

# Michele Piazzai

Senior Lecturer in Creative Industries  
University of Edinburgh Business School

Director of the MSc Creative Industries  
Edinburgh Futures Institute

## EMAIL

michele.piazzai@ed.ac.uk

## ADDRESS

29 Buccleuch Place, Edinburgh, EH8 9JS



## 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 *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. 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. 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. doi.org/10.5465/AMPROC.2025.109bp

José Alejandro Fernández Cuesta, Michele Piazzai, and Umberto Rivieccio (2025). Quantum logics in cognition: A proposal. *Synthese* 206, 25. 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 in 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* 2018(1), 11589. 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. 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. 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. 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. 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. 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 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 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)

#### **LANGUAGES** ---

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