



## CURRICULUM VITAE

### 1. Personal Data

Name: Marco Guerzoni  
Date of birth: 18<sup>th</sup> March 1978  
Nationality: Italian  
Languages: Italian, English, German, French (spoken), Spanish (basic)

Main Affiliation: Department of Economics and Statistics “Cognetti de Martiis”  
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Secondary Affiliation: CRIOS, Bocconi University  
BRICK, University of Turin and Collegio Carlo Alberto.

*Area of expertise:* Economics and Management of Innovation, Science, and Technology and related policy. Cultural economics. Sociology and History of Consumption.

*Sectors of expertise:* semiconductor, sport and cultural goods, automotive, bigdata, datajournalism.

*Teaching expertise:* Principle of Economics, Development Economics, Economics of knowledge, Economics of Innovation, Industrial Organization, Cultural Economics, Data Journalism, Environmental Economics.

*Competence:* research, programming, languages, teaching, communication, consulting.

## Academic employment history

2015-current	Associate Professor, Department of Economics and Statistics “Cognetti de Martiis”, University of Torino. Appointments: Vice-president Master in Cooperation, Development and Innovation. Member of the university patent commission. Academic marketing.
2011-2015	Assistant Professor (tenure position), Department of Economics and Statistics “Cognetti de Martiis”, University of Torino. Other activities: member of the university patent commission. Erasmus programme department coordinator. Coordinator Erasmus-Mundus EPOG for Turin, academic marketing.
2008-2011	Assistant Professor (Wissenschaftlicher Mitarbeiter), Faculty of Economics and Business Administration, Chair of Microeconomics, Friedrich Schiller Universität, Jena.
2006-2008	Research fellow. Jena Graduate School “The Economics of Innovative Change”, Friedrich Schiller Universität, Jena.

## Other appointments

- Lecturer (professore a contratto) for the course in “Industry Analysis” at Bocconi University (Postgraduate, English). (2012-2014)
- Lecturer (professore a contratto) for the course in “Innovation, Competition, and Growth” at Bocconi University, Milan (Postgraduate, English). (2013)
- Research Assistant (collaborazione a progetto) at CESPRI, Bocconi University, Milan (2002-2006).
- Lecturer (professore a contratto) for the course in “Industrial Dynamics” at Bocconi University, Milan (2006).
- Lecturer (professore a contratto) for the course in “Industrial Organization” at SDA Bocconi, Milan (2006).
- Lecturer (professore a contratto) for the course in “Economics of Information” at the Libera Università Carlo Cattaneo, Castellanza (2006).
- Lecturer (collaborazione a progetto) in the course of “Industrial Organization” at the Università dell’Insubria, Varese (2006).
- Guest Researcher at IRES, Université Catholique de Louvain, Louvain La Neuve (2006).
- Lecturer (docente a contratto) for selected classes in the course in “Industrial Dynamics” at Bocconi University, Milan (2004 and 2005).
- Teaching Assistant (collaborazione a progetto) for the course in “Microeconomics” at Bocconi University (2002-2006).

## Education

- 2002-2007      Università degli Studi di Milano, Milano. Ph.D. in Economic Sciences. Thesis “Innovation and Variety: a grounded theory of demand-pull technical change”. Supervisor: Prof. Franco Donzelli.
- 2003-2004      University of Sussex: Master of Science “Industry and Innovation Analysis”. Dissertation: “Product Variety in US automobile Industry: a niche market analysis.” Supervisor: Prof. Ed Steinmüller.
- 2001              BETA, Université Luis Pasteur, Strasbourg: METIC program: “Master in economics of technological and institutional change”. Tutor: Patrick Llerena.
- 1997-2001      Università Commerciale Luigi Bocconi, Milano. Degree *cum laude* in Economics. Topic: Absorptive capabilities, technological diffusion and policies. Supervisor: Franco Malerba and Francesco Lissoni.

