

Lorenzo Zanni

Full Professor of Business Management
University of Siena
Department of Business and Law (DISAG)
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Academic Position:

- (1989-1999) Junior Professor of Business Management - Faculty of Economics, University of Molise (Italy).
- (1999-2001) Associate Professor of Business Management - , Faculty of Economics, University of Florence (Italy).
- (2001– at present) Full Professor of Business Management, Faculty of Economics “R. Goodwin”, Department of Business and Law (DISAG) -University of Siena (Italy).

Teaching Courses - Department of Business and Law (DISAG) - Siena University:

- “Marketing” (Bachelor Course “Economia e Commercio”);
- “International Marketing” (Master Course “Management & Governance”)
- “International Management” in English (Master Course “International Accounting and Management” - IAMA).

Research interests:

Small Business and Entrepreneurship; Economics and Management of Innovation; Innovative Ecosystems; Management and Marketing of “Made in Italy” products (fashion; wine&food; gold industry, life science).

Academic Duties & Tasks:

At present:

- President Academic Spin-off Commission - University of Siena (2006 – at present)
- Member of the Strategic Committee of Tuscany Life Sciences Technological Districts (2011 – at present);
- Member of the Scientific Committee of PHD programme “Business Administration and Management” (University of Pisa-Florence-Siena) – Department of Business Administration University of Pisa (2012 – at present)
- Member Accademic Board “National Competence Centre ARTES 4.0.” (Scuola Superiore Sant’Anna Pisa) (2018 – at present)

Past:

- Member Scientific Committee “Tuscan Digital Innovation Hub” - Confindustria Toscana (2018 - 2022)
- Rector Delegate for Technology Transfer and Business Relationship – University of Siena (2008 – 2022)
- Member Steering Committee “Tuscany Region Technology Transfer Office” (URTT) – Tuscany Region (2019 – 2022).
- Member Board of Directors “Polo Universitario Aretino” (2012 – 2014)
- Member Board of Directors Toscana Life Science Foundation (2013 - 2017)

Membership:

- Italian Marketing Association (SIM)
- Italian Management Association (SIMA)
- Italian Accademy of Business Administration (AIDEA)

International Teaching Staff Mobility Experiences

1. Bremen (Germany), 1992: *Hochschule Bremen*
2. Aachen (Germany), 1999: *Aachen Fachschule*

3. Antwerp (Belgium), 2004: *Department of Management, Faculty of Economics University of Antwerp (UFSIA)*
4. Concepción (Chile), 2006: *Universidad de Concepción – Proyecto Emprendo*
5. Jonköping (Sweden), 2010: *Jonköping Business School*
6. Valencia (Spain); 2012; *Dep. de Direcció d'Empreses – Faculty of Economics University of Valencia*
7. Marseille (France); 2013, *Euromed Management School (Kedge) - Département Compétition et Compétitivité*
8. Nicosia (Cyprus); 2014, *University of Nicosia – School of Business*

Editorial Board Membership & Reviewer:

- Member Editorial Board of the journals: “*World Review of Entrepreneurship, Management and Sustainable Development*”; “*Piccola Impresa/Small Business*”
- Member Scientific Committee of the journal “*Micro-Macro Marketing*”
- Member Scientific Advisory Board of the journal “*Sinergie. Italian Journal of Management*”
- Reviewer for several academic Italian and International Journals.

Conferences and Seminars (2021-2026)

