

Michele Piazzai

Senior Lecturer in Creative Industries
University of Edinburgh Business School
Director of the MSc Creative Industries
Edinburgh Futures Institute

Address

Adam Ferguson Building
29 Buccleuch Place
Edinburgh
EH8 9JS

Staff Profile

<https://www.business-school.ed.ac.uk/staff/michele-piazzai>

Email

michele.piazzai@ed.ac.uk

Website

<https://piazzai.github.io>

Researcher ID

ABH-6674-2020

Scopus Author ID

56123810600

ORCID

0000-0001-9676-7422

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

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* 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

• 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 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

• 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

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)

LANGUAGES

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