

# Michele Piazzai

Carlos III University of Madrid  
Department of Business Administration

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## SHORT BIO

I am a social scientist interested in organization, strategy, and decision-making, especially in the context of creative industries. In my research, I apply statistical and computational methods to explain how people use concepts and categories to make sense of products, and how product categories, in turn, shape firms' competitive behavior.

## ACADEMIC POSITIONS

- Assistant Professor of Management, Carlos III University of Madrid 2020–2024
- Assistant Professor of Innovation, University of Amsterdam 2017–2020

## EDUCATION

- Data Science Specialization, Utrecht University 2018
- PhD *cum laude*, Applied Logic, Delft University of Technology 2018
- Medici Summer School, University of Bologna 2015
- Exchange, The Chinese University of Hong Kong 2012
- MA *cum laude*, Cultural Economics, Erasmus University Rotterdam 2012
- BA *summa cum laude*, Humanities, Sierra Nevada College 2011

## SELECTED PUBLICATIONS

- Michele Piazzai, Min Liu, and Martina Montauti (2024). Cognitive economy and product categorization. **Organization Science**. <https://doi.org/10.1287/orsc.2021.15751>
- Michele Piazzai and Nachoem Wijnberg (2019). Product proliferation, complexity, and deterrence to imitation in differentiated-product oligopolies. **Strategic Management Journal** 40(6), 945–958. <https://doi.org/10.1002/smj.3002>

## OTHER PUBLICATIONS

- Angelo Tomaselli, Oguz Acar, Michele Piazzai, and Nachoem Wijnberg (2024). When more is more. **California Management Review Insights**. <https://cmr.berkeley.edu/2024/04/when-more-is-more>
- Michele Piazzai and Marilena Vecco (2020). Deaccessioning. **Oxford Bibliographies in Anthropology**. <https://doi.org/10.1093/obo/9780199766567-0246>
- Min Liu, Martina Montauti, and Michele Piazzai (2018). Old at heart, young at the periphery: An age-dependence approach to resource partitioning. **Academy of Management Best Papers Proceedings** 2018(1), 11589. <https://doi.org/10.5465/AMBPP.2018.31>
- Marilena Vecco, Andrej Srakar, and Michele Piazzai (2017). Visitor attitudes toward deaccessioning in Italian public museums: An econometric analysis. **Poetics** 63, 33–46. <https://doi.org/10.1016/j.poetic.2017.05.001>
- Willem Conradie, Sabine Frittella, Alessandra Palmigiano, Michele Piazzai, Apostolos Tzimoulis, and Nachoem Wijnberg (2017). Toward an epistemic-logical theory of categorization. **Theoretical Aspects of Rationality and Knowledge**. EPTCS 251, 167–186 (Open Publishing Association). <https://doi.org/10.4204/eptcs.251.12>

- Michele Piazzai and Nachoem Wijnberg (2017). Diversification, proliferation, and firm performance in the US music industry. **Academy of Management Best Papers Proceedings** 2017(1), 16528. <https://doi.org/10.5465/AMBPP.2017.29>
- Willem Conradie, Sabine Frittella, Alessandra Palmigiano, Michele Piazzai, Apostolos Tzimoulis, and Nachoem Wijnberg (2016). Categories: How I learned to stop worrying and love two sorts. **Logic, Language, Information, and Computation**. LNCS 9803, 145–164 (Springer). [https://doi.org/10.1007/978-3-662-52921-8\\_10](https://doi.org/10.1007/978-3-662-52921-8_10)
- Marilena Vecco and Michele Piazzai (2015). Deaccessioning of museum collections: What do we know and where do we stand in Europe? **Journal of Cultural Heritage** 16(2), 221–227. <https://doi.org/10.1016/j.culher.2014.03.007>

## **COURSES TAUGHT**

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### **Carlos III University of Madrid**

- Organizational Design (coordinator), BSc 2020–2024
- Strategic Management, PhD 2020–2022

### **University of Amsterdam**

- Thesis Proposal Workshop (coordinator), BSc/MSc 2019–2020
- Innovation Management (coordinator), BSc 2018–2020
- Cases in Creative Entrepreneurship, MSc 2017–2019
- Cultural Entrepreneurship and Innovation, MSc 2015–2019
- Strategic Management and Marketing in the Creative Industries, MSc 2015–2017

### **Delft University of Technology**

- Formal Methods for Strategic Decision-making (TA), BSc 2016–2017
- Integration Economics, Law, Philosophy, and Technology (TA), BSc 2015–2016
- Ethics and Engineering (TA), MSc 2014–2017