- 1 Online (22-23/9/2021) (with Fiorini N., Pucci T., Casprini E.). “*The stimulus of the purchasing department on the firms’ performance through the boosting effect of innovation and R&D effectiveness*”, 14th Annual Conference of the EuroMed Academy of Business (EMAB), (ISBN 978-9963-711-90-1).
- 2 Ancona (I), (14-15/10/2021) (with Pucci T., Casprini E.). “*Marketing e Start-up (High-Tech): una rassegna della letteratura e possibile agenda di ricerca*”, XVIII Annual Conference Società Italiana di Marketing (SIM): “*Trasformazione digitale dei mercati: il Marketing nella creazione di valore per le imprese e la società*”. Università Politecnica delle Marche.
- 3 Dijon (FR), (5-7/7/2022) (with Cammeo J.). *Social sustainability orientation during the COVID-19 outbreak: a perspective on Italian wine industry*, 12th Academy of Wine Business Research Conference, Burgundy School of Business.
- 4 Florence, (I), (27-29/6/2022) (with Cammeo J., Casprini, E.). “*University-industry cooperation within the Tuscan wine sector: social innovation implications*”. 20th Triple Helix Conference “*Governing new and traditional partnerships for innovation and development in the post-pandemic world*”, University of Florence.
- 5 Palermo (I) (21-23/9/2022) (with Trabelsi M., Casprini E., Fiorini N.). “*Artificial Intelligence for Agrifood. A literature review*”, 15th Annual Conference of the EuroMed Academy of Business (EMAB), University of Palermo.
- 6 Palermo (I) (21-23/9/2022) (with Casprini E., Pucci T.). “*Does Gender Matter for organizational resilience? Exploring the role of women in Italian family wineries*”, 15th Annual Conference of the EuroMed Academy of Business (EMAB), University of Palermo.
- 7 Salerno (I) (20/21-10-2022) (with Fiorini N., Pucci T., Casprini E.). “*Are innovation and sustainability sufficient for being competitive and successful? The case of a resilient Italian manufacturer and the importance of marketing*”, XIX Annual Conference Società Italiana di Marketing (SIM): “*Next generation marketing. People, Planet, Place: cooperation & shared value for a new era of critical marketing*”, University of Salerno.
- 8 Halifax (Canada) 11-14/7/2023) (with Cammeo J., Casprini E., Massacci A.). “*New challenges in wine sustainability certification strategy: moving from firm level to territorial level. Lessons from Montepulciano wine cluster*”, 13th Academy of Wine Business Research Conference, Acadia University, Nova Scotia, Canada.
- 9 Dublin (Ireland) 14-16/6/2023 (with Fiorini N., Casprini E.). “*Organisational change for boosting innovation and sustainability in family businesses Preliminary evidence from an exploratory case study*”, 23th EURAM Conference, Trinity Business School, Dublin.
- 10 Bari (I) 29-30/6/2023 (with Massacci A., Trabelsi M., Casprini E., Pucci T.,) “*The impact of technological improvements in the agri-food sector: a literature review from a managerial perspective*” Sinergie-SIMA Management Conference 2023 “*Rediscovering local roots and interactions in management*”, Università di Bari.

