

Michele Piazzai

University of Edinburgh
Business School • Strategy Group

📍 29 Buccleuch Place, Edinburgh, EH8 9JS 🏢 UEBS 2.02
✉ michele.piazzai@ed.ac.uk 🌐 <https://piazzai.github.io>

ORCID: 0000-0001-9676-7422

Scopus: 56123810600

Web of Science: ABH-6674-2020

ACADEMIC POSITIONS

- | | |
|--|-----------|
| • 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

Degrees

- | | |
|---|-----------|
| • PhD <i>cum laude</i> in Applied Logic, Delft University of Technology | 2013–2018 |
| • MA <i>cum laude</i> in Cultural Economics, Erasmus University Rotterdam | 2011–2012 |
| • BA <i>summa cum laude</i> in Humanities, Sierra Nevada College | 2009–2011 |

Certificates

- | | |
|--|-----------|
| • Methodology and Statistics of Data Science, Utrecht University | 2017–2018 |
|--|-----------|

Other

- | | |
|--|------|
| • Medici Summer School, University of Bologna | 2015 |
| • Erasmus Winter Programme, Erasmus University Rotterdam | 2014 |
| • International Summer School, Chinese University of Hong Kong | 2012 |

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 M. Wijnberg (2019). Product proliferation, complexity, and deterrence to imitation in differentiated-product oligopolies. **Strategic Management Journal**. <https://doi.org/10.1002/smj.3002>

OTHER PUBLICATIONS

Michele Piazzai (2025). Cognitive fluency and product evaluation. **Academy of Management Best Papers Proceedings**. <https://doi.org/10.5465/AMPROC.2025.109bp>

José Alejandro Fernández Cuesta, Michele Piazzai, and Umberto Riviuccio (2025). Quantum logics in cognition: A proposal. **Synthese**. <https://doi.org/10.1007/s11229-025-05090-8>

Angelo Tomaselli, Oguz A. Acar, Michele Piazzai, and Nachoem M. Wijnberg (2024). When more is more. **CMR Insights**. <https://cmr.berkeley.edu/2024/04/when-more-is-more>

Michele Piazzai and Marilena Vecco (2020). Deaccessioning. **Oxford Bibliographies Online**. <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**. <https://doi.org/10.5465/AMBPP.2018.31>

Willem Conradie, Sabine Frittella, Alessandra Palmigiano, Michele Piazzai, Apostolos Tzimoulis, and Nachoem M. Wijnberg (2017). Toward an epistemic-logical theory of categorization. *Electronic Proceedings in Theoretical Computer Science*. <https://doi.org/10.4204/eptcs.251.12>

Marilena Vecco, Andrej Srakar, and Michele Piazzai (2017). Visitor attitudes toward deaccessioning in Italian public museums: An econometric analysis. *Poetics*. <https://doi.org/10.1016/j.poetic.2017.05.001>

Michele Piazzai and Nachoem M. Wijnberg (2017). Diversification, proliferation, and firm performance in the US music industry. *Academy of Management Best Papers Proceedings*. <https://doi.org/10.5465/AMBPP.2017.29>

Willem Conradie, Sabine Frittella, Alessandra Palmigiano, Michele Piazzai, Apostolos Tzimoulis, and Nachoem M. Wijnberg (2016). Categories: How I learned to stop worrying and love two sorts. *Lecture Notes in Computer Science*. 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*. <https://doi.org/10.1016/j.culher.2014.03.007>

COURSES TAUGHT

University of Edinburgh

- Client Consulting Project, MSc 2025–
- Creative Industries Team Project, MSc 2025–
- Knowledge Integration and Project Planning, MSc 2025–

Carlos III University of Madrid

- Organizational Design, BSc 2020–2025
- Strategic Management, PhD 2020–2022

University of Amsterdam

- Thesis Proposal Workshop: Creative Industries, MSc 2019–2020
- Thesis Seminar: Entrepreneurship and Innovation, BSc 2019–2020
- Innovation Management, 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 (TA)

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

INVITED TALKS

- Paper Development Workshop on the Entertainment Industry, AOM 2025
- Department of Logic, History, and Philosophy of Science, UNED 2025
- 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 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

- AOM Annual Meeting, Copenhagen 2025
- Nagymaros Conference, University of Cambridge 2025
- 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

- 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
- School of History, Culture, and Communication, Erasmus University Rotterdam 2013

GRANTS

- Ramón y Cajal Fellowship, € 236 350, Spanish Ministry of Science 2021
- Knowledge Generation Project (co-applicant), € 41 420, Spanish Ministry of Science 2020
- Undergraduate scholarship, \$ 34 265, Sierra Nevada College 2010
- Undergraduate scholarship, \$ 31 892, National Italian American Foundation 2009

AWARDS

- Bachelor's Thesis Prize (supervisor), Spanish Economic Association 2024
- Business Teaching Award, Carlos III University of Madrid 2024
- Business Teaching Award, Carlos III University of Madrid 2023
- Business Teaching Award, Carlos III University of Madrid 2022
- Business Teaching Award, Carlos III University of Madrid 2021

- Departmental Scholar Award, Sierra Nevada College 2011

SERVICE

Departmental roles

- Director of the MSc in 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

Conferences

- 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–

Peer reviews

- Management Science (1)
- Organization Science (4)
- Organization Studies (1)
- Strategy Science (1)

SOFTWARE

- <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

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