

# Michele Piazzai

The University of Edinburgh  
Business School | Strategy Group

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## ACADEMIC POSITIONS

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- Senior Lecturer in Creative Industries, University of Edinburgh 2025–
- Assistant Professor of Management, Carlos III University of Madrid 2020–2025
- Assistant Professor of Innovation, University of Amsterdam 2017–2020

## EDUCATION

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- PhD *cum laude*, Applied Logic, Delft University of Technology 2013–2018
- MA *cum laude*, Cultural Economics, Erasmus University Rotterdam 2011–2012
- BA *summa cum laude*, Humanities, Sierra Nevada College 2009–2011

## Additional training

- Data Science Specialization, Utrecht University 2017–2018
- Medici Summer School, University of Bologna 2015
- Erasmus Winter Programme, Erasmus University Rotterdam 2014
- International Summer School, The Chinese University of Hong Kong 2012

## SELECTED PUBLICATIONS

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- Michele Piazzai, Min Liu, and Martina Montauti (2024). Cognitive economy and product categorization. **Organization Science** 35(5), 1866–1889. <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

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- 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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### **University of Edinburgh**

- Knowledge Integration and Project Planning (coordinator), MSc 2025–

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

- Organizational Design (coordinator), BSc 2020–2025
- 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 in the Creative Industries, MSc 2015–2017

### **Delft University of Technology**

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

## **INVITED TALKS**

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- Strategy Group, University of Edinburgh 2024
- Department of Logic, History, and Philosophy of Science, UNED 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, ESMT Berlin (virtual) 2021
- Nagymaros Conference, ESMT Berlin (virtual) 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 of 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 Benelux Conference, Erasmus University Rotterdam	2014
• Music Matters Master Class, 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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• Bachelor's Thesis Prize (advisor), Spanish Economic Association	2024
• UC3M Business Teaching Award, Carlos III University of Madrid	2023–2024
• UC3M Business Teaching Award, Carlos III University of Madrid	2022–2023
• UC3M Business Teaching Award, Carlos III University of Madrid	2021–2022
• UC3M Business Teaching Award, Carlos III University of Madrid	2020–2021
• Ramón y Cajal Fellowship, 236 350 EUR, Spanish Ministry of Science	2021
• I+D+i Project (co-applicant), 41 420 EUR, 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

• Co-director of the MSc Creative Industries, University of Edinburgh	2025–
• Member of the Strategic Funding Group, Carlos III University of Madrid	2023–2025
• Member of the Business Program Committee, University of Amsterdam	2018–2019

### Conference organization

• Co-organizer of the Nagymaros Conference, Carlos III University of Madrid	2024
• Scientific committee member for the Nagymaros Conference, ESMT Berlin	2020
• Organizer of the Applied Logic Workshop, Delft University of Technology	2018

### Societies

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

- Management Science (1)

- Organization Science (3)
- Organization Studies (1)
- Strategy Science (1)

### **OPEN-SOURCE PROJECTS**

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

### **LANGUAGES**

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