Research Activities of the DISAG Marketing & Management Group

Department of Business and Law
Research Team

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We want to **push research and business together**:
- to enlighten business problems with research-driven insights
- to conduct *ad hoc* research on new and underexplored business challenges.

Our **complementary** and synergic mix of skills and **competences** allows us to deal with a *broad range of arguments*:

1. Entrepreneurship, Family Business and Start-up
2. Business Model and Strategies
3. Innovation and Technology Transfer
4. Clusters, Districts and Innovation Eco-systems
5. International Marketing and “Made In” effect
6. Industry and Market Analysis
Well documented experience, at both national and international levels, on four main industries:

- **High-Tech**
- **Life Sciences**
- **Fashion**
- **Wine & Agri-Food**
Our Research Matrix

- Entrepreneurship, Family Business and Start-up
- Business Model and Strategies
- Innovation and Technology Transfer
- Clusters, Districts and Innovation Eco-systems
- International Marketing and "Made In" effect
- Industry and Market Analysis

- High-Tech
- Life Sciences
- Fashion
- Wine & Agri-Food
Research Output 2015-2019

In the period 2015-2019, the research group produced:

- 19 Articles
- 4 Books
- 2 Chapters
- 13 Participation in conferences (with ISBN)
- 8 Participation in other conferences and seminars

... for a total of 46 publications.
A selection of recent publications


3. Annunziata E., Pucci T., Frey M., Zanni L. (2017). The role of organizational capabilities in attaining corporate sustainability practices and economic performance: evidence from Italian wine industry. *Journal of Cleaner Production*


Work in progress 1/2

Management & Strategy
- Entrepreneurship, Family Business and Start-up
- Business Model and Strategies

Innovation
- Innovation and Technology Transfer
- Clusters, Districts and Innovation Eco-systems

Marketing
- International Marketing and "Made In" effect
- Industry and Market Analysis
Work in progress 2/2: some topics

1. Proximity and Innovation.
2. Family firm, innovation and internationalization
4. Managing resources and innovation inside the Industry 4.0 Revolution
5. Consumer touch points and cognitive proximity
6. High tech firms and Cultural Heritage