
Giovanna Magnani, PhD
Department of Economics and Management, University of Pavia
via San Felice 5, 27100 Pavia - Italy
Off. +39 0382 986218
Mail g.magnani@unipv.it
Web site: <https://sites.google.com/unipv.it/giovanna-magnani/home-page>

CV
rev: Oct, 2020

CURRENT POSITION

2020 – present Associate Professor of International Business, University of Pavia, Department of Economics and Management

OTHER ACADEMIC POSITIONS

2020 – present Vice-Director: “AEM” (Applied Economics and Management) PhD program, University of Pavia joint with University of Bergamo

2020 – present Faculty member: “AEM” (Applied Economics and Management) PhD program, University of Pavia joint with University of Bergamo

2019 – present Faculty member: post graduate course “Marketing Utilities and Storytelling” (M.U.S.T)

PAST ACADEMIC POSITIONS

2019 – 2020 Assistant Professor (RTD-a), University of Pavia, Department of Economics and Management

2018-2019 Adjunct Professor of Business Management – Department of Economics and Management - University of Pavia

2017-2019 Adjunct Professor of “Doing Business In” – Department of Economics and Management - University of Pavia

2017-2018 Coordinator of teaching activities of PhD program “DREAMT” (Doctoral Research in Economics and Management of Technologies) and PhD program “AEM” (Applied Economics and Management): Management track

2015-2019 Postdoctoral Researcher, University of Pavia, Department of Economics and Management. Main project: Global Value Chains, joint funded research by the University of Pavia, the University of Sussex (prof. Roger Strange) and Confindustria Pavia (Confederation of Italian Industry)

2014–2015 Research collaborator for conducting highly qualified research within the PRIN (Research Projects of National Interest, funded by MIUR, Ministry of Italian Education), “Research unit title: “Scientific research and competitiveness. Variety of forms of enterprise, support systems and dimensions of performance”

2012–2015 PhD Candidate in Economics and Management, University of Pavia, Department of Economics and Management

2012–2018 Honorary Fellow: Marketing, University of Pavia, Department of Economics and Management

2014–2015 Honorary fellow: Innovation Management and International Entrepreneurship University of Pavia, Department of Economics and Management

2012–2015 Tutor for the national marketing competition awarded by the National Association of Marketing

VISITING

2017–2018 Visiting scholar and invited lecturer, iaeLyon School of Management, France, for the course “International Business” (MSc, ENG)

Jan 2014- June 2015 Visiting scholar, UQ School of Business, Brisbane (Australia)

EDUCATION AND TITLES

2018 Habilitation (idoneità) as Associate Professor by the National Agency for the Evaluation of Universities and Research Institutes (ANVUR), Italy

2015 Philosophy Doctor (PhD) in Economics and Management, University of Pavia (Dissertation Title: “Uncertainty and the internationalization process of the firm”. Supervisors: Prof. Antonella Zucchella (University of Pavia, Italy); Prof. Peter Liesch (University of Queensland, Australia).

2019–2011 M.Sc., International Business and Economics, University of Pavia

2011 Intensive Erasmus Program, University of Alcalà (Spain) – course in Financial Communication

2009 B.A., Marketing, University of Pavia

PUBLICATIONS

Referred Journals (Double-blind)

Magnani, G. & Re, B. (2020). “Lived experiences about car sharing in young adults: Emerging paradoxes”, Italian Journal of Marketing, In Press, ISSN: 2662-3331 <https://doi.org/10.1007/s43039-020-00009-2>

Conz, E., & Magnani, G. (2020). “A dynamic perspective on the resilience of firms: A systematic literature review and a framework for future research”, European Management Journal, 38(3), 400-412, ISSN: 0263-2373, <https://doi.org/10.1016/j.emj.2019.12.004>

Magnani, G., Zucchella, A., & Strange, R. (2019). “The dynamics of outsourcing relationships: Perspectives from MNEs and their key suppliers”, Journal of Business Research, 1(103), 581-595, ISSN:0148-2963, <https://doi.org/10.1016/j.jbusres.2018.01.012>

