

**Prof. ANDREA TRACOGNA**  
**CURRICULUM VITAE (February 2019)**

Gender: Male

Citizenship: Italian

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**Main Academic Affiliations**

University of Trieste, Italy, Department of Economics and Management (Dipartimento di Scienze Economiche, Aziendali, Matematiche e Statistiche – DEAMS “Bruno de Finetti”)

**Other Academic Affiliations**

He is Deputy Dean and MBA Director at MIB Trieste School of Management, Trieste, Italy

**Memberships**

He is Full Member and local representative for the University of Trieste of AIDEA - Accademia Italiana di Economia Aziendale

He is member of the SIMA - Società Italiana di Management (Italian Management Association)

**Academic Career**

From 1992 to 1999, Assistant professor of Management at the University of Trieste, Italy

From 1999 to 2005, Associate Professor of Management at the University of Trieste, Italy

Since 2005, Full Professor of Management at the University of Trieste, Italy

**Education**

- M.Sc. Economics and Management, University of Trieste, 1989
- International Teachers Programme (ITP), IAE (Institut d'Administration des Entreprises), Aix-en-Provence (France), 1991
- Entrepreneurship Education Colloquium on Participant-Centered Learning, Harvard Business School, 2008
- Statistical Methods for Social Research using SPSS, London School of Economics, 2017
- Survey Research Methods: From Design to Analysis, London School of Economics, 2018

**Current Academic positions**

At the University of Trieste

- Since 2005, Full Professor of Management

- Since 2009, Member of the Directorship and the Faculty Committee of the Master program in Economics and Science of Coffee, University of Trieste (in collaboration with Fondazione Ernesto Illy).
- Since 2013, Member of the Faculty of the Doctoral Program in Management and Actuarial Sciences, jointly run by the University of Trieste and Udine, Italy

At MIB Trieste School of Management

- Since 2005 Deputy Dean and MBA Director

### **Previous academic positions**

From 2008 to 2009, Head of the Department of Business Administration, University of Trieste

From 2009 to 2012, Member of the University's Senate, University of Trieste

From 2000 to 2008, Director of the B.Sc. Degree in Business Administration, University of Trieste

From 2008 to 2014, Director of the M.Sc. Degree in Business Administration, University of Trieste

From 1999 to 2002 and from 2006 to 2008, Deputy Director of the Department of Business Administration, University of Trieste

From 2004 to 2007, Director of the Business Plan Competition (Start Cup) and Member of the University's Committee for Academic Spin-Offs, University of Trieste

From 2005 to 2009, Member of the Faculty Committee of the Doctoral program in Coffee Science and Economics, University of Trieste

From 2010 to 2012, Deputy Head of the Department of Business and Economics - DEAMS "Bruno de Finetti", University of Trieste

From 2009 to 2013, Member of the Faculty Committee of the Doctoral program in Business Studies of the University of Udine

### **Non-academic positions**

From 2004 to 2006, Board member in the Italian Association of University Incubators and representative for the University of Trieste in the PNI (National Innovation Award) Initiative.

From 2009 to 2012, Member of the Scientific Committee of TT Venture (Venture Capital Fund managed by Fondamenta SGR and Quadrivio SGR, Milan)

### **Current teaching activity**

Since 1996 he teaches the Management course in the undergraduate level programs of the School of Economics of the University of Trieste

Since 2013 he teaches Corporate Strategy in the graduate level programs of the University of Trieste

Since 1996 he teaches Corporate Strategy at the MBA, EMBA and Executive and Corporate Master programs at MIB School of Management, Trieste

Since 2000 he teaches Strategy and Management topics at the Executive level for several companies, such as Assicurazioni Generali, Fincantieri, Intesa Sanpaolo, Allianz, Unicredit, Marsh&McLennan, among others.

Since 2010, he teaches Competitive strategies in the Coffee Industry in the Master program in Economics and Science of Coffee, run by University of Trieste in collaboration with Fondazione Ernesto Illy

Since 2012 he teaches Theory of the Firm at the Doctoral program of Business Studies and at the Doctoral program of management and Actuarial Sciences at the University of Udine

### **International academic activity**

From 2006 to 2010 he was a Visiting Professor of New Entrepreneurship and Small Business Management in the MBA program of Lingnan (University) College, Guangzhou, China.

