

Michele Piazzai

The University of Edinburgh
Business School • Strategy Group

📍 29 Buccleuch Place, Edinburgh, EH8 9JS 🏢 Room 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

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

Other courses

- Data Science Specialization, Utrecht University 2017–2018
- Medici Summer School in Management Studies, University of Bologna 2015
- Erasmus Winter Programme, Netherlands Institute of Health Sciences 2014
- International Summer School, The 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

Journal articles

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

Conference proceedings

- Michele Piazzai (2025). Cognitive fluency and product evaluation. *Academy of Management Best Papers Proceedings*. Forthcoming.
- 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>
- 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

Online

- 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 Online*. <https://doi.org/10.1093/obo/9780199766567-0246>

COURSES TAUGHT

University of Edinburgh

- Client Consulting Project, MSc 2025–
- Creative Industries Team Project, MSc 2025–
- Knowledge Integration and Project Planning, MSc 2024–

Carlos III University of Madrid

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

University of Amsterdam

- Thesis Proposal Workshop, MSc 2019–2020
- Thesis Seminar, 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
- Integration of Economics, Law, Philosophy, and Technology, BSc 2015–2016
- Ethics and Engineering, MSc 2014–2017

INVITED TALKS

- Paper Development Workshop, 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 (scheduled)	2025
• Nagymaros Conference, University of Cambridge (scheduled)	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, € 236350, Spanish Ministry of Science	2021
• I+D+i Project (co-applicant), € 41420, Spanish Ministry of Science	2020
• Undergraduate scholarship, \$ 34265, Sierra Nevada College	2010
• Undergraduate scholarship, \$ 31892, 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 activities

- Director of the MSc in Creative Industries, University of Edinburgh 2024–
- 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
- Member of the Nagymaros Conference Scientific Committee, ESMT Berlin 2020
- Organizer of the Applied Logic Workshop, Delft University of Technology 2018

Academic societies

- Webmaster, Nagymaros Group 2023–

Peer reviews

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

OPEN-SOURCE 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