

Cinzia Parolini

FELLOW

Competitive Strategy

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Biography

SDA Fellow

Degree in Business Administration, Bocconi University, 1983

Full Professor of Management and Business Administration, Università di Modena e Reggio Emilia

Research Interests: Tourism and destination management, Entrepreneurship and Business planning, Models for strategic analysis, E-business, E-