## Contribution to teaching

- 2014-2015      “Data-Journalism”, University of Turin (36 hours, ~30 students)
- 2014-2015      “Green Economy and Innovation” (postgraduate), University of Turin (36 hours, ~30 students)
- 2013-2015      “Economics of Knowledge” (postgraduate), University of Turin (54 hours, ~30 students)
- 2012-2014      “Innovation, Competition, and Growth” (postgraduate), Bocconi University (24 hours, ~50 students)
- 2012-2014      “Industry Analysis” (postgraduate), Bocconi University (~50 students, Italian).
- 2008-2012      “Introduction to Microeconomics” (undergraduate), Friedrich Schiller Universität, Jena (16 hours, ~100 students, German).
- 2012-2013      “Principle of Economics” (undergraduate), University of Turin. (36 hours, ~150 students)
- 2012-2013      “Lab of economic development and sustainability” (undergraduate), University of Turin. (24 hours, ~30 students, Italian)
- 2009-2012      “Introduction to Economics of Innovation” (undergraduate), Friedrich Schiller Universität, Jena (16 hours, ~50 students, German).

2008-2012	“Microeconomics of Innovation I” (undergraduate), Friedrich Schiller Universität, Jena (30 hours, ~50 students, German).
2008-2011	“Microeconomics of Innovation II” (postgraduate), Friedrich Schiller Universität, Jena (30 hours, ~30 students, English).
2007-2011	“Industrial Dynamics” (postgraduate) Jena Graduate School, Jena (20 hours, ~10 students, English).
2008	“Innovation and Technology Policy” (postgraduate), Friedrich Schiller Universität, Jena (30 hours, ~30 students, German).
2007-2008	“Competition and Network Industries” (postgraduate), Jena Graduate School, Jena (20 hours, ~10 students, English).
2007-2008	“Demand and Innovation” (postgraduate), Jena Graduate School, Jena (20 hours, ~10 students, English).
2006	“Industrial and Technological Competition” (specialized MBA), SDA Bocconi, Milan (20 hours, ~20 students, English).
2006	“Economics of Information” (undergraduate), Univeristá Cattaneo, Castellanza (20 hours, ~20 students, Italian).
2005	“Industrial Organisation” (postgraduate), Università dell'Insubria, Varese (20 hours, ~20 students, Italian).
2004-2007	“Industrial Dynamics” (postgraduate), Università Commerciale Luigi Bocconi, Milan (60 hours, ~150 students, Italian).
2002-2005	“Microeconomics” (undergraduate), Università Commerciale Luigi Bocconi, Milan (60 hours, ~150 students, Italian).

### **Doctoral school**

2011- present	Doctoral School “Vilfredo Pareto”, Faculty.
2006-2011	Jena Graduate School. Main duties: assisting the convenor in selecting candidates, teaching, coordination issues, evaluation, contacts with other universities.

### **Supervision**

2012-current	Emilio Raiteri. Topic: General Purpose Technology. Technology Policy. Nadine Marmai. Topic: Development Economics Alexander Jordan. Topic: Technology Adoption in Developing Countries
2008-2011	Friedrich Schiller University, 20 Master students (Diplomarbeit).

## Dissemination

### Organization of conferences and workshops

- Workshop “the organisation, economics and policy of scientific research”, 2012-2015. Scientific Committee.
- International Joseph Schumpeter Society Conference 2014, Scientific Committee.
- Co-coordinator of the BRICK seminar series.
- Experimental methods and Innovation : Broadening and challenging existing knowledge, November 2009, Jena. Organizer.
- Demand and Product characteristics, October 2007, Jena. Organizer.
- Innovation and Demand, November 2005, Milan. Co-organizer.

### Invited presentations/visiting scholar at:

- International week, Helmo University. Speaker, Liege (2015)
- Ph.D. Conference, Senior Discussant, Turin, (2013-2015)
- ZEW Phd conference, senior discussant, Mannheim (2014)
- Data-Journalims “Online-News-Association” conference, Turin (2014)
- Invited expert, workshop on “Innovative Public Procurement”, OECD (2014)
- Rimini, Department of Economics, University of Bologna (2014)
- Invited expert, workshop on “Industrial Policy”, OECD (2013)
- Ph.D. Conference, Senior Discussant, Turin, (2013)
- Workshop, “Economics of Science”, Turin, discussant (2013).
- Sant’Anna School of Advanced Studies. LEM seminar series (2013)
- The Leibniz Institute for Regional Development and Structural Planning (IRS), visiting scholar at the department “Dynamics of economic space”. Berlin, 2013
- Brick Seminar Series, Department of Economics “Cognetti de Martiis”, Turin.
- Bocconi University, Master in “Economics and Management in Arts, Culture, Media and Entertainment”, Milan 2009 and 2010.
- Università di Bologna, Department of Tourism Economics, Rimini 2009.
- Max Planck Institute for Economics, Jena 2008.
- University of Sussex, SPRU, M.Sc. in “Industry and Innovation Analysis”, Brighton 2008.
- Workshop on innovation and demand, Sophia Antipolis 2007
- Bocconi University, CESPRI, Milan 2007.
- Max Planck Institute for Economics, Jena 2007.
- Eindhoven University, ECIS, Eindhoven 2006.
- Max Planck Institute for Economics, Jena 2005.

