Michele **Piazzai**

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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 *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

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 Rivieccio (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	2024–

Carlos III University of Madrid

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

University of Amsterdam

• Thesis Seminar: Entrepreneurship and Innovation, BSc	2019–2020
• Thesis Proposal Workshop: Creative Industries, MSc	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

• PDW Entertainment Industry in Organization Resarch, 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

- 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

Conference activities

- 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 (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