano*. Fondazione G. Brodolini, Roma. (ISBN: 978-88-95380-44-5).
- Fantoni G., Cervelli G., Pira S., Trivelli L., Mocenni C., Zingone R., Pucci T. (2017). *Impresa 4.0: Siamo pronti alla quarta rivoluzione industriale?* Towel Publishing S.r.l.s., Pisa. (ISBN: 978-88-94901-03-0).
- Pucci T. (2016). *Il modello di business. Caratteri strutturali e dinamiche evolutive*. Wolters Kluwer/CEDAM: Milano. (ISBN: 978-88-13-36156-3).
- Pucci T. (2013) – Ph.D. thesis – *Capacità interne, Sistemi di relazioni Università-Industria e Performance. Un'analisi di un Cluster Life Sciences*.
- Pucci T., Zanni L. (2012). *Scienza, Imprese e Territorio. Un'analisi degli attori e delle sinergie locali per lo sviluppo del Distretto Toscano di Scienze della Vita*, Edizioni Il Leccio: Siena (ISBN: 978-88-89184-93-6).

Book chapters

- Pucci T., Zanni L. (2016). *Entrepreneurship and Technological Clusters. The influence of contextual factors on the birth and growth of new businesses*. In Visintin F., Pittino D. (eds). *Fast growing firms in a slow growth economy: institutional conditions for innovation*. Edward Elgar. (ISBN: 978-1-78536-710-6).
- Zanni L., Pucci T. (2014). *Business Models and Sustainability: an analysis of value creation in Italian wineries*, in Forum per la Sostenibilità del Vino (eds). *First Report on Sustainable Winegrowing. Towards EXPO 2015*. (ISBN: 978-88-6641-066-9), Gambero Rosso Holding S.p.A., Roma, pp. 62-90.
- Pucci T., Simoni C., Zanni L. (2012), *Country of origin, brand image and store management for the exploitation of "Made in Italy" in China*, in Bertoli G., Resciniti R. (eds), *International Marketing and the Country of Origin Effect: The Global Impact of Made in Italy*, Edward Elgar, (ISBN: 978-1-78195-560-4).
- Pucci T., Zanni L. (2012). *La ricerca di vantaggio competitivo nelle strategie di rete: analisi e confronto di alcuni casi significativi*, in Zanni L., Bellavista M. (a cura di), *Le reti di impresa. Una guida operativa per l'avvio di partnership imprenditoriali*. FrancoAngeli, Milano (ISBN: 978-8-85684-751-2).
- Zanni L., Pucci T., Nosi C. (2011). *Indagine sulle strategie di innovazione nel settore cosmetico in Italia*, in Ermeneia (ed). *Beauty Report 2011. Secondo rapporto sul valore dell'industria cosmetica in Italia*, FrancoAngeli: Milano (ISBN: 978-8-85683-864-0).

Conference papers (with ISBN)

- Devigili M., Pucci T., Zanni L. (2017). Brand identity e comunicazione on-line. Un'analisi sulle imprese vitivinicole toscane. Paper presentato al XIV Convegno Annuale della Società Italiana di Marketing (SIM): "Il Marketing di successo. Imprese, enti e persone", Università degli Studi di Bergamo, 26-27 ottobre 2017 (ISBN: 978-88-907662-9-9).
- Pucci T., Casprini E., Nosi C., Zanni L. (2017). Online buying intentions of wine consumers: the role of knowledge and social media. Paper presented to the 10th EuroMed Academy of Business Conference "Global