- 11 Vilnius (Lithuania) 27-29/9/2023 (with Fiorini N., Natale V., Pucci T., Casprini E.). *“A Bibliometric analysis of emerging technologies in management studies”*, 16th Annual Conference of the EuroMed Academy of Business (EMAB), Vilnius University, Lithuania.
- 12 Parma (I) 29-30/6/2024 (with Massacci A., Casprini E.). *“Catalysing Sustainability: Retailers as Driving Platforms in the Food Industry's Transition”* Sinergie-SIMA Management Conference 2024 “Management of sustainability and well-being for individuals and society”, Parma University. ISBN:978-88-94-7136-5-7
- 13 Tallin (Estonia) 9-12/6/2024 (with Pucci T., Trabelsi M.). *Proximity and innovation: the catalyst role of Business models*. Abstract XXXV ISPIM Innovation Conference: Local Innovation Ecosystems for Global Impact, Tallin, Estonia.
- 14 Pisa (I). 11-13/9/2024 (with Cammeo J., Massacci A.). *From farm to future: digitalization and sustainability in Italy's agri-food sector* - 17th Annual Conference of the EuroMed Academy of Business University of Pisa. ISBN: 978-9925-628-01-8
- 15 Pisa (I). 11-13/9/2024 (with Massacci A., Casprini E., Palumbo R.). *Sustainable entrepreneurship -from social needs to business: the Smartway experience*. 17th Annual Conference of the EuroMed Academy of Business. University of Pisa. ISBN: 978-9925-628-01-8
- 16 Pisa (I). 11-13/9/2024 (with Fiorini N., Pucci T.). *Ecosystems in Life Sciences: a bibliometric analysis*. 17th Annual Conference of the EuroMed Academy of Business. University of Pisa..
- 17 Milano (I). 17-19/10/2024 (with Fiorini N., Lusuardi L.M.). *The Use of Virtual Reality in the B2B Sales Process in the Life Sciences Sector*. XXI° SIM Conference: “Brands and Purpose in a Changing Era” 2024, Università IULM.
- 18 Porto (P). 10-12/9/2025 (with Massacci A., Casprini E.). *Sustainable wine consumption – implications from a gamified analysis on Italian and American Gen-Z*, 18th Annual Conference of the EuroMed Academy of Business. University of Porto. ISBN: 978-9925-628-05-6
- 19 Porto (P). 10-12/9/2025 (with Natale V., Pucci T., Fiorini N.). *Sustainability orientation and its digital communicability in Life science companies*, 18th Annual Conference of the EuroMed Academy of Business. University of Porto. ISBN: 978-9925-628-05-6
- 20 Genova (I). 12-13/6/2025 (with Fiorini N., Massacci A.). *From smart agribusiness to agribusiness 5.0: The evolution path of Italian food and wine companies*. Sinergie-SIMA Management Conference 2025, “Tertiarization & Sustainability. New challenges for management in the digital era”. Università di Genova.
- 21 Porto (P). 10-12/9/2025 (with Massacci A., Casprini E.). *Sustainable wine consumption – implications from a gamified analysis on Italian and American Gen-Z*, 18th Annual Conference of the EuroMed Academy of Business. University of Porto. ISBN: 978-9925-628-05-6
- 22 Porto (P). 10-12/9/2025 (with Natale V., Pucci T., Fiorini N.). *Sustainability orientation and its digital communicability in Life science companies*, 18th Annual Conference of the EuroMed Academy of Business. University of Porto. ISBN: 978-9925-628-05-6.
- 23 Kristiansand (Norway). 16-19/6/2026 (with R. Rialti R., Uddin Syed F., Albani R.). *Unpacking Service SMEs Internationalization. The Importance of Effectuation Network Bricolage and Digital Platforms to Exit Global Periphery*. University of Agder.

Publications (2004-2025)

- 1) 2004 (ed.), *Osservatorio della Moda e Orafo Argentiero nell'area aretina. Rapporto 2003*, Istituzione dei Distretti Industriali della Provincia di Arezzo, Arezzo, april.
- 2) 2004 (with C. Nosi), *Italian typical food marketing between business management and territory government: the case of Slow Food*, in “British Food Journal”, vol. 106, n. 10, Issue 1 (pp. 779-792).
- 3) 2004 (with S. Labory), *“Le formule imprenditoriali nel settore moda: caratteri strutturali e strategie competitive delle imprese protagoniste”*, in L. Bacci (ed.), “Imprese leader e sistemi locali della moda in Toscana”, Franco Angeli, Milano (pp. 33-89).
- 4) 2004 (with L. Bacci, A. Gambardella, F. Bortolotti, E. Radicchi), *Le grandi imprese in Toscana. Fra leader locali e global player*, Regione Toscana, Collana Lavoro Studi e Ricerche, Edizioni Plus Università di Pisa.
- 5) 2004 (ed.), *Leading Firms and Wine Clusters: Understanding the Evolution of the Tuscan Wine Business through an International Comparative Analysis*, Franco Angeli, Milano.

