# Andrea Lanza

FELLOW
**Marketing Management**

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## Biography

Andrea Lanza is Fellow of Marketing and Sales at SDA Bocconi School of Management. He is a Full Professor of Business Administration at Università della Calabria (Cosenza).

At SDA Bocconi, he was the Director of the MIHT (Master in Hi-Tech Entrepreneurship) Program from 2004 to 2006. He has conducted numerous marketing executive education programs for leading international firms operating in the IT, mobile phone and energy industries.

His research activities focus on innovation in SMEs, competence and capabilities in business marketing. Currently, he is working on the following topics: the strategic importance of human capital; radical innovation spread; the competitive dynamics in the Italian wine industry; innovation in business relations; entrepreneurship; skills management and capability; and the effects of heterogeneity.

His work has been published in international peer-reviewed journals (Organization Science, the European Management Journal, the Journal of Small Business Management, the International Journal of Organizational Analysis) and he has presented his research at the most renowned competitive conferences. He is a reviewer for the following journals: Organization Science, the Strategic Management Journal, the Journal of Management Studies, Management Decision, Academy of Management Review and the Journal of Small Business Management.

Andrea earned a degree in Economics and Social Sciences from the Università di Calabria and a Ph.D. in Business Administration and Management from Università Bocconi.

## Teaching domains

B2B Marketing

CRM

Market Strategy & Competition

SME Marketing

Key Account Management

## ARTICLES IN SCHOLARLY JOURNALS

LANZA A., IRITANO S.
**Umano ma non troppo. Il business marketing nell'era dell'AI generativa**
Economia & Management, 2023, no. 4, pp.100-105

LANZA A., ROSCIO A. M.
**Responsabilità sociale, sostenibilità ambientale e rating ESG nelle PMI italiane**
Economia & Management, 2022, no. 3, pp.77-.84

LANZA A., SIMONE G., LUBERTO G.
**Il dilemma del rinnovatore nella gestione del Turnover Collettivo**
Economia & Management, 2020, no. 2, pp.60-65

CATTANI G., FERRIANI S., LANZA A.
**Deconstructing the Outsider Puzzle: The Legitimation Journey of Novelty**
Organization Science, 2017, vol.28, no. 6, pp.965-992

LANZA A., SIMONE G., BRUNO R.
**Resource orchestration in the context of knowledge resources acquisition and divestment. The empirical evidence from the Italian "Serie A" football**
European Management Journal, 2016, vol.34, no. 2, pp.145-157

LANZA A.
**: Squadra che vince non si cambia? Il contributo dei 'nuovi arrivati' e dei 'veterani' in presenza di un cambiamento nel management aziendale**
Sviluppo & Organizzazione, 2015, vol.264, pp.46-56

LANZA A., SIMONE G.
**Le scelte di rinnovamento del capitale umano: il ruolo dell'esperienza in ingresso e di quella ceduta. L'evidenza empirica nella Serie A di calcio**
Economia & Management, 2015, no. 6, pp.120-135

LANZA A., PASSARELLI M.
**Technology change and dynamic entrepreneurial capabilities**
Journal of Small Business Management, 2014, vol.52, no. 3, pp.427-450

LANZA A.
**Gestire le criticità strategiche e organizzative nella diffusione delle innovazioni radicali: il caso dei cibi geneticamente modificati**
Sviluppo & Organizzazione, 2012, vol.247, no. gennaio-febbraio 2012, pp.68-78

LANZA A., SIMONE G.
**La resource-based theory: un programma di ricerca per gli studi di strategia**
Sinergie, 2012, vol.87, pp.171-190

LANZA A., PELLEGRINO A., SIMONE G.
**Heterogeneity based research: a bibliometric approach to invisible colleges in the strategic management field**
Finanza, Marketing e Produzione, 2011, vol.1/2011, no. 1, pp.7-33

LANZA A., PELLEGRINO A.
**Knowledge-based coopetition: sviluppare competenze collaborando con i competitor**
Sviluppo & Organizzazione, 2011, vol.242, no. gennaio-febbraio 2011, pp.32-41

LANZA A., PASSARELLI M.
**Il cambiamento tecnologico e le capacità imprenditoriali: il caso del vetro acidato**
Economia e Politica Industriale - Journal of Industrial and Business Economics, 2009, vol.36, no. 3, pp.63-95

LANZA A., PELLEGRINO A., SIMONE G.
**L'eterogeneità competitiva quale corporate - effect: sviluppo del costruito e della scala di misura**
Finanza, Marketing e Produzione, 2009, vol.27, no. 1, pp.78-104

LANZA A., PELLEGRINO A., SIMONE G.
**La definizione del costrutto di eterogeneità e il legame eterogeneità-performance**
Economia e Politica Industriale - Journal of Industrial and Business Economics, 2009, vol.36, no. 2, pp.105-129

LANZA A., PASSARELLI M.
**Capacità organizzative e innovazione nelle piccole imprese: in che modo lo 'small business' può sostituire le risorse orientate all'innovazione - tradizionalmente impiegate dalle grandi imprese - per affrontare un cambiamento tecnologico di successo?**
Sviluppo & Organizzazione, 2008, vol.229, pp.78-86

LANZA A., PELLEGRINO A., SIMONE G.
**Heterogeneous effects of heterogeneity: Disentangling heterogeneity positive and negative effects on performance**
International Journal of Organizational Analysis, 2008, vol.16, no. 1/2, pp.18-41

LANZA A.
**Defining the heterogeneity construct and linking it to performance**
Sinergie, 2007, vol.25, no. 72, pp.45-53