- and national business theories and practice: bridging the past with the future”, Rome, Italy, September 13th-15th, 2017. (ISBN: 978-9963-711-56-7).
- Casprini E., Vitale G., Pucci T., Zanni L. (2017). How does passion evolve across venture development phases? An exploratory multiple case study in the videogame industry. Paper presented to 17th EURAM Conference, “Making Knowledge Work”, University of Strathclyde, Glasgow, Scotland, 21-24 June, 2017 (ISSN 2466-7498).
 - Pucci T., Casprini E., Nosi C., Zanni L. (2016). Social media e propensione all'acquisto on-line: il ruolo di moderazione della conoscenza. XIII Italian Marketing Association Conference (SIM): “Marketing & Retail nei mercati che cambiano”, Università degli Studi di Cassino e del Lazio Meridionale, 20-21 October 2016 (ISBN: 978-88-907662-6-8).
 - Pucci T., Casprini E., Sinha K., Zanni L. (2016). When speed counts, open innovation matters. Paper presented to the 9th EuroMed Academy of Business Conference “Innovation, Entrepreneurship and Digital Ecosystems”, Warsaw, Poland, September 14th-16th, 2016. (ISBN: 978-9963-711-43-7).
 - Pucci T., Nosi C., Zanni L. (2016). Innovation and Internationalization dilemma in SMEs. Does family involvement matter? Paper presented at the European Academy of Management (EURAM) 2016 Conference: “Manageable Cooperation?”, June 1-4, Université Paris-Est Créteil Val de Marne, Paris. (ISSN: 2466-7498).
 - Faraoni M., Pucci T., Rabino S., Zanni L. (2016). Consumer wine perceptions in the Brand Origin framework: the role of product market value. Paper presented at the 13th International Circle Conference (March 30-April 1, 2016: Naples: Italy). (Abstract in conference book of abstract, ISBN: 978-0-9932345-1-4).
 - Pucci T., Casprini E., Guercini S., Zanni L. (2015). The impact of country image and country-of-origin on the willingness to pay a premium price for fashion products: a cross-national analysis on developing countries. 8th EuroMed Academy of Business Conference, September 16-18, 2015, Verona, Italy. (Abstract in conference book of abstract, ISBN: 978-9963-711-37-6).
 - Zanni L., Pucci T., Brumana M., Minola T., (2015). In or Out? Exploration Patterns and Innovation Performance in Family Firms from an Italian Life Science Cluster Paper presented to the 22nd Innovation & Product Development Management Conference. European Institute for Advanced Studies in Management (EIASM), Copenhagen, Denmark, June 14-16, 2015. (Abstract in conference book of abstract, ISSN: 1998-7374).
 - Pucci T., Zanni L. (2014). The adoption of academic technology transfer practices: an individual level perspectives. Paper presented at VII^o EuroMed Conference, 18-19 September 2014, Kristiansand, Norway. (ISBN: 978-9963-711-27-7).
 - Pucci T., Rabino S., Zanni L. (2014). Region of Origin and product knowledge. A cross-national analysis of the purchasing decisions of Chianti Classico wine. VII^o EuroMed Conference, 18-19 September 2014, Kristiansand, Norway. (ISBN: 978-9963-711-27-7).
 - Pucci T., Zanni L. (2014). Modelli di business e sostenibilità: un’analisi nel settore vino italiano. XI^o Italian Marketing Association Conference (SIM) 18-19 September 2014. (ISBN: 978-88-907662-2-0).
 - Casprini E., D’Antone S., Paraque B., Pucci T., Zanni L. (2013). The relationship between corporate governance and business model choice in family firms: is there a missing link in family business studies? Paper presented at 6th EuroMed Conference of the EuroMed Academy of Business, Estoril 23-24 September. (Paper in Conference Book Proceedings, ISBN: 978-9963-711-16-1).
 - Guercini S., Pucci T., Simoni C., Zanni L. (2013). Uno, dieci, cento, effetti “Made in”. Evidenze empiriche da un’analisi comparata internazionale. Italian Marketing Association Conference (SIM) (Milano, 3 e 4 October). (ISBN: 978-88-907662-1-3).
 - Casprini E., Pucci T., Zanni L. (2012), Business Model Characteristics and Evolution: The Case of High-tech firms for cultural goods, 5th EuroMed Conference of the EuroMed Academy of Business, Gilon-Montreux 4 e 5 October 2012 (Abstract in Conference Book Proceedings ISBN: 978-9963-711-07-9).
 - Pucci T., Rabino S., Zanni L. (2012), Capabilities Allocation and Strategic Choices. The Case of Italy’s Cosmetic Sector, 5th EuroMed Conference of the EuroMed Academy of Business, Gilon-Montreux 4 e 5 October 2012 (Paper in Conference Book Proceedings, ISBN: 978-9963-711-07-9).
 - Losi V., Pucci T., Zanni L. (2012), Regione di Origine e conoscenza del prodotto. Un’indagine esplorativa sulle decisioni di acquisto del vino Chianti Classico in Germania, IX^o Italian Marketing Association Conference (SIM) – Benevento, 20 e 21 September 2012 (ISBN: 978-88-907662-0-6).

