

## PERSONAL INFORMATION

## Marco Guerzoni

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Sex Male | Date of birth 18/03/1978 | Nationality Italian

## 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 – 202

## 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 (2017-20)
- Lecture (professore a contratto) in “Data Viz” at Université de Strasbourg (2020)
- 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.

## Publications

### Refereed Journal Articles

- 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-ofprint*: 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 Bonitastsurteil” *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.

## Honours and awards

- MPI for Economics, Jena 2007.
- Eindhoven University, ECIS, Eindhoven 2006.
- MPI for Economics, Jena 2005.
  
- 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)