Magnani, G., Zucchella, A. (2019), “Coping with uncertainty in the internationalisation strategy: An exploratory study on entrepreneurial firms”, International Marketing Review, 6(1), 131-163, ISSN: 0265-1335, <https://doi.org/10.1108/IMR-02-2017-0042>

Conz, E. & Magnani, G. (2019). “Brand Identity in the Wine Industry: An exploratory multiple case study on long lasting family firms”, Micro&Macro Marketing, 1 (2019), 139-158, ISSN1121-4228, DOI: 10.1431/93020

Magnani, G. Zucchella, A., Floriani, D.E. (2018). The logic behind foreign market selection: Objective distance dimensions vs. strategic objectives and psychic distance. International Business Review, 27(1): 1-20, ISSN: 0969-5931, <https://doi.org/10.1016/j.ibusrev.2017.10.009> (IBR Best paper of the year)

Magnani, G., Zucchella, A. (2018). Uncertainty in Entrepreneurship and Management Studies: A Systematic Literature Review. International Journal of Business and Management, 13(3): 98-133, ISSN: 1833-3850, DOI: <https://doi.org/10.5539/ijbm.v13n3p98>

Magnani, G., Bertolotti, T, Zucchella, A. (2018). Cognitive aspects of car sharing in Millennials. Active sharers and reluctant users. Mercati e Competitività, 1: 39-62, ISSN: 1826-7386, DOI:

Magnani G. (2018). Customer-embedded opportunities in entering complex foreign markets. *Economia Aziendale Online*, 9(1): 1-22, ISSN: 2038-5498, DOI: <https://doi.org/10.13132/2038-5498/9.1.1-22>

Books

Zucchella, A. & Magnani, G. (2016). *International Entrepreneurship: Theoretical Foundations and Practices*. 2nd Edition. Palgrave Macmillan, ISBN: 9781137520012.

Book Chapters

Re, B., Magnani, G., & Zucchella, A. (2021), "The future of sustainability: Value co-creation processes in the circular economy. In Park, Seung Ho, Gonzalez-Perez, Maria Alejandra, Floriani, Dinorá Eliete (Eds.) *The Palgrave Handbook of Corporate Sustainability in the Digital Era* - ISBN:978-3-030-42412-1, Palgrave MacMillan, Forthcoming.

Zucchella, A., Magnani, G. (2019), "Partnership e internazionalizzazione delle PMI italiane", In A. Brugnoli, P. Garrone, G. Vittadini (eds.). *Rapporto sulla sussidiarietà 2018/2019. Sussidiarietà e... PMI per lo sviluppo sostenibile*, Fondazione Sussidiarietà, ISBN:9788897793267

Magnani, G. (2019). Comunicazione interculturale di marketing. In A. Zucchella & G. Magnani (Eds), *Customer Centric Organization e comunicazione. Attivare il brand nell'era digitale*. Franco Angeli Editore, Milano, pp. 121-150, ISBN: 978-88-917-8138-3

Strange, R., & Magnani, G. (2018). Outsourcing, offshoring and the global factory. In: Gary Cook Jennifer Johns Frank McDonald Jonathan Beaverstock and Naresh Pandit Taylor and Francis. *The Routledge Companion on International Business and Economic Geography*. p. 60-78, Abingdon, Oxon: Routledge, ISBN: 978-1-138-95334-5, doi: <https://doi.org/10.4324/9781315667379>

Strange, R., & Magnani, G. (2017). The Performance Consequences of Manufacturing Outsourcing: Review and Recommendations for Future Research. In: Laszlo Tihany Torben Pedersen and Timothy Devinney. *Breaking up the global value chain: Opportunities and consequences*. *ADVANCES IN INTERNATIONAL MANAGEMENT*, vol. XXX, p. 217-244, Emerald Insight, ISBN: 978-1-78743-072-3, ISSN: 1571-5027, doi: <https://doi.org/10.1108/S1571-502720170000030009>

Magnani, G. (2017). Modelling in the macroeconomics of financial markets. In: Magnani Lorenzo; Bertolotti Tommaso, *Springer Handbook of Model-Based Science*. p. 1065-1098, Dordrecht Heidelberg London New York: Springer, ISBN: 978-3-319-30525-7, doi: <https://doi.org/10.1007/978-3-319-30526-4>. Questo contributo è frutto del lavoro di tesi magistrale.