- Zanni L., Pucci T. (2012), Capacità interne, relazioni esterne e performance in un cluster emergente: un'analisi empirica nel settore Life Sciences, XXIV Sinergie Conference, Lecce, 18-19 October 2012 (ISBN: 978-88-907394-0-8).
- Montezemolo S.C., Devigili L., Pucci T. (2010), International trends in wine business globalization: the relationship between capital structure, the business growth and the profitability. A compared analysis between the Italian private companies and the companies listed in the international stock markets. 3rd EuroMed Conference of the EuroMed Academy of Business, Nicosia 4 e 5 November 2010. (Abstract in Conference Book Proceedings ISBN: 978-9963-634-83-5).

Other conferences and seminars

- Pucci T., Runfola A., Guercini S., Zanni L. (2017). The role of the actors in interactions between “innovation ecosystems”: drivers and implications. The IMP JOURNAL seminar, University of Florence, Prato, Italy, May 18th-19th 2017.
- Pucci T., Brumana M., Minola T., Zanni L. (2016). Relationships and Innovation of Family and Non-Family Firms: Evidence from an Italian Life Science Cluster. The 2016 Technology Transfer Society Annual Conference, Arizona State University, Phoenix, Arizona, 3-5 November, 2016
- Pucci T., Zanni L. (2016). Local Vs. distant search in technological clusters. Does family involvement matter in open innovation behaviour? Workshop: “Together”. Collaborative practices in groups and organizations. 18-19 May 2016. University of Bergamo.
- Pucci T., Casprini E., Zanni L. (2015). Firm’s innovation and economic performance: an empirical analysis in Life Sciences sector. Paper presented to The R&D Management Conference 2015: “(Fast?) Connecting R&D”, Pisa, 23-26 June 2015.
- Pucci T., Casprini E., Zanni L. (2015). The moderating role of inter-organizational relationships on innovative capacity and economic performance: an empirical analysis in the Life Sciences sector. Paper presented at 7th International Conference on Business Market Management (BMM 2015), London, 2-4 July 2015.
- Pucci T. (2013). *Il caso del cluster Life Sciences in Toscana*. Seminario presso il Dipartimento di Scienze per l’Economia e l’Impresa dell’Università degli Studi Firenze nell’ambito del ciclo di Seminari del Dottorato di Ricerca in “Economia”, Firenze 26 novembre 2013.
- Pucci T., Zanni L. (2013). Explaining firms’ growth through the interaction between internal capabilities and external relationships: An empirical analysis in Life Sciences industry. *AIDEA Conference 2013, track 4.1: New perspectives on firm growth: between traditional and emerging issues*.
- Zanni L., Pucci T., (2013). *Relazioni conto-terzi, produttività scientifica e attività brevettuale: un’indagine nel settore Life Sciences dell’Università di Siena*. Seminario presso il Dipartimento di Economia e Management dell’Università degli Studi di Pisa, 10 giugno 2013.
- Casprini E., Pucci T., Zanni L. (2012), Nuove imprese e nuovi imprenditori nel settore dei Beni culturali. Relazione al Convegno “Nuove imprese e nuove tecnologie per i beni culturali”, Siena, 5 dicembre 2012.
- Pucci T., Zanni L. (2012), *Le imprese Life Sciences in Toscana: caratteri strutturali e dinamiche competitive*. Relazione al Convegno “Dalla ricerca al mercato: quali strategie per le imprese Life Science in Toscana”, Siena, 14 dicembre 2012.
- Zanni L., Pucci T. (2012), *Le imprese del Distretto Toscano Scienze della Vita: primi risultati di ricerca*, Relazione al Convegno “Le Scienze della Vita: un’eccellenza toscana e una spinta per l’economia, Firenze, 1 giugno 2012.
- Zanni L., Pucci T., Nosi C. (2011). *Strategie di innovazione nel settore cosmetico in Italia: primi risultati di ricerca*. Seminario organizzato da Confindustria – UNIPRO, Lavoro presentato al Cosmoprof 19 marzo 2011.
- Pucci T., Zanni L. (2011), *Orientamento al mercato, innovazione tecnologica e politiche di marketing. Modelli integrati di valutazione delle performance nelle imprese cosmetiche in Italia*, Paper presentato VIII Convegno annuale SIM – Roma, 22 e 23 settembre 2011.
- Pucci T., Simoni C., Zanni L. (2011), *Strategie di branding e country of origin effect nella valorizzazione del “Made in Italy” in Cina*, Paper presentato VIII Convegno annuale SIM – Roma, 22 e 23 settembre 2011.
- Pucci T., Simoni C., Zanni L. (2009), *Marketing imprenditoriale, gestione degli intangibles e competitività delle imprese moda nel settore dell’abbigliamento infantile*. Paper presentato al VI convegno SIM (Società Italiana di Marketing). Firenze 6 e 7 Novembre 2009.