### Presentations of articles to conferences and workshops (some presented by coauthors):

- International Schumpeter Society, Conference. Jena. 2014.
- Strategic Management Association conference, Tel Aviv 2014
- DRUID, Copenhagen, 2013
- EMAEE, Nice, 2013
- DIME final conference, Maastricht 2011.

- EARIE, Istanbul 2010.
- International Schumpeter Conference, Aalborg 2010.
- International Conference in Cultural Economics, Copenhagen 2010.
- DIME Conference “Organizing for Networked Innovation”, Stresa 2010.
- DIME Workshop “Experiment and Innovation”, Jena 2009.
- European Meeting of Applied Evolutionary Economics, Jena 2009.
- European Economics and Finance Society, Warsaw 2009.
- DIME Conference “Demand, Innovation, and Industrial Dynamics”, Milan 2008.
- DIME Conference “Demand, Innovation, and Product Characteristics”, Jena 2007.
- Knowledge for Growth, IPTS, Sevilla, 2007.
- Druid Conference, CBS, Copenhagen 2007.
- International Schumpeter Conference, Nice 2006.

### Research grants<sup>1</sup>:

Prin (2002): 50k

DIME Working package (2009): 100K Euro

DG-Enterprise (2013-2015): about 2.5 million Euro

### Grants and Awards

Grants:

- DFG (German National Science Foundation), Post-doc grant, 2006.
- Università degli Studi di Milano, Ph.D grant 2002.
- Università Ca' Foscari, Ph.D grant 2002.

Awards:

- EQ(CS)<sup>2</sup>, Best Paper Award
- Made in Research 2013, “Digital”. (joint winner)
- First Jena Science Slam
- University of Sussex, Geoff Oldham Prize, “most outstanding master dissertation”, 2004.
- Università Bocconi, “Best graduated of the year” 2000-2001 (joint winner).

## 8. Other activities

Referee for the following journals: Journal of Economic Behaviour and Organization, Journal of Evolutionary Economics, European Management Journal, Mehran Journal of Technology.

## 8. Research skills

Computer skills: professional use of R, STATA, SPSS, EXCEL, LATEX, LYX, JAVA, E-VIEWS, PAJEK, MICROSOFT ACCESS, SAS.

Quantitative skills: theoretical modelling and standard empirical techniques (statistics and econometrics), with emphasis on non-structured big-data.

Qualitative theorizing:

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<sup>1</sup> Details upon request.

