

Michele Piazzai

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University of Edinburgh Business School
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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

- | | |
|---|-----------|
| • 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

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|--|------|
| • Methodology and Statistics of Data Science, Utrecht University | 2018 |
| • 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* 35(5), 1866–1889. <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* 40(6), 945–958. <https://doi.org/10.1002/smj.3002>

OTHER PUBLICATIONS

Michele Piazzai (2025). Cognitive fluency and product evaluation. *Academy of Management Best Papers Proceedings* 2025(1), 19322. <https://doi.org/10.5465/AMPROC.2025.109bp>

José Alejandro Fernández Cuesta, Michele Piazzai, and Umberto Riveccio (2025). Quantum logics in cognition: A proposal. *Synthese* 206, 25. <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. *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>

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* 251, 167–186. <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* 63, 33–46. <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* 2017(1), 16528. <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* 9803, 145–164. 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>

TEACHING

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: Entrepreneurship and Management in Creative Industries, MSc 2019–2020
- Thesis Seminar: Entrepreneurship, Innovation, and Creativity, BSc 2019–2020
- Innovation Management, BSc 2018–2020
- Cases in Creative Entrepreneurship, MSc 2017–2019
- Cultural Entrepreneurship and Innovation, MSc 2015–2019
- Strategic Management and Marketing Theory in the Creative Industries, MSc 2015–2017

Delft University of Technology

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

INVITED TALKS

- Paper Development Workshop on Entertainment Industries, AOM Annual Meeting 2025
- Department of Logic, History, and Philosophy of Science, UNED Madrid 2025
- 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 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

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| • 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

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| • 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

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|---|------|
| • BSc Thesis Prize Advisor Acknowledgment, 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

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| • 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 |

Scientific Activities

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| • Co-organizer of the Nagymaros Conference, Carlos III University of Madrid | 2024 |
| • Member of the Scientific Committee of the Nagymaros Conference, ESMT Berlin | 2020 |
| • Organizer of the Applied Logic Workshop on Categories, Delft University of Technology | 2018 |

Professional Activities

- Webmaster, Nagymaros Group

2023–

Peer Reviews

- Management Science (1)
- Organization Science (5)
- Organization Studies (1)
- Strategy Science (1)

LANGUAGES

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