


PERSONAL INFORMATION Marco Guerzoni

 Department of Economics, Management and Statistics DEMS
Università degli Studi di Milano Bicocca
Piazza dell'Ateneo Nuovo, 1 - 20126, Milan

Short Summary

My main focus is on technology and innovation. I do teaching, research, and consulting in the area of advanced analytics and big data applied to economics, business intelligence, and policy.

WORK EXPERIENCE**2020 – current** Associate Professor

Department of Economics, Management and Statistics, University of Milan Bicocca

- -member: DATALAB, Bicocca University Data Science Lab.
- -Faculty: PhD in Economics, Statistics and Data Science

2020 Visiting fellow

Harvard Kennedy School, Harvard University

Business or sector Research / Education

2015 – 2020 Associate Professor

Department of Economics and Statistics, University of Torino

- Research Director: DESPINA Big Data Lab for social science and business intelligence.
- Fellow: BRICK Collegio Carlo Alberto
- Fellow: CRIOS, Bocconi University
- Teaching: Entrepreneurship, Economics of Innovation, Industrial Organization, Principle of Economics (Micro and Macro), Development Economics, Tourism and Cultural Economics, Data Science, Business Intelligence
- Research: Economics and Management of Innovation. Technology Policy. Big Data
- Member of the University Patent Commission
- Faculty: Ph.d In Economics Viffredo Pareto
- External Faculty: Ph.d. in Data Science and Modelling
- Director: Master in Data Science for Business Intelligence
- Director: Master in Risk Management for Insurance.
- Vice Director: Master degree in Data Analysis for Economic Complex System
- Vice Director: Master in Development and Innovation

Business or sector Research / Education

Assistant Professor

2011 -2015 Department of Economics, University of Torino

- Assistant professor: Principle of Economics, Development Economics
- Research: Economics and Management of Innovation
- Member of the University Patent Commission

Business or sector Research / Education

2008 – 2011 **Assistant Professor**

Faculty of Economics and Business Administration, Friedrich Schiller Universität, Jena

- Chair of Microeconomics

Business or sector Research / Education

2006 – 2008 **Research Fellow**

Jena Graduate School, Friedrich Schiller Universität, Jena

- The Economics of Innovation Change

Business or sector Research

Other Appointments

- Lecture (professore a contratto) in “Economics of Innovation” at the Libera Università Carlo Cattaneo, Castellanza (2017-2022)
- Lecture (professore a contratto) in “Data Viz” at Université de Strasbourg (2021-2022)
- Lecturer (professore a contratto) for the course in “Industry Analysis” at Bocconi University, Milan (2012, 2016).
- Research Assistant (collaborazione a progetto) at CESPRI, Bocconi University, Milan (2002-2006).
- Lecturer (professore a contratto) for the course in “Industrial Dynamics” at Bocconi University, Milan(2006).
- Lecturer (professore a contratto) for the course in “Industrial Organization” at SDA Bocconi, Milan (2006).
- Lecturer (professore a contratto) for the course in “Economics of Information” at the Libera Università Carlo Cattaneo, Castellanza (2006).
- Lecturer (collaborazione a progetto) in the course of “Industrial Organization” at the Università dell’Insubria, Varese (2006).
- Guest Researcher at IRES, Université Catholique de Louvain, Louvain La Neuve (2006).
- Lecturer (docente a contratto) for selected classes in the course in “Industrial Dynamics” at Bocconi University, Milan (2004 and 2005).
- Teaching Assistant (collaborazione a progetto) for the course in “Microeconomics” at Bocconi University (2002-2006).

EDUCATION AND TRAINING

2002 – 2007 **PhD – Economic Sciences**

Università degli Studi, Milano (Italy)

- Thesis “Innovation and Variety: a grounded theory of demand-pull technical change”

2003 – 2004 **Master of Science, Industry and Innovation Analysis**

University of Sussex, (UK)

- Dissertation: “Product Variety in US automobile Industry: a niche market analysis.”

2001 **METIC Programme: Master in Economics of Technological and Institutional Change**

BETA, Université Luis Pasteur, Strasbourg

1997 – 2001 **Bachelor Degree – Economics**

Università Commerciale Bocconi, Milan (Italy)

- Topic: Absorptive capabilities, technological diffusion and policies

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)

| | UNDERSTANDING | | SPEAKING | | WRITING |
|---------|---------------|---------|--------------------|-------------------|---------|
| | Listening | Reading | Spoken interaction | Spoken production | |
| English | C2 | C2 | C2 | C2 | C2 |
| German | C2 | C2 | C2 | C2 | C2 |
| French | C2 | C2 | B1 | A2 | A2 |

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Programming skills R, STATA, SPSS, E-VIEWS, OFFICE, LATEX, LYX, JAVA.