Francesconi, A, Dossena, C, Magnani, G., Talaia, M., Zucchella, A., Pisoni, A., Onetti, A. (2016). Learning from critical internationalization events: Insights from two fast growing Italian SMEs. In: Visitin F. and Pittino, *Fast growing new firms in a slow growth economy: Institutional conditions for innovation*, pp. 199-222, Cheltenham: Edward Elgar, ISBN: 978 1 78536 710 6.

Conference Proceedings (with ISBN)

Magnani, G., Zucchella, A. (2017). Coping with uncertainty via a global niche strategy: An exploratory study on entrepreneurial firms. In: XIV SIM CONFERENCE: IL MARKETING DI SUCCESSO IMPRESE, ENTI E PERSONE. p. 1-7, ISBN: 978-88-907662-9-9, Bergamo, 26 - 27 Ottobre

Magnani, G., Zucchella, A., & Strange, R. (2016). The Dynamics of Outsourcing Relationships: Perspectives from Lead Firms and their Key Suppliers. In: *Proceedings of the 42nd Annual Conference of the European International Business Academy "Liabilities of Foreignness versus the Value of Diversity"*. p. 105, Jonas Puck, Thomas Lindner, and Moritz Putzhammer, ISBN: 978-3-200-05028-0, Vienna, Austria, 2-4 Dicembre 2016.

Edited Books

Zucchella, A. & Magnani, G. (Eds) (2019) Come cambiano il marketing e la comunicazione di marketing. Franco Angeli Editore.

Teaching Cases

Magnani, G., Mayrhofer, U. & Zucchella, A. (2018). ATOM, a small company going global. IAELyon Press. © CCMP – 2018 –IAE Lyon, Université Jean Moulin Lyon 3 et Université de Pavie

Working papers

Re, B., Magnani, G., Autio, E. “Value co-creation: a problematization approach”.

Denicolai, S. Magnani, G., Zucchella, A. “Innovability: the effect of innovation on sustainability” .

Denicolai, S., Zucchella, A., Magnani, G. “Are digitalization and sustainability competing or complementary paths in smes? evidence from a study on artificial intelligence readiness and internationalization”.

Zucchella, A., Magnani, G., Gerratana, V. “Internationalization as experimentation. Opportunities design in entrepreneurial ventures”.

Conz, E., Magnani, G., Zucchella, A. “Responding to Covid-19 global pandemic: Resilience and resources leverage during the outbreak” .

Magnani, G. & Zucchella, A. “Portfolios of entrepreneurial learning. Opportunities creation and capture in international corporate entrepreneurship”.

Karafilya, M. Magnani, G., & Zucchella, A. “International Performance: Unfolding the effects of domestic market information processes and domestic environmental munificence”.

Magnani, G., & Denicolai, S. “Aware and balanced”: On factors affecting adoption of Additive Manufacturing within global factories”.

Magnani, G., Denicolai, S., Petersen, B. “3D printing and the impact on global value chains re-configurations”

Conz, E., Magnani, G. “Transgenerational entrepreneurship in long standing family firms: the “Huey, Dewey and Louie” succession pattern”.

Reports

Report: ROBOSHOP Market Potential: Value Proposition, competitors analysis, and design thinking e Analisi dei competitor, Targeting e Value Proposition Design di Sunkeep Mobile, S. Denicolai, G. Magnani, M. Bartosiak Protolab project in collaboration with Confindustria Pavia..