## Publications list

### *Working papers*

- Carota, Cinzia, Alessandra Durio, and Marco Guerzoni. (2014) "An Application of Graphical Models to the Innobarometer Survey: A Map of Firms' Innovative Behaviour." Department of Economics and Statistics" Cognetti de Martiis" Working Paper Series (42/2014).
- Guerzoni M. e M. Nuccio, "Music consumption at the dawn of the music industry: the rise of a cultural fad". BRICK WP (17/2012). Published in *Journal of Cultural Economics*.
- Guerzoni M. e E. Raiteri (18/2012), "Innovative public procurement and R&D Subsidies: hidden treatment and new empirical evidence on the technology policy mix in a quasi-experimental setting". BRICK WP (18/2012). Published in *Research policy*
- M. Guerzoni , Taylor Aldridge T. , Audretsch D. B. and S. Desai (19/2012), "University Knowledge, Originality of Patents and the Creation of New Industries". BRICK WP (19/2012). Published in *Research Policy*.
- Guerzoni, M. Soellner, R. (2009) "Uniqueness seeking and demand estimation in the German automobile industry", *Jena Economic Research Papers in Economics* 2009-050, Friedrich-Schiller-University Jena, Max-Planck-Institute of Economics, Thueringer Universitaets- und Landesbibliothek.. Published in *Eurasian Business Review*.
- Corrocher, N. Guerzoni, M. (2009) "The pursuit of variety: creation of new products and strategic differentiation", KITeS-Bocconi Working Paper. 20-2009. Università Commerciale Luigi Bocconi. Published in *Industry and Innovation*.
- Guerzoni, M. (2007) "The impact of market size and users' sophistication on innovation: the patterns of demand and the technology life cycle" *Jena Economic Research Papers in Economics* 2007-046, Friedrich-Schiller-University Jena, Max-Planck-Institute of Economics, Thueringer Universitaets- und Landesbibliothek. Published in *Economics of Innovation and New Technology*.
- Fontana, R. Guerzoni, M. (2007) "Incentives and uncertainty: an empirical analysis of the impact of demand on innovation" *SPRU Electronic Working Paper Series* 163, University of Sussex, SPRU - Science and Technology Policy Research. Published in *Cambridge Journal of Economics*.
- Roberto Fontana, R. Guerzoni, M. Nuvolari, A. (2008) "Habakkuk revisited: A history friendly model of American and British technology in the nineteenth century", *Jena Economic Research Papers* 2008-064, Friedrich-Schiller-University Jena, Max-Planck-Institute of Economics.
- Guerzoni, M. (2007) "Size and sophistication: the two faces of demand", *Cespri Working paper series*.

### ***Refereed Journal Articles***

- Guerzoni, M. and Raiteri, E. (2015). Demand side vs. supply side technology policies: Hidden treatment and new empirical evidence on the policy mix. *Research Policy*, forthcoming.
- Corrocher, Nicoletta, and Marco Guerzoni. (2015) "Post-Entry Product Introduction: Who Explores New Niches?." *Industry and Innovation* ahead-of-print: 1-19.
- Guerzoni, Marco & Taylor Aldridge, T. & Audretsch, David B. & Desai, Sameeksha, (2014) "A new industry creation and originality: Insight from the funding sources of university patents," *Research Policy*, vol. 43(10), pages 1697-1706.
- Guerzoni M. Nuccio, M. (2014) "Music consumption at the dawn of the music industry: the rise of a cultural fad" *Journal of Cultural Economics*, vol. 38(2), pages 145-171.
- Guerzoni, M. Soellner, R. (2013) "Uniqueness Seeking and Demand Estimation In The German Automobile Industry" *Eurasian Business Review* 3 (2).
- Guerzoni, M. (2010) "The impact of market size and users sophistication on innovation: the patterns of demand", *Economics of Innovation and New Technology*, 19:1&2: 113-126.
- Cantner U. M. Guerzoni (2009) "Innovations Driving Industrial Dynamics - Between incentives and knowledge", *Journal of Analytical and Institutional Economics* XXVI(3), 2009, 473-501.
- Corrocher, N. Guerzoni, M. (2009) "Product Variety and Price Strategy in the ski manufacturing industry", *Journal of Evolutionary Economics*. 19: 471-486.
- Fontana, R. Guerzoni, M. (2008) "Incentives and uncertainty: an empirical analysis of the impact of demand on innovation", *Cambridge Journal of Economics*, 32(6), 927-946.

### ***Book Chapter***

- Canter, U. Guerzoni, M. (2011) "*Innovations and the evolution of industries A tale of incentives, knowledge and needs*", Audretsch D.B. et al. (Hrsg.), Handbook of Entrepreneurship.
- Guerzoni, M. Pais, I. Peirone, D. Miglietta, A. (2015) "*The emerging crowdfunding market in Italy: Are "the crowd" friends of mine?*" In Brüntje, D., & Gajda, O. (Eds.) (2015). *Crowdfunding in Europe – State of The Art in Theory And Practice*. In J. H. Block & A. Kuckertz (Series Eds.), FGF Studies in Small Business and Entrepreneurship: Vol. 1. Cham: Springer Science & business media.

***Books***

- Marco Guerzoni (2014), “Product Variety in Automotive Industry, Understanding Niche Markets in America” SpringerBriefs in Business. Springer Verlag.
- Guerzoni, M. Marmai, N. (2013), “Staatsratings in der Krise? die Bedeutung von Forschung, Innovation und Produktivitaet fuer das Bonitastsurteil” AVM verlag Muenchen.