Since 2013, he collaborates, as external examiner, to the discussion and validation of the Ph.D. thesis proposals of the doctoral candidates in Management of the Primorska University (Koper, Slovenia)

### **Assessment, Auditing, accreditation and reviewing activities**

Since 1998 he supervises the accreditation processes of post-graduate programs at MIB School of Management, dealing with the following accreditation agencies: ASFOR, AMBA, EPAS-EFMD.

Since 2013, he is included in the list of the examiners of the Italian Ministry of Higher Education and University and participates to the evaluation of the FIRB and PRIN project proposals.

Since 1998 he participates, on behalf of ASFOR, the Italian Association of Business Schools, as President and Member of the Assessment Team, to the revision and accreditation activities of several MBA and Master programs run by leading Italian Schools, such as Alma Graduate School (University of Bologna), LUISS and CUOA.

He is an ad hoc reviewer for the following Journals:

- International Journal of Emerging Markets
- R&D Management Journal
- International Journal of Sustainable Economy
- International Journal of Hospitality Management
- Journal of Engineering and Technology Management
- Economics of Innovation and New Technology
- Journal of Technology Transfer
- Journal of Business Research
- Transactions on Engineering Management

For the year 2016, he has been awarded the Outstanding Reviewer Award certificate for his review work on the International Journal of Emerging Markets.

### **Research activity – Current areas of interest**

His current research interests range from Strategic Management and Internationalisation processes of SMEs, to Entrepreneurship and New Ventures Start-Up, from Business Model Innovation to Sharing platforms and Multi-channel customer behaviour.

### **Research and “third mission” activities – Project Management and Coordination**

For the period 2012-2015 he has been appointed Local Project Coordinator, for the University of Trieste, of the National PRIN research project named “Scientific research and competitiveness. Business forms variety, support systems, and dimensions of performance”. The project involves 11 Italian universities.

For the period 2014-2016 he has been appointed Local Project Coordinator, for the University of Trieste, of the HORIZON2020 project named “RegHealth”, the European Regions Network for Health Research & Innovation (RegHealth-RI), a 2-year project funded by EU under the Horizon 2020 framework aimed at analysing, discussing and improving the performance of health research & innovation across the different EU regions and countries.

For the period 2013-2016 he has been appointed Project Coordinator of the 6-million-euro project named PACINNO (Platform for trans-Academic Cooperation in Innovation), funded by the European Union through the IPA Adriatic CBC program. The project involves 8 academic and research institutions in the 8 countries of the Adriatic region.

For the period 2017-2019 he has been appointed Local Project Coordinator, for the University of Trieste, of the CAB project (Interreg Italia\_Slovenia), Cross-border Acceleration Bridge, aimed at promoting the collaboration of the R&D institutions and the corporate world within the innovation and entrepreneurial processes.

### **Recent international publications (last 5 years)**

Article (with Pugliese R., Bortoluzzi G., Balboni B.), "Business model evolution, contextual ambidexterity and the growth performance of high-tech start-ups", *Journal of Business Research*, 99, 2019, pp. 115-124

Article (with Akbar Y., Bortoluzzi G., Balboni B., Dikova D.), "Disentangling Resource and Mode Escalation in the Context of Emerging Markets. Evidence from a Sample of Manufacturing SMEs", *Journal of International Management*, 24, 2018, pp. 257-270

Article (with Akbar Y.), "The Sharing Economy and the Future of the Hotel Industry: Transaction Cost Theory and Platform Economics", *International Journal of Hospitality Management*, 71, 2018

Article (with Akbar Y., Bortoluzzi G., Ruzzier M.), "The growth challenge of western SMEs in Emerging Markets: an exploratory framework and policy implications", *Managing Global Transitions*, Fall 2017

Article (with Balboni B., Bortoluzzi G., Akbar Y.), "SME Export Performance, Capabilities and Emerging Markets: The Impact of Institutional Voids", *European Journal of International Management*, vol. 11, n.2, 2017

(book chapter) (with Balboni B., Bortoluzzi G.), "Business model evolution and the growth of high-tech and science-based new ventures. Evidences from the Italian system" in Miha Škerlavaj, Anders Dysvik and Arne Carlsen, M. Cerne, "Let's make it happen: Maturing and realizing creative ideas at work", Edward Elgar, 2016