Report: “Il Consiglio in ascolto. Le esigenze delle imprese. Rapporto finale” A. Zucchella, G. Magnani, E. Conz, in collaboration with PoliS Lombardia

Report: “Il Progetto Pavia2020: Le filiere del territorio”. A cura di S. Denicolai, A. Zucchella G. Magnani, F. Moretti, E. Conz

Report: “Industry 4.0 in Provincia di Pavia: Strategie, investimenti, lavoro”. A cura di S. Denicolai, G. Magnani, A. Zucchella

TEACHING ACTIVITIES (graduate courses)

2020–present Lecturer of International Business Management (MSc, ENG), University of Pavia, Pavia, Italy

2017–2019 Lecturer of Qualitative Methods (PhD, ENG), University of Bergamo & Pavia, Italy

2017–2020 Lecturer of Doing Business In (MSc, ENG), University of Pavia, Pavia, Italy

2018–present Lecturer of “Business Management” (BSc, ITA), University of Pavia, Pavia, Italy

TEACHING ACTIVITIES (post-graduate courses)

2018–2019 Lecturer of Marketing, F.A.S.T. (Financial Advertising and Storytelling Techniques), University of Pavia, Department of Political Sciences

2017–2019 Lecturer of Marketing, Master in Digital Innovation & Entrepreneurship (MINDE), University of Pavia joint with FacilityLive, Department of Economics and Management

2017–present Lecturer of Advanced Marketing, Master in Marketing Utilities and Storytelling Techniques (MUST)

2014–2015 Lecturer of Marketing, Master in Wine Marketing, University of Pavia joint with Riccagioia S.P.A., Centro di Ricerca, Formazione e Servizi della Vite e del Vino

PAPERS PRESENTED AT ACADEMIC CONFERENCES (Refereed)

2020

- SIMA-Sinergie (Italian Society of Management) 2020, Virtual edition (Italy), 7-9 September 2020
- 2nd Conference on Management and Marketing in the Digital Age: Digital Transformation in Italian SMEs, Department of Economic and Business Management Sciences Università Cattolica del Sacro Cuore, 7 February, 2020, Milan (Italy)

2019

- European Academy of Business (EIBA) 2020, Leeds (UK), 13-15 December, 2019.
- 15th Vaasa Conference on International Business, 19-21 August 2019, Vaasa (Finland)
- Vaasa International Business Conference 2019, Vaasa (Finland), 19-21 August 2019
- EURAM 2019, Lisbon (Portugal), 26-28 June 2019
- SIMA-Sinergie (Italian Society of Management) 2019, Rome (Italy), 21-22 June 2019
- AIB UKI 2019 – Track Chair: SMEs and International Entrepreneurship with M. Fletcher
- Digital transformation and internationalization of firms: prospects, challenges, and future agenda”. LUMSA, Palermo, dal 7-02-2019 all’ 8-02-2019 (Best Paper Award Finalist)

2018

- EURAM 2018, Reykjavik (Iceland), 19-21 June 2018 (Best Paper Award Nominee)
- SINERGIE SIMA 2018 Conference, Venezia (Italy), 14-15 June 2018
- AIB UK-I Chapter 2018, Birmingham (UK), 11-14 April 2018

2017

- SIM Conference, Bergamo (Italy), 26 - 27 October 2017
- McGill 2017 Conference, Galway (Ireland), 30 August – 1 September 2017 (Best Paper Award Nominee)
- AIB 2017, Dubai (UAE), 2-4 July 2017
- AIB UK-I Chapter 2017, Reading (UK), 6-8 April 2017
- SIM (Società italiana di Marketing) Affiliated conference 2017 “Buying, gifting, renting, sharing...In search of a new theory of acquisition”, Pisa (Italy), 20 January, 2017

2016

- EIBA 2016, Vienna (Austria), 2-4 December, 2016
- EGOS 2016, Naples (Italy), 6-9 July, 2016

2015

- EIBA 2015 Main Conference, Rio de Janeiro (Brazil), 3 December, 2015
- 13th Vaasa Conference on International Business, Vaasa (Finland) 26-28 August, 2015
- EGOS Conference, Athens (Greece) 2-4 July, 2015