- 6) 2004 (with C. Simoni), *Innovazione e conoscenza nelle imprese distrettuali: traiettorie evolutive del Made in Italy alla luce dell'esperienza aretina*, in Riccaboni A., Busco C., Maraghini M.P., (ed.) "L'innovazione in azienda: profili gestionali e cognitivi" Cedam, Padova.
- 7) 2005a (with C. Nosi), *Sentieri evolutivi dei sistemi locali rurali: l'esperienza dei cluster produttivi della provincia di Siena*, in R. Cafferata e C. Cerruti (ed.), "Distretti industriali ed agroalimentari. Esperienze a confronto", Aracne Editrice, Roma.
- 8) 2005 (with G. Seri e A. Guerrieri), *La transizione generazionale nelle imprese aretine*, Camera di Commercio Industria e Artigianato della provincia di Arezzo, Collana Profili n. 3, Arezzo, maggio.
- 9) 2005 (with A. Mattiacci e C. Nosi), *How the increasing competition is reshaping Tuscan wineries: the cases of Chianti Classico and Brunello di Montalcino*, relazione al 2nd International Wine Marketing Symposium, Sonoma State University (USA), 8-9 Luglio.
- 10) 2005, *Le caratteristiche e gli effetti della relazione tra le imprese fornitrici e Coop Centro Italia*, in Ferrucci L. (ed.), "Coop Centro Italia. Il valore economico del radicamento territoriale", il Mulino Bologna.
- 11) 2005b (with C. Nosi), *Turismo e vino: strategie emergenti tra logica di impresa e logica di territorio*, intervento al XXI° Convegno Arethuse «Mutations Territoriales et Tourisme» Biarritz, France 6-7 octobre.
- 12) 2006 (with L. Ferrucci) *Imprese leader e territorio: il ruolo della grande distribuzione commerciale nello sviluppo imprenditoriale del Made in Italy*, "Sinergie", n. 71
- 13) 2006 (with C. Nosi e A. Mattiacci) *Wine business in Tuscany: evidence on entrepreneurial models and local systems*", Conference Proceedings 2nd International Wine Marketing Symposium, Inra - Moisa, Montpellier, France
- 14) 2006 (with C. Nosi e A. Mattiacci) "Strategie emergenti nel business vitivinicolo: un'analisi comparata tra Australia e Italia" in Ciappei C. (ed.), "Il rapporto impresa-utenza tra localismo e globalizzazione delle tipicità rurali", Florence University Press, Firenze.
- 15) 2006, "Strategie di sviluppo del Made in Italy tra logica di impresa e logica di territorio: alcune riflessioni alla luce dell'esperienza dell'imprenditoria toscana", in A. Reitano e M. Franco (ed.), "Il territorio: da risorsa a prodotto", Franco Angeli, Milano.
- 16) 2006, (with S. Rabino, C. Simoni), "Firm structural characteristics and emerging strategies in Italian clusters: evidences from the fashion and gold small medium enterprises (SMEs) in Arezzo (Italy)", in Ogunmokun G., Gabbay R., Rose J. (eds) Conference proceedings 2nd Biennial Conference of Academy of World Business, Marketing and Management Development, Pole Universitaire Léonard de Vinci, Paris, France, July 10-13.
- 17) 2006 (ed.), *Distretti industriali e nuovi scenari competitive. L'esperienza del distretto orafa aretino*, Franco Angeli, Milano.
- 18) 2006, (with M. Mariani), "Strategie di internazionalizzazione aziendali, lettura di alcune esperienze significative secondo una prospettiva imprenditoriale", in Casini Benvenuti S. (ed.), "Delocalizzazione produttiva da problema ad opportunità", Franco Angeli, Milano.
- 19) 2007a (ed.), *La gestione del patrimonio archeologico tra passato e futuro: la valutazione del "Progetto Etruschi"*, Irpet, Firenze.
- 20) 2007 (with S. Rabino, C. Simoni), "Approaches of Italian and Indian gold firms to marketing in the USA. – a comparative study", in H.J.P. Timmermans (Editor), EIRASS Conference Proceedings, 14th International Conference on "Recent Advances in Retailing and Consumer Services Science", S. Francisco, USA 29 June – 2 July.
- 21) 2007b (ed.), "Distretti industriali e imprese artigiane tra continuità e cambiamento: i casi di Prato e di Empoli", Osservatorio Regionale Toscano sull'Artigianato, Regione Toscana – Unioncamere Toscana, Firenze.
- 22) 2008 (with A. Mattiacci e C. Simoni), "Italian SME International Strategies: evidences From Local Clusters in the Fashion Industry", in Dana L., Welpel I., Han M., Ratten V. (eds), "Handbook of Research on European Business and Entrepreneurship", Edward Elgar.
- 23) 2008 (with S. Rabino, C. Simoni), *Small & medium gold and fashion enterprises (SMEs) in Arezzo: Italy: competitive challenger and strategic implications*, "Journal of Global Marketing", vol. 21, Iss. 2, (pp. 141 – 159).
- 24) 2008 (with B. Aquilani, M. Magliacani), "Medium-size enterprises and Industrial Districts: An exploratory study", "EuroMed Journal of Business" Vol. 3 Iss. 2, (pp. 125-143).