## **INVITED SEMINARS**

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- Strategy Group, University of Edinburgh 2024
- Department of Logic, History, and Philosophy of Science, UNED Madrid 2023
- Strategy and International Business Group, University of Warwick 2020
- Department of Business Administration, Carlos III University of Madrid 2019
- Strategy and Entrepreneurship Group, NOVA University of Lisbon 2019
- Strategy Group, IE University 2019
- School of Business, Maynooth University 2019
- Department of Mathematics and Computer Science, Chapman University 2019
- Cultural Sociology Group, University of Amsterdam 2018
- Management and Marketing Group, Durham University 2017
- Entrepreneurship and Innovation Section, University of Amsterdam 2017

## **CONFERENCES AND WORKSHOPS**

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- EGOS Colloquium, University of Milano-Bicocca 2024
- Nagymaros Conference, University of Amsterdam 2023
- Nagymaros Conference, Zoom 2021
- Nagymaros Conference, Zoom 2020
- Nagymaros Conference, Stanford University 2019
- AOM Annual Meeting, Boston 2019
- Nagymaros Conference, University of Cambridge 2018
- Applied Logic Workshop, Delft University of Technology 2018
- SMS International Conference, Houston 2017
- AOM Annual Meeting, Atlanta 2017

• Nagymaros Conference, Carlos III University of Madrid	2017
• Creative Industries Research Seminar, Free University Amsterdam	2017
• Logic and Algebra Workshop, University of Johannesburg	2017
• International Workshop on Logic and Cognition, Sun Yat-sen University	2016
• AOM Annual Meeting, Anaheim	2016
• EGOS Colloquium, Federico II University of Naples	2016
• Lorentz Workshop, Leiden University	2016
• Logic and Algebra Workshop, University of Johannesburg	2016
• Logic and Algebra Workshop, University of Johannesburg	2015
• EGOS Colloquium, American College of Greece	2015
• EGOS Colloquium, Erasmus University Rotterdam	2014
• IASPM Conference, Erasmus University Rotterdam	2014
• Music Matters Masterclass, Tilburg University	2014

## RESEARCH VISITS

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• Department of Economics and Business, Pompeu Fabra University	2019
• Department of Mathematics and Computer Science, Chapman University	2018
• Department of Pure and Applied Mathematics, University of Johannesburg	2017
• Graduate School of Business, Stanford University	2016
• Department of Pure and Applied Mathematics, University of Johannesburg	2016
• Department of Pure and Applied Mathematics, University of Johannesburg	2015
• Department of Arts and Culture Studies, Erasmus University Rotterdam	2013

## AWARDS AND GRANTS

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• UC3M Business Teaching Award, Carlos III University of Madrid	2023
• UC3M Business Teaching Award, Carlos III University of Madrid	2022
• UC3M Business Teaching Award, Carlos III University of Madrid	2021
• Ramón y Cajal Fellowship, Spanish Ministry of Science	2021
• Knowledge Generation Project (co-applicant), Spanish Ministry of Science	2020
• Departmental Scholar Award, Sierra Nevada College	2011
• Undergraduate scholarship, Sierra Nevada College	2010
• Undergraduate scholarship, National Italian American Foundation	2009

## SERVICE

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### Departmental activities

• Strategic Funding Group, Carlos III University of Madrid	2023–2024
• Business Administration Program Committee, University of Amsterdam	2018–2019

### Conference organization

• Co-organizer, Nagymaros Conference	2024
• Scientific Committee, Nagymaros Conference	2020
• Organizer, Applied Logic Workshop	2018

### Societies

• Webmaster, Nagymaros Group	2023–2024
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### Peer reviews

- AOM Annual Meeting (3)
- Management Science (1)
- Organization Science (2)
- Organization Studies (1)
- Strategy Science (1)

## **OPEN-SOURCE PROJECTS**

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- hacked-jekyll, <https://rubygems.org/gems/hacked-jekyll>
- jekyll-nagymaros, <https://rubygems.org/gems/jekyll-nagymaros>
- opencolor, <https://ctan.org/pkg/opencolor>
- uvaletter, <https://ctan.org/pkg/uvaletter>
- arguelles, <https://ctan.org/pkg/beamertheme-arguelles>
- cvless, <https://rubygems.org/gems/cvless>

## **LANGUAGES**

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- Natural: Italian, English, Spanish
- Scripting: Bash, Python
- Web: HTML, CSS, JavaScript
- Data: R, Stata, SQL, VBA
- Typesetting:  $\text{\LaTeX}$