2014

- EIBA 2014 Main Conference (Competitive Session), Uppsala (Sweden) 11-13 December, 2014
- ANZIBA 2014, Auckland, New Zealand 12-15 April, 2014

2013

- AIB UKI 2014, New Castle, (UK), April, 2013
- Doctoral Colloquium - McGill Conference, Montreal, (Canada), 1 – 5 August, 2013

CONFERENCE/WORKSHOP ORGANIZATION

2020 Convenor (joint with A. Zucchella, S. Denicolai, G. Piccoli, G. Dagnino) of the conference “Competitive Renaissance through Digital Transformation”, Department of Economics and Management of the University of Pavia

2018 – current Convenor (joint with Dr. Tommaso Minola and Prof. Pierluigi Rippa) of Paper Development Workshop: “Internationalization, Entrepreneurship, and Innovation: A multilevel perspective. Joint AEM and TIM PhD programs: Universities of Pavia, Bergamo, Napoli”

Since 2016 Organizer of PhD Students Workshops (DREAMT / DAEM PhD program) held at the University of Pavia (joint with the University of Bergamo). 3 Workshops per Academic Year.

2016 Chair of the workshop “Global Value Chains from a 3D printing perspective”, held on October, 25th 2016, Department of Economics and Management of the University of Pavia

2016 Organizer of the seminar series titled “Doing business in ...” held during April – June 2016 at the Department of Economics and Management of the University of Pavia. Joint project with Confindustria Pavia. Series of 5 seminars dedicated to doing business in: Australia, Middle East, India, Japan, China.

2015 Organizer of the workshop on “Entrepreneurial Orientation, Entrepreneurial Learning and International Growth”, held on January 21st 2016, University of Sussex, Brighton. Discussion of three academic papers and presentation by 3 local high tech start ups.

2014 Co-organizer (with A. Majocchi) of the “First Pavia Paper Development Workshop”

INVITED SPEAKER

Aug 2020 CIBER International Business Webinars, Georgia State University, Atlanta, Georgia

Jan 2019 University of Birmingham Business School, Annual Symposium in International Business and Strategy (AISBS)

July 2018 Bergamo University – seminar cycles in economics and management

Oct 2018 iaeLyon School of Management - seminar cycles in management and SMEs

Dec 2017 Invited lecturer, PhD Program PhD Program in Management, UNIVALI, Brazil

Oct 2016 workshop for the “Advances in International Management 2017 Volume” – 28 October 2016, Bocconi School of Management (invited by Editors: T. Pedersen, T. M. Devinney, L.Tihanyi , A.Camuffo

June 2017 Seminar on “Pehnomenography: A Qualitative Method for Management Studies", presso il dottorato DREAMT - Doctoral Research in Economics and Applied Management of Technologies", Università degli Studi di Pavia, Pavia, Italia.

GRANTS

2019 – 2020 University of Pavia grant: INROAD Action 1 – Fostering ERC talents @UNIPV (5.000 Euros)

2017 – 2018 University of Sussex competitive grant – Outsourcing and Global Value Chains (25.000 Euros)

2016 – 2017 Confindustria Pavia (local Union of Firms) grant on local value chains (25.000 Euros)

2012 – 2015 University of Pavia PhD scholarship

ACADEMIC AWARDS AND DISTINCTIONS

Winner: International Business Review (IBR) Best Journal Paper of the Year Award – 2018

Finalist: Best Paper Award, SIMA (Italian Society of Management Studies) 2019 affiliate conference on Digital transformation

Nominee: Best Paper Award, EURAM 2018 Conference, Entrepreneurship Track

Nominee: Best Paper Award, McGill Entrepreneurship Conference 2018

Winner of the Most Innovative Research Proposal Award at the Doctoral Colloquium, McGill Conference 2013

ACTIVITIES RELATED TO JOURNALS AND ASSOCIATIONS

Guest Editor, European Management Journal – Management Focus Section – to be released 2021