- 25) 2008 (with M. Riccaboni, C. Simoni), *"Innovation Policies and Networks of Innovators: Lessons from the Tuscan Experience"*, 15th Nordic Conference on Small Business Research, Tallin (Estonia), 21-23 May.
- 26) 2008 (with C. Nosi), *"Enterprising families and distinctive familiness. Family business and transgenerational value creation in Tuscany"*, 4th Workshop on Family Firms Management Research, Naples, Eiasm, 8-10 June.
- 27) 2008 (with L. Devigili e S. Cordero di Montezemolo), *"Long lasting wineries: managing family business and succession in Tuscany region"*, 4th International Conference of the Academy of Wine Business Research, University of Siena, 17-19 July.
- 28) 2008 (ed.), *Lo sviluppo nascosto. Alta tecnologia e terziario avanzato in Provincia di Arezzo*, Prefazione di Enzo Rullani, Franco Angeli, Milano.
- 29) 2009 (with C. Simoni), *"Modelli imprenditoriali e strategie di marketing: Miniconf e Monnalisa"*, in Varaldo R., Dalli D., Resciniti R., Tunisini A. (ed.), *"Un tesoro emergente: le medie imprese italiane dell'era globale"*, Franco Angeli, Milano (pp. 444-463).
- 30) 2009 (with A. Zucchella), *"I nuovi imprenditori internazionali italiani. I casi delle imprese nate globali e dell'imprenditoria etnica nei distretti industriali"*, in C. Pepe e A. Zucchella (ed.), *"L'internazionalizzazione delle imprese italiane. Competitività e attrattività del Made in Italy"*, il Mulino, Bologna, (pp. 175-208).
- 31) 2009 (with T. Cinti), *Ricerca innovazione e trasferimento tecnologico: la sfida della collaborazione università-imprese in Provincia di Grosseto*, Liaison Office, Università di Siena, Unisibook, May (ISBN 978-88-96151-04-4).
- 32) 2009 (with C. Santini C., Rabino S), *Chinese Entrepreneurial Model: an empirical investigation on Prato Industrial District*, in Vrontis D, Weber, R. Kaufmann, S. Tarba (eds), *"Managerial and Entrepreneurial Developments in the Mediterranean Area"*, Proceedings 2nd Annual EuroMed Conference of the EuroMed Academy of Business, Euromed Press,, pp. 2049-2050, (ISBN: 978-9963-634-76-7).
- 33) 2009 (with T. Pucci e C. Simoni), *Integrating intangible assets competitive benchmarking in entrepreneurial marketing*, IMAP Workshop, *"Innovating Management&Accounting Practices. Turning challenges into opportunities through performance measurement systems"*, Bocconi University, Milan, 1-2 December.
- 34) 2010 (with L. Devigili e S. Cordero di Montezemolo), *Managing succession in family business: successful lessons from long lasting wineries in Tuscany*, in Faraoni M. and Santini C. (eds.), *"Managing the wine business: Researches issues and cases"*, Mc Graw Hill, Milano (pp. 63-92).
- 35) 2010, (with C. Nosi), *Understanding the "Stabilization Effect" of Enterprising Families in Turbulent Times: The Role of Culture*, 6th Workshop on Family Firms Management Research , Barcelona – Esade Business School, Eiasm, 6-8 June.
- 36) 2010 (with C. Simoni e S.Rabino), *Italian and Indian Gold and Jewelry SMEs Marketing Practices in the U.S.A. –A Comparative Case Study*, *"Journal of Small Business and Enterprise Development"*, vol. 17, N. 3 (pp. 403-417)
- 37) 2010 (with C. Santini e S.Rabino), *Chinese Immigrants Socio-Economic Enclave in an Italian Industrial District: the case of Prato*, *"World Review of Entrepreneurship, Management and Sustainable Development"*, vol. 7, N. 1 (pp. 30-51).
- 38) 2011, (with C. Nosi), *Knowledge and resource provision for managing family succession: evidences in Italian clusters*, in Isabell Stamm, Peter Breitschmid & Martin Kohli (eds), *"Doing Succession in Europe. Generational transfers in family business in comparative perspective"*, Schulthess Verlag, Zürich, (pp.101-126)
- 39) 2011 (with S. Santoni), *Comportamenti di ricerca e innovazione nei distretti industriali: gli attori del cambiamento e l'accesso a "conoscenze distanti"*, *"Sinergie"*, n. 84.
- 40) 2011 (with T. Pucci e C. Simoni), *Marketing imprenditoriale, gestione degli intangibles e competitività. Un'analisi nel settore dell'abbigliamento infantile*, *"Mercati e Competitività"*, n. 1 (pp. 93-113).
- 41) 2011 (with T. Pucci e C. Nosi), *Le strategie di innovazione nel settore cosmetico in Italia*, in Ermeneia (ed). Beauty Report 2011. Secondo rapporto sul valore dell'industria cosmetica in Italia, Franco Angeli: Milano (pp. 147-171).
- 42) 2011 (eds. Zanni e M. Bellavista), *Le reti di impresa. Una guida operativa per l'avvio di partnership imprenditoriali*, Franco Angeli,, Milano.

