

# Michele Piazzai

Carlos III University of Madrid  
Dept. of Business Administration

📍 Calle Madrid 126, 28903 Getafe, ES 🏢 Normante 6.0.23  
☎ +34 916 24 9322 ✉ michele.piazzai@uc3m.es 🌐 <https://piazzai.github.io>

ORCID: 0000-0001-9676-7422 WoS: ABH-6674-2020 Scopus: 56123810600

## SUMMARY

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I am a social scientist interested in problems of organization, strategy, and decision making, particularly in the context of creative enterprises. My research uses statistical and computational methods to explain how people use categories to make sense of products—and how product categories, in turn, shape firms' competitive behavior. To shed light on these phenomena, I weave together ideas from organizational sociology, strategic management, cognitive psychology, and computer science.

## ACADEMIC POSITIONS

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

## EDUCATION

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- Data Science Specialization, Utrecht University 2018
- PhD *cum laude*, Management, Delft University of Technology 2015–2018
- MA *cum laude*, Cultural Economics, Erasmus University Rotterdam 2011–2012
- Exchange, The Chinese University of Hong Kong 2012
- BA *summa cum laude*, Humanities, Sierra Nevada College 2009–2011

## SELECTED PUBLICATIONS

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- Michele Piazzai, Min Liu, Martina Montauti (2024). Cognitive economy and product categorization. *Organization Science*. <https://doi.org/10.1287/orsc.2021.15751>
- Michele Piazzai, Nachoem M. 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 A. Acar, Michele Piazzai, Nachoem M. Wijnberg (2024). When more is more. *California Management Review Insights*. <https://cmr.berkeley.edu/2024/04/when-more-is-more>
- Michele Piazzai, Marilena Vecco (2020). Deaccessioning. *Oxford Bibliographies in Anthropology*. <https://doi.org/10.1093/obo/9780199766567-0246>
- Min Liu, Martina Montauti, 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, 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, Nachoem M. 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, Nachoem M. 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, Nachoem M. 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, 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–
- Strategic Management, MRes 2020–2022

### UNIVERSITY OF AMSTERDAM

- Thesis 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 SEMINARS

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- Strategy Group, University of Edinburgh 2024
- Dept. of Logic, History, and Philosophy of Science, UNED Madrid 2023
- Strategy and International Business Group, University of Warwick 2020
- Dept. 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
- Dept. 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 Workshop, VU Amsterdam	2017
• Logic and Algebra Workshop, University of Johannesburg	2017
• 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 Industry Research Workshop, Tilburg University	2014

## RESEARCH VISITS

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

## GRANTS

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• Ramón y Cajal Fellowship, Spanish Ministry of Science	2023–2027
• Knowledge Generation Project, Spanish Ministry of Science	2021–2024
• Undergraduate scholarship, Sierra Nevada College	2010–2011
• Undergraduate scholarship, National Italian American Foundation	2009–2010

## AWARDS

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• 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
• Departmental Scholar Award, Sierra Nevada College	2011

## SERVICE

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### DEPARTMENTAL ACTIVITIES

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

### SCIENTIFIC ACTIVITIES

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

#### PROFESSIONAL ASSOCIATIONS

- Webmaster, Nagymaros Group 2023–

#### PEER REVIEWS

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

#### LANGUAGES

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