(book chapter) (with Balboni B., Bortoluzzi G.), "Business model evolution and the drivers of the growth of high-tech new ventures" in Visintin F. and Pittino D. (editors), *Fast growing new firms in a slow growth economy: Institutional conditions for innovation*, Edward Elgar, 2016

(article) (with Balboni B., Bortoluzzi G., Tivan M., Venier F.), "The Growth Drivers of Start-up Firms and Business Modelling: A First Step toward a Desirable Convergence", *Management*, 9(2): 131–154, 2014

(article) (with Bortoluzzi G., Akbar Y.), "Beyond Entry Mode - SME's Escalation in Emerging Markets: A Conceptual Framework" In *Journal for International Business and Entrepreneurship Development*, Vol. 7, No. 4, 2014

### **Under submission**

(book chapter) (with Akbar Y.), "The Strategic Governance of Sharing Platforms: Transaction Costs and Integration Mechanisms"

### **Major past publications**

Book - (with Bortoluzzi G.), *Imprenditori che sfidano la crisi. Dati ed esperienze dal Friuli-Venezia Giulia*, Franco Angeli, Milano, 2013

Book - *International Boat-building Clusters. Comparative analysis, models of governance and cluster policies*, FrancoAngeli, Milano, 2010

Book - (with Ampò A.), *Successione imprenditoriale e prospettive di continuità delle piccole e medie imprese. I risultati di un'indagine empirica nella provincia di Trieste*, Editrice Università di Trieste (EUT), 2008

Book - *I cluster del mare. Nautica da diporto e cantieristica navale in FVG*, FrancoAngeli, Milano, 2007

Book - (with De Toni A.F.), L'industria del caffè. Analisi di settore, casi di eccellenza e sistemi territoriali, Il Sole 24 Ore, Milano, 2005

### **Main recent conferences (last 5 years)**

2018, Chair of "Small and family business" thematic session at the SIMA-Sinergie Annual Conference: "Transformative business strategies and new patterns for value creation, Ca' Foscari University, Venice, 14-15 June 2018

2017, "What drives SMEs' escalation of commitment in Emerging Markets?" Akbar Y., Balboni B., Bortoluzzi G., Dikova D., Tracogna A., paper presented at the 2017 SIM conference at the University of Bergamo. October 26-27, 2017

2017, "The "Hidden" Stages of Internationalization of Italian Manufacturing SMEs in Emerging Markets", Akbar Y., Balboni B., Bortoluzzi G., Dikova D., Tracogna A., paper presented at the Vaasa IB Conference 2017. Vaasa (Finland) August 23-25, 2017

2017, "Sharing and the Theory of Economic Exchange: An Exploratory Analysis", Y. H. Akbar, A. Tracogna, paper presented at the SIM workshop "Buying, gifting, renting, sharing... In search of a new theory of acquisition", Pisa, 20 January 2017

2016, "Pacinno: main outcomes and first appraisal", Andrea Tracogna, Conference chair and introductory speech at the Pacinno Final Conference, "Promoting Innovation in the Adriatic Region", Trieste, September 27-28, 2016

2016, "The "Hidden" Stages of Internationalization of Western Small and Medium-Sized Enterprises in Emerging Markets: The Role of Experience, Feedback and Institutional Voids", Akbar Y., Balboni B., Bortoluzzi G., Dikova D., Tracogna A., paper presented at the 2016 Academy of International Business, New Orleans, June 27-30, 2016

2016, "Novelty comes first. Efficiency will follow. Or not? An empirical research on Business model innovation and growth in start-up firm", Balboni B., Bortoluzzi G., Pugliese R., Tracogna A., paper presented at the Workshop "Together. Collaborative practices in groups and organizations", University of Bergamo, Italy, 18-19 May 2016

2015, Conference chair and introductory speech at the Corfù Innovation Summit, Ionian University, Corfù, October 5-7, 2015

2015, "Business model evolution and the growth of new ventures. Evidence from the Italian system", Balboni B., Bortoluzzi G., Tracogna A., paper presented at the XXXVII AIDEA Annual Conference, Piacenza (Italy), 10-12 September 2015.