LANZA A.
**Le determinanti della sopravvivenza dell'impresa in contesti sfavorevoli: verso una tipologia di comportamenti imprenditoriali**
Sinergie, 2004, vol.22, no. 63, pp.67-93

CARIOLA A., LANZA A.
**L'approccio sistemico di Gaetano M. Golinelli al governo dell'impresa: riflessioni di sintesi**
Sinergie, 2002, vol.20, no. 59, pp.267-287

CILLO P., LANZA A.
**La costruzione dell'identità di marca: Il caso Diesel**
Micro & Macro Marketing, 2000, vol.1, pp.129-146

COSTABILE M., GOLINELLI G., SANGUINI V., LANZA A.
**Vers l'entreprise relationnelle dans des contextes defavorables: l'experience italienne de la Calabre**
Sinergie, 2000, vol.18, no. 52, pp.169-187

LANZA A.
**Competenze, capacità, risorse e conoscenza: verso un'unica prospettiva per lo studio e la gestione del patrimonio cognitivo d'impresa**
Sinergie, 1999, vol.17, no. 50, pp.25-62

LANZA A.
**Creatività e tecnologia reinventano la tradizione: il caso Survel**
Economia & Management, 1999, no. 4, pp.15-27

LANZA A.
**Partnership interaziendali e creazione di conoscenza**
Sviluppo & Organizzazione, 1999, vol.175, pp.37-59

LANZA A.
**Le relazioni tra imprese all'origine dei vantaggi competitivi knowledge-based**
Economia & Management, 1998, no. 5, pp.101-115

## RESEARCH MONOGRAPHS

LANZA A., SIMONE G.

**Strategic Human Capital. Creating a Sustainable Competitive Advantage**
Edward Elgar Publishing, Great Britain, 2020

## PRACTICE-ORIENTED BOOKS

LANZA A.
**Creare valore per i clienti business. Le nuove dinamiche competitive nei mercati B2B**
Egea, Milano, Italy, 2019

LANZA A.
**Innovazione, imprenditorialità e dinamiche istituzionali**
Egea, Milano, Italy, 2011

LANZA A.
**Knowledge Governance. Dinamiche Competitive E Cooperative Nell'Economia Della Conoscenza**
Egea, Milano, Italy, 2000

## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

LANZA A.
**Customer centricity e innovator eccentricity** in *Marketing. Una disciplina fantastica*
B. Busacca, M. Costabile(Ed), Egea, pp.319-328, 2018

LANZA A.
**Managing Heterogeneity, Allocative Balance, and Behavioral and Technology Concerns in Competitive and Co-operative Interfirm Relationships.** in *Strategic Capabilities and Knowledge Transfer Between Organizations: New Perspectives from Acquisitions, Networks, Learning, and Evolution*
Giovanni Battista Dagnino(Ed), Edward Elgar Publishing, chap. 2, 2005

LANZA A.
**Beyond pioneers and followers. A typology of entrepreneurial behaviours for hostile environments** in *Crossroads of Entrepreneurship*
Corbetta, Guido, Huse, Morton, Ravasi, Davide(Ed), Kluwer Academic Publishers, chap. 9, 2004

LANZA A.
**Dal Knowledge management alla knowledge governance** in *L'impresa e-based*
E.Valdani, A.Ordanini, G.Verona(Ed), Egea, 2002

LANZA A., COSTABILE M.
**Le risorse immateriali del territorio: il ruolo del Capitale Sociale** in *Strategie del marketing del territorio. Generare valore per le imprese e i territori nell'economia della conoscenza*
E.Valdani, F.Ancarani (Eds),Egea, 2000

## PROCEEDINGS/PRESENTATIONS

LANZA A.
**Institutional dynamism across time and levels. The evidence from the Italian wine industry**
*76th Academy of Management conference - 6-9 August 2016, Anaheim, California, United States of America*

LANZA A.

**The impact of an exogenous shock on strategic human capital configuration. Evidence from Italian Serie A football, 1960-80**

*76th Academy of Management conference - 6-9 August, 2016, Anaheim, California, United States of America*

SIMONE G., LANZA A.

**Unpacking knowledge resources' contribution to performance, and the moderating role of middle managers**

*74th Annual Meeting of the Academy of Management: The Power of Words - 1-5 August, 2014, Philadelphia, Pennsylvania, United States of America*

LANZA A., FOLTA T., SIMONE G.

**Canonization and justification of divergent change in the Italian wine industry: 1963-1998**

*73rd Annual Meeting of the Academy of Management: Capitalism in Question - 9-13 August, 2013, Orlando, Florida, United States of America*

FOLTA T., LANZA A., PELLEGRINO A., SIMONE G., SAKHARTOV A.

**The limits to status in the Italian wine industry**

*73rd Annual Meeting of the Academy of Management: Capitalism in Question - 9-13 August, 2013, Orlando, Florida, United States of America*

FOLTA T., LANZA A., PELLEGRINO A., SIMONE G., SAKHARTOV A.

**Status exploitation: opportunity costs and dilution concerns in the Italian wine industry**

*31st SMS Annual International Conference - Competitive Heterogeneity - 6-9 November, 2011, Miami, FL, United States of America*

LANZA A., PELLEGRINO A., SIMONE G.

**Fragmentation in heterogeneity-based research: what do we deal with when we deal with heterogeneity?**

*31st SMS Annual International Conference - Competitive Heterogeneity - 6-9 November, 2011, Miami, FL, United States of America*

LANZA A.

**The role of heterogeneous social audiences in the acceptance of radical innovations**

*71st Annual Meeting of the Academy of Management - 12-16 August, 2011, San Antonio, TX, United States of America*