ADDITIONAL INFORMATION

Policy Evaluation

- Demand Side Monitoring System. 276/PP/ENT/CIP/13/C/N03C041 Team member
- Invited expert, workshop on "Innovative Public Procurement", OECD (2014)
- Invited expert, workshop on "Industrial Policy", OECD (2013)

Organization of conferences and workshops

- Data Science and Economics: Algorithms, Data, and New Research Questions on Prediction and Causality, 2018 (Turin)
- Workshop "the organisation, economics and policy of scientific research", 2012-2015. Scientific Committee.
- International Joseph Schumpeter Society Conference 2014, Scientific Committee.
- Co-coordinator of the BRICK seminar series, 2012-2015.
- Experimental methods and Innovation : Broadening and challenging existing knowledge, November 2009, Jena. Organizer.
- Demand and Product characteristics, October 2007, Jena. Organizer.
- Innovation and Demand, November 2005, Milan. Co-organizer.

Contribution to teaching

- 2020-2021 "Principle of Economics", University of Milan-Bicocca
- 2020-2021 "Data Visualization", Université de Strassbourg
- 2017-2019 Principle of Economics, University of Turin
- 2015-2019 "Entrepreneurship", University of Turin
- 2016-2018 "Economics of Innovation" University of Turin
- 2016-2021 "Economics of Innovation" University of Castellanza
- 2016-2019 "Consumer behavior", Collegio Carlo Aberto
- 2016-2019 "Business Analytics", University of Turin
- 2015-2018 "Demand side technology policy", University of Turin and Collegio Carlo Alberto
- 2015-2016 "International Development and Innovation" University of Turin
- 2014-2015 "Green Economy and Innovation", University of Turin
- 2013-2015 "Economics of Knowledge", University of Turin.

- 2011-2013 “Industry Analysis”, Bocconi University.
- 2012-2015 “Principle of Economics” (undergraduate), University of Turin.
- 2012-2013 “Lab of economic development and sustainability”, University of Turin.
- 2012-2013 “Industry Analysis” (postgraduate), Bocconi University
- 2008-2012 “Introduction to Microeconomics”, Friedrich Schiller Universität, Jena
- 2009-2012 “Introduction to Economics of Innovation”, Friedrich Schiller Universität, Jena.
- 2008-2012 “Microeconomics of Innovation I”, Friedrich Schiller Universität, Jena.
- 2008-2011 “Microeconomics of Innovation II”, Friedrich Schiller Universität, Jena.
- 2007-2011 “Industrial Dynamics”, Jena Graduate School.
- 2008 “Innovation and Technology Policy”, Friedrich Schiller Universität, Jena.
- 2007-2008 “Competition and Network Industries”, Jena Graduate School, Jena
- 2007-2008 “Demand and Innovation, Jena Graduate School, Jena..
- 2006 “Industrial and Technological Competition” (specialized MBA), SDA Bocconi.
- 2006 “Economics of Information”, Università Cattaneo, Castellanza
- 2005 “Industrial Organisation”, Università dell’Insubria, Varese.
- 2004-2007 “Industrial Dynamics”, Università Commerciale Luigi Bocconi, Milan .
- 2002-2005 “Microeconomics”, Università Commerciale Luigi Bocconi, Milan.

Refereed Journal Articles

Publications

- Aldo Geuna, Marco Guerzoni, Massimiliano Nuccio, Fabio Pammolli, Armando Rungi (2021) Resilience and Digital Disruption. Regional Competition in the Age of Industry 4.0, Springer International Publishing
- Corrocher, N., Guerzoni, M., & Nuccio, M. (2021). Innovazione e algoritmi da maneggiare con cura. *Economia & management*: (2), 17-20.
- A Jordan, M Guerzoni (2021) Extension services in Ethiopia: First adoption of chemical fertilizers in rural African villages *Journal of Science, Technology, Innovation and Development*, 1-13
- Guerzoni, CR Nava, M Nuccio (2020) Start-ups survival through a crisis. Combining machine learning with econometrics to measure innovation. *Economics of Innovation and New Technology*, 1-26
- Nuccio, M Guerzoni (2019) Big data: Hell or heaven? Digital platforms and market power in the data-driven economy *Competition & Change* 23 (3), 312-328
- Ambrosino, M Cedrini, JB Davis, S Fiori, M Guerzoni, M Nuccio (2018) What topic modeling could reveal about the evolution of economics *Journal of Economic Methodology* 25 (4), 329-348
- M Nuccio, M Guerzoni, T Katz-Gerro (2018), Beyond Class Stratification: The Rise of the Eclectic Music Consumer in the Modern Age *Cultural Sociology* 12 (3), 343-367
- E Beretta, M Fontana, M Guerzoni, A Jordan (2018) Cultural dissimilarity: Boon or bane for technology diffusion? *Technological Forecasting and Social Change* 133, 95-103
- G Cecere, N Corrocher, Guerzoni, Marco (2018), Price or performance? A probabilistic choice analysis of the intention to buy electric vehicles in European countries *Energy Policy*
- Carota, C. Durio, A. Guerzoni, M. (2015) “An Application Of Graphical Models To The Innobarometer Survey: A Map Of Firms’ Innovative Behaviour” *Italian Journal of Applied Statistics* 25.1 (61-81)
- Guerzoni, M. and Raiteri, E. (2015). Demand side vs. supply side technology policies: Hidden treatment and new empirical evidence on the policy mix. *Research Policy*, forthcoming.
- Corrocher, Nicoletta, and Marco Guerzoni. (2015) "Post-Entry Product Introduction: Who Explores New Niches?." *Industry and Innovation* ahead-of-print: 1-19.
- Guerzoni, Marco & Taylor Aldridge, T. & Audretsch, David B. & Desai, Sameeksha, (2014) “A new industry creation and originality: Insight from the funding sources of university patents,” *Research Policy*, vol. 43(10), pages 1697-1706.
- Guerzoni M. Nuccio, M. (2014) “Music consumption at the dawn of the music industry: the rise of a cultural fad” *Journal of Cultural Economics*, vol. 38(2), pages 145-171.
- Guerzoni, M. Soellner, R. (2013) “Uniqueness Seeking and Demand Estimation In The German Automobile Industry” *Eurasian Business Review* 3 (2).
- Guerzoni, M. (2010) “The impact of market size and users sophistication on innovation: the patterns of demand”, *Economics of Innovation and New Technology*, 19:1&2: 113-126.
- Cantner U. M. Guerzoni (2009) “Innovations Driving Industrial Dynamics -Between incentives and knowledge”, *Journal of Analytical and Institutional Economics* XXVI(3), 2009, 473-501.