- 43) 2012 (with R. Rios-Morales), *Editorial - Special Issue on Wine Business and Globalisation* "International Journal of Business and Globalisation", Vol. 8, No. 1, (pp. 1-6).
- 44) 2012, *Vino, archeologia e territorio: quale possibile strategia di valorizzazione economica*, in Ciacci A. e Giannace M. (eds), "Senarum Vineae: le vigne di Siena. Il paesaggio urbano e i vitigni storici", Nuova Immagine, Siena (pp. 227-239).
- 45) 2012 (with T. Pucci e V. Losi), *Regione di Origine e conoscenza del prodotto. Un'indagine esplorativa sulle decisioni di acquisto del vino Chianti Classico in Germania*, in Proceedings del IX° Convegno Società Italiana di Marketing, "International Marketing and Country of Origin Effect" Università del Sannio, Benevento.
- 46) 2012 (with T. Pucci e S. Rabino), *Capabilities Allocation and Strategic Choices. The Case of Italy's Cosmetic Sector*, in Vrontis D, Weber, R. Kaufmann, S. Tarba (eds), "Building New Business Models For Success Through Competitiveness and Responsibility", Proceedings of the 5th Annual EuroMed Conference of the EuroMed Academy of Business, Euromed Press, pp. 1321-1334 (ISBN: 978-9963-711-07-9).
- 47) 2012 (with T. Pucci e C. Simoni), *Country of origin, brand image and retail management for the exploitation of 'Made in Italy' in China* in Bertoli G. e Resciniti R. (eds), "International Marketing and the Country of Origin Effect: The Global Impact of Made in Italy", Edward Elgar (pp. 154-177).
- 48) 2012 (with T. Pucci), *Scienza, impresa e territorio. Un'analisi degli attori e delle sinergie locali per lo sviluppo del distretto toscano delle Scienze della Vita*, Edizioni Il Leccio: Siena (ISBN: 978-88-89184-93-6).
- 49) 2013 (with Pucci T., Simoni C.). *Modelli di business e strategie di marketing nelle medie imprese. La gestione della crisi tra continuità e cambiamento*, "Mercati & Competitività", n. 3, (pp.25-45).
- 50) 2013 (with Pucci T., Rabino S.). *Characteristics and Business Models of the Italian Cosmetics Industry: An Exploratory Analysis*, "Finanza, Marketing, Produzione", n. 3, (pp.7-37).
- 51) 2013 (with Casprini E., D'Antone S., Paraque B., Pucci T.). *The relationship between corporate governance and business model choice in family firms: is there a missing link in family business studies?*. Proceedings 6th EuroMed Conference of the EuroMed Academy of Business, Estoril, 23-24 september (ISBN 978-9963-711-16-1).
- 52) 2013 (with Guercini S., Pucci T., Simoni C.), *Uno, dieci, cento, effetti "Made in".Evidenze empiriche da un'analisi comparata internazionale*, Proceedings X° Convegno Società Italiana di Marketing, "Smart life: dall'Innovazione tecnologica al mercato", Università Bicocca, Milano 3-4 ottobre (ISBN 978-88-907662-1-3).
- 53) 2014 (with Caprini E., Pucci T.). *Business model shifts: a case study on firms that apply hightechnology to cultural goods*, "Technology Analysis & Strategic Management", vol. 26 n. 2 (pp. 171-187).
- 54) 2014 (with Pucci T. e Rabino S.), *Explaining firms' performance through the resources and capabilities allocation in strategic groups: The Case of Italy's Cosmetic Sector*, "Journal for Global Business Advancement", vol. 7, n. 4 (pp. 375- 393).
- 55) 2014 (with Pucci T.), *"The adoption of academic technology transfer practices: an individual level perspective"*, in Vrontis D, Weber Y., Tsoukatos E. (eds.) "The Future of Entrepreneurship", Proceedings 7th EuroMed Conference of the EuroMed Academy of Business, Euromed Press, pp. 292-305 (ISBN: 978-9963-711-27-7).
- 56) 2014 (with Pucci T., Rabino S.), *"Region of origin and product knowledge. A cross-national analysis of the purchasing decisions of Chianti classico wine"*, in Vrontis D, Weber Y., Tsoukatos E. (eds.) "The Future of Entrepreneurship", Proceedings 7th EuroMed Conference of the EuroMed Academy of Business, Euromed Press, pp. 1511-1522 (ISBN: 978-9963-711-27-7).
- 57) 2014 (with Pucci T.). *Modelli di business e sostenibilità: un'analisi nel settore vino italiano*. Paper Proceedings XI° Convegno Società italiana di Marketing, Università di Modena e Reggio Emilia, Modena 18-19 settembre (ISBN: 978-88-907662-2-0).
- 58) 2014 (with Pucci T.), *Business Models and Sustainability: an analysis of value creation in Italian wineries*, in "First Report on Sustainability Winegrowing", Gambero Rosso editore, Roma, ottobre (ISBN 987-88-6641-066-9)
- 59) 2015 (with Pucci T., Simoni C.). *Measuring the relationship between marketing assets, intellectual capital and firm performance*, "Journal of Management and Governance", Vol. 19, n. 3, (pp. 589-616) (ISSN 1385-3457) (DOI 10.1007/s10997-013-9278-1).
- 60) 2015, *Gli spin off accademici e lo sviluppo del Paese*, "Espansione", giugno, (p. 36).