Ad hoc Associate Editor, Brazilian Administration Review

Since 2019 Reviewer for: Journal of Business Venturing (JBV), Asia Pacific Journal of Management, Journal of Business Research (JBR); Brazilian Administration Review (BAR),

Since 2018 Reviewer for: International Business Review (IBR), Small Business Economics Journal (SBE), Journal of Small Business Management (JSBM)

Since 2012 Reviewer for Journal of Small Business and Enterprise Development, Journal of International Entrepreneurship (JIE), Journal of Management and Governance (JMG), International Journal of Export Marketing (IJEM)

Occasional referee for Palgrave MacMillan (handbooks division)

Since 2012 – Reviewer for EIBA, AIB UKI, AIB, annual conferences

Since 2017 – Member of SIMA – Società Italiana di Management

Since 2015 – Member of AIB – Academy of International Business

Since 2014 – Member of the EIBA – European International Business Academy

Since 2018 – Member of EURAM – European Academy of Management

Since 2015 – Member of ie-Scholars.net

OTHER SCIENTIFIC ACTIVITIES

PhD Supervisor of the following PhD theses:

- Beatrice Re “Co-creation processes in the circular economy”
- Sultan Alaateg “Investigating the Relationship between Organizational Culture Components and

Innovation Aspects in Non-profit Saudi Organizations”

Since 2017 supervisor of an average of 8-10 Master and Bachelor dissertations per academic year, and Bachelor dissertations.

Track Chair: SMEs and International Entrepreneurship, AIB UKI 2018 (Academy of International Business, UK and Ireland Chapter), University of Sussex di Brighton, UK

Since 2017 discussant for PhD program in AEM workshop (Applied Economics and Management), University of Bergamo and Pavia

Chair, Workshop “Global Value Chains from a 3D printing perspective” (Keynote speaker: Prof. Bent Petersen), University of Pavia, Pavia, Italia, 26 oct, 2016

Discussant: SIG Entrepreneurship, EGOS 2015, Atene (Grecia), 02-07-2015 - 04-07-2015

Since 2016 - Co-founder of the RIISELab “Research in Innovation, International Studies, Strategy, and Entrepreneurship”. <http://riiselab.weebly.com/>

TECHNOLOGY TRANSFER ACTIVITIES

August 2019 – Dec 2019 Research collaborator: Lombardy Region’s project on the competitiveness of local SMEs

Feb 2019 – Nov 2019 Research collaborator: project “PROTOLAB” promoted by Confindustria Pavia, aimed at putting in practice local firms’ projects on advanced I4.0 technologies

Oct 2016 – Dec 2016 Research collaborator: Project: “Industry 4.0 in Pavia Province” promoted by Confindustria Pavia, aimed at understanding the state of the art about Industry 4.0 transition in Pavia’s Province smaller and bigger firms

Dec 2014 – Dec 2016 Research collaborator: Project: “Pavia2020”. The project Pavia2020 is a research project developed by the University of Pavia and promoted by Confindustria Pavia, aimed at stimulating the economic activity of this province according to a "supply-chain" logic of analysis. It consists in mapping Province of Pavia’s value chains according to European Union “Smart Specialization Strategies”

Nov 2015 – Feb 2016 Research collaborator within the project “database Ulysses - analysis of the Province of Pavia. Case development of international SMEs in niche activities”

Oct 2014 – Oct 2015 Research collaborator: “Deceptive marketing practices” project for the University of Pavia Institutional Crowd funding platform.

OTHER PROFESSIONAL EXPERIENCES

Since 2019 Consultant for PoliS-Lombardia (Lombardia Region, Italy)

Since 2014 Researcher and counselor for development projects of SMEs in Pavia Province - Confindustria Pavia, Pavia, Italy (Confederation of Italian Industry)

2012 Internship, Citibank – GTS Financial Institutions – Milan, Italy

OTHER INFORMATION

Computer literacy: Windows OS, Mac OS, Microsoft Office package, SPSS, nVivo, SmartPLS, Qualtrics; ORBIS – Bureau Van Djick database.

Languages: English (fluent), Italian (native), Spanish (basic).