- Corrocher, N. Guerzoni, M. (2009) “Product Variety and Price Strategy in the ski manufacturing industry”, *Journal of Evolutionary Economics*. 19: 471-486.
- Fontana, R. Guerzoni, M. (2008) “Incentives and uncertainty: an empirical analysis of the impact of demand on innovation”, *Cambridge Journal of Economics*, 32(6), 927-946.

Book and Book Chapter

- Cedrini, M Guerzoni (2019) *Ars Ultima Spes? Some Notes on the Unsustainability of Today's Capitalism and Culture as a Possible Remedy in Demand, Complexity, and Long-Run Economic Evolution*, 69-89
- Guerzoni, M. Pais, I. Peirone, D. Miglietta, A. (2016) “The emerging crowdfunding market in Italy: Are “the crowd” friends of mine?” In Brüntje, D., & Gajda, O. (Eds.) (2016). *Crowdfunding in Europe – State of The Art in Theory And Practice*. In J. H. Block & A. Kuckertz (Series Eds.), *FGF Studies in Small Business and Entrepreneurship: Vol. 1*. Cham: Springer Science & business media.
- Canter, U. Guerzoni, M. (2010) “Innovations and the evolution of industries A tale of incentives, knowledge and needs”, Audretsch D.B. et al. (Hrsg.), *Handbook of Entrepreneurship*.
- Marco Guerzoni (2014), “Product Variety in Automotive Industry, Understanding Niche Markets in America” *SpringerBriefs in Business*. Springer Verlag.
- Guerzoni, M. Marmai, N. (2013), “Staatsratings in der Krise? die Bedeutung von Forschung, Innovation und Produktivitaet fuer das Bonitätsurteil” *AVM verlag Muenchen*.

Participation to Conferences

- EMAEE (Brighton), 2019
- RENIR Workshop (University of Toronto, 2018
- Strategic Management Association conference, Tel Aviv 2014
- DRUID, Copenhagen, 2013
- EMAEE, Nice, 2013
- DIME final conference, Maastricht 2011
- EARIE, Istanbul 2010.
- International Schumpeter Conference, Aalborg 2010.
- International Conference in Cultural Economics, Copenhagen 2010.
- DIME Conference “Organizing for Networked Innovation”, Stresa 2010.
- DIME Workshop “Experiment and Innovation”, Jena 2009.
- European Meeting of Applied Evolutionary Economics, Jena 2009.
- European Economics and Finance Society, Warsaw 2009.
- DIME Conference “Demand, Innovation, and Industrial Dynamics”, Milan 2008.
- DIME Conference “Demand, Innovation, and Product Characteristics”, Jena 2007.
- Knowledge for Growth, IPTS, Sevilla, 2007.
- Druid Conference, CBS, Copenhagen 2007.
- International Schumpeter Schumpeter Conference, Nice 2006.
- Bocconi University, Master in “Economics and Management in Arts, Culture, Media and Entertainment”, Milan 2009 and 2010.
- Università di Bologna, Department of Tourism Economics, Rimini 2009.
- MPI for Economics, Jena 2008.
- University of Sussex, SPRU, M.Sc. in “Industry and Innovation Analysis”, Brighton 2008.
- Workshop on innovation and demand, Sophia Antipolis 2007
- Bocconi University, CESPRI, Milan 2007.
- MPI for Economics, Jena 2007.
- Eindhoven University, ECIS, Eindhoven 2006.
- MPI for Economics, Jena 2005.

Honours and awards

- EQ(CS)*2, Best Paper Award, 2015
- Made in Research 2013, “Digital”. (joint winner)
- First Jena Science Slam 2011
- DFG (German National Science Foundation), Post-doc grant, 2006.
- Università degli Studi di Milano, Ph.D grant 2002.
- Università Ca’ Foscari, Ph.D grant 2002.
- University of Sussex, Geoff Oldham Prize, “most outstanding master dissertation”, 2004.
- Università Bocconi, “Best graduated of the year” 2000-2001 (joint winner)