- 61) 2015 (with Pucci T., Brumana M, Minola), *In or Out? Exploration patterns and innovation performance in family firms from an Italian Life Science Cluster*, paper presented at the 22nd Innovation & Product Development Management Conference, EIASM, Copenhagen Business School, June 14-16, Copenhagen, Denmark.
- 62) 2015 (with Pucci T., Casprini E., Guercini S.), “*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*”, in Vrontis D, Weber Y., Tsoukatos E. (eds.) “Innovation, Entrepreneurship and Sustainable Value Chain in Dynamic Environment”, Proceedings 8th Annual EuroMed Conference of the EuroMed Academy of Business, Euromed Press, pp. 2699-2700 (ISBN: 978-9963-711-37-6).
- 63) 2015 (with a Maizza A.), “*Present challenges and future opportunities in entrepreneurship*”, “Sinergie Italian Journal of Management”, vol 33, n. 97 (pp. 11-14).
- 64) 2016 (with Pucci T., Faraoni M., Rabino S.), “*Willingness to Pay for a Regional Wine Brand*”, “Micro&Macro Marketing”, vol. XXV, n. 1 (pp. 39-54).
- 65) 2016 (with Faraoni M., Pucci T., Rabino S.), “*Consumer wine perceptions in the Brand Origin framework: the role of product market value*”, in Bonetti E. and Ryding D., 13th International CIRCLE Conference Book of Abstracts (pp. 89-90) (ISBN: 978-0-9932345-1-4)
- 66) 2016 (insieme a E Casprini, D’Antone S., Peranque B., Pucci T.), “*I choose my business model! A cross-national analysis of business model choice in family firms*”, “EuroMed Journal of Business”, Vol. 11, n.2 (pp. 212-231).
- 67) 2016, “*La sfida della rivoluzione digitale e dell’e-commerce. L’impatto sul sistema delle imprese italiane*”, in Corvese C.G. e Gimigliano G. (a cura di), “Profili interdisciplinari del commercio elettronico”, Pacini, Pisa (pp. 9-22) (ISBN 978-88-6995-043-8).
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