

Michele Piazzai

Senior Lecturer in Creative Industries
University of Edinburgh Business School

Director of the MSc Creative Industries
Edinburgh Futures Institute

ADDRESS

29 Buccleuch Place
Edinburgh, EH8 9JS

CONTACT

michele.piazzai@ed.ac.uk
business-school.ed.ac.uk/staff/michele-piazzai

ORCID

0000-0001-9676-7422

SCOPUS AUTHOR ID

56123810600

RESEARCHER ID

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 <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 | 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*. 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*. doi.org/10.1002/smj.3002

OTHER PUBLICATIONS

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

José Alejandro Fernández Cuesta, Michele Piazzai, and Umberto Rivieccio (2025). Quantum logics in cognition: A proposal. *Synthese*. 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*. cmr.berkeley.edu/2024/04/when-more-is-more

Michele Piazzai and Marilena Vecco (2020). Deaccessioning. *Oxford Bibliographies: Anthropology*. 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*. 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*. 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*. 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*. doi.org/10.5465/AMBPP.2017.29

Willem Conradi, 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*. 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*. 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: Entrepreneurship and Management in the 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 (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 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
- 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

• BSc Thesis Prize (advisor), 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 Creative Industries, University of Edinburgh	2025–
• Member of the Strategic Funding Group, Carlos III University of Madrid	2023–2025
• Member of the Business Administration Program Committee, University of Amsterdam	2018–2019

CONFERENCE ORGANIZATION

• 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)

SOFTWARE PROJECTS

- ctan.org/pkg/beamertheme-arguelles
- ctan.org/pkg/opencolor
- ctan.org/pkg/uvaletter
- rubygems.org/gems/cvless
- rubygems.org/gems/hacked-jekyll
- rubygems.org/gems/jekyll-nagymaros

LANGUAGES

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