

# Michele Piazzai

Senior Lecturer in Creative Industries  
University of Edinburgh Business School

Director of the MSc Creative Industries  
Edinburgh Futures Institute

## ADDRESS

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## CONTACT

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## ORCID

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## SCOPUS AUTHOR ID

56123810600

## RESEARCHER ID

ABH-6674-2020



## 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

### 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

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| · Methodology and Statistics of Data Science, Utrecht University | 2017--2018 |
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### Other

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| · 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://journals.aom.org/doi/abs/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. *CMR Insights*. <https://cmr.berkeley.edu/2024/04/when-more-is-more>

Michele Piazzai and Marilena Vecco (2020). Deaccessioning. *Oxford Bibliographies*. <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](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

- 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 in Creative Industries, MSc 2019--2020
- Thesis Seminar on 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 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

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- Paper Development Workshop, AOM Annual Meeting 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

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- 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

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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
· 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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· 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

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### Departmental Roles

· Program Director, MSc Creative Industries, University of Edinburgh	2025--
· Member, Strategic Funding Group, Carlos III University of Madrid	2023--2025
· Member, Business Administration Program Committee, University of Amsterdam	2018--2019

### Conference Organization

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

### Professional Activities

· Webmaster, Nagymaros Group	2023--
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### Peer Reviews

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

## SOFTWARE

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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: LaTeX