- Pucci T., Simoni C., Zanni L. (2009), *Integrating intangible assets competitive benchmarking in entrepreneurial marketing*. Paper presentato al Workshop SDA Bocconi: Innovating Management & Accounting Practices, Milano 1 e 2 dicembre 2009.

Award

- *Conference Best Paper Award*: Pucci T., Casprini E., Sinha K., Zanni L. (2016). When speed counts, open innovation matters. Paper presented to the *9th EuroMed Academy of Business Conference “Innovation, Entrepreneurship and Digital Ecosystems”*, Warsaw, Poland, September 14th-16th, 2016. (ISBN: 978-9963-711-43-7).

Participation in research group (funded research)

- (2013-2016). Imprenditorialità e distretti tecnologici regionali. Un’analisi dei drivers di sviluppo di un distretto *Life Sciences*, Progetto Unità di Ricerca di Siena PRIN 2010-2011.
- 2010 PAR Ricerche: “Sviluppo imprenditoriale e innovazione nel settore cosmetico. Evoluzione strategica dei modelli di impresa”. Coordinatore: Prof. Lorenzo Zanni.

Summer school and stages

- *From 01/01/2012 to 30/06/2012* – Stage at IRPET (tutor Dott. Marco Mariani).
- *July 2011* – Summer School: “*Longitudinal network analysis with Siena*” (Bertinoro).

Scholarships and research grant

- From 15/01/2016 to 29/10/2016 Research fellow at the Department of Business and Law (University of Siena)
- From 01/06/2013 to 31/05/2014 Research fellow at the Department of Business and Law (University of Siena)
- From 01/01/2011 to 31/12/2012 Research fellow at the Department of Business and Social Studies (University of Siena)
- From 01/07/2009 to 30/06/2010 Research fellow at the Department of Business and Social Studies (University of Siena)

Academic teaching

- *A.Y. 2018-2019* Professor of Business Strategy, Department of Business and Law (University of Siena)
- *A.Y. 2018-2019* Professor of Management, Department of Business and Law (University of Siena)
- *A.Y. 2017-2018* Professor of Business Strategy, Department of Business and Law (University of Siena)
- *A.Y. 2017-2018* Professor of Management, Department of Business and Law (University of Siena)
- *A.Y. 2016-2017* Professor of Management, Department of Business and Law (University of Siena)
- *A.Y. 2015-2016* Contract Professor of Management, Department of Business and Law (University of Siena)
- *A.Y. 2014-2015* Contract Professor of Management, Department of Business and Law (University of Siena)
- *A.Y. 2013-2014* Contract Professor of Management, Department of Business and Law (University of Siena)
- *A.Y. 2012-2013* Contract Professor of Management, Department of Business and Law (University of Siena)

Membership

- *From 2015* Italian Management Association (SIMA);
- *From 2009* Italian Marketing Association (SIM);