

Curriculum Vitae **Andrea Tracogna**

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Nationality Italian

Academic and Professional Positions

- Since 2005 Full Professor of Management at the University of Trieste, Italy
- Since 2021 Dean, MIB Trieste School of Management
- Since 2009 Member of the Faculty of the Master program in Economics and Science of Coffee, University of Trieste (in collaboration with Fondazione Ernesto Illy)
- Since 2021 Member of the Faculty of the Doctoral Program in Circular Economy, run by the University of Trieste, Italy

Teaching Activity

- Since 1996 He teaches the Management course at the undergraduate level programs of the School of Economics of the University of Trieste
- Since 1996 He teaches Management and Strategy courses at MIB Trieste School of Management
- Since 2000 He teaches Strategy and Management topics at the Executive level for several companies, such as Assicurazioni Generali, Fincantieri, Intesa Sanpaolo, Allianz, Unicredit, among others
- Since 2010 He teaches Competitive strategies in the Coffee Industry in the Master program in Economics and Science of Coffee, run by University of Trieste in collaboration with Fondazione Ernesto Illy
- Since 2012 He teaches Theory of the Firm at the Doctoral programs at the University of Trieste
- Since 2013 He teaches Corporate Strategy in the graduate level programs of the University of Trieste

Other Affiliations and Memberships

He is member of AIDEA - Accademia Italiana di Economia Aziendale
He is member of the SOMA - Società Italiana di Management (Italian Management Association)
He is member of the SIM – Società Italiana di Marketing

Education and training

- 1989 M.Sc. Economics and Management, University of Trieste
- 1991 International Teachers Programme (ITP), IAE (Institut d'Administration des Entreprises), Aix-en-Provence (France)
- 2008 Entrepreneurship Education Colloquium on Participant-Centered Learning, Harvard Business School
- 2017 Statistical Methods for Social Research using SPSS, London School of Economics
- 2018 Survey Methodology, London School of Economics

Languages

Mother tongue(s)	Italian
Other language(s)	English
Research activity – Areas of interest	His current research interests include the Strategic Management and Internationalisation processes of SMEs, Entrepreneurship and New Ventures Start-Up, Business Model Innovation, Sharing platforms, Multi-channel customer behaviour.
Selected recent Scientific Publications	<p>Article (with Akbar Y.), "Travel and Tourism Sharing Platforms: Governance and Monetization Strategies", <i>Current Issues in Tourism</i>, 2024</p> <p>Article (with Tun-I Hu), "Channel choices and interaction patterns in continuously provided services: a customer journey perspective", <i>Journal of Marketing Theory and Practice</i>, 2023</p> <p>Article (with Akbar Y.), "The digital economy and the growth dynamics of sharing platforms: A transaction cost economics assessment", <i>Journal of Digital Economy</i>, 2022</p> <p>Article (with Tun-I Hu), "Multichannel search patterns and webrooming behaviour in the service Industries: the case of motor insurance", <i>Italian Journal of Marketing</i>, 2021</p> <p>Article (with Tun-I Hu), "Multichannel Customer Journeys and their Determinants: Evidence from Motor Insurance", <i>Journal of Retailing and Consumer Services</i>, 2020</p> <p>Article (with Balboni B., Bortoluzzi G., Pugliese R.), "Business model evolution, contextual ambidexterity and the growth performance of high-tech start-ups", <i>Journal of Business Research</i>, 99, 2019</p> <p>Article (with Akbar Y., Bortoluzzi G., Balboni B., Dikova D.), "Disentangling Resource and Mode Escalation in the Context of Emerging Markets. Evidence from a Sample of Manufacturing SMEs", <i>Journal of International Management</i>, 24, 2018</p> <p>Article (with Akbar Y.), "The Sharing Economy and the Future of the Hotel Industry: Transaction Cost Theory and Platform Economics", <i>International Journal of Hospitality Management</i>, 71, 2018</p>
International Academic Activity	<p>For the period 2013-2016 he was appointed Project Coordinator of the 6-million-euro project named PACINNO (Platform for trans-Academic Cooperation in Innovation), funded by the European Union through the IPA Adriatic CBC program. The project involved 8 academic and research institutions in the 8 countries of the Adriatic region</p> <p>From 2006 to 2010 he was a Visiting Professor of New Entrepreneurship and Small Business Management in the MBA program of Lingnan (University) College, Guangzhou, China.</p>
Assessment, Auditing, Accreditation and Reviewing Activities	<p>Since 2013, he is included in the list of the examiners of the Italian Ministry of Higher Education and University and participates to the evaluation of the FIRB and PRIN project proposals</p> <p>Since 2022 he is a member of the program accreditation teams of EFMD</p> <p>Since 1998 he supervises the accreditation processes of post-graduate programs at MIB School of Management, dealing with the following accreditation agencies: ASFOR, AMBA, EPAS-EFMD.</p> <p>Since 1998 he participates, on behalf of ASFOR, the Italian Association of Business Schools, as President and Member of the Assessment Team, to the revision and accreditation activities of several MBA and Master programs run by leading Italian Schools.</p> <p>He is an ad hoc reviewer for several academic Journals, including R&D Management Journal, International Journal of Hospitality Management, Journal of Technology Transfer, Journal of Business Research.</p> <p>For the year 2016, he has been awarded the Outstanding Reviewer Award certificate for his review work on International Journal of Emerging Markets</p>

Date: 4th May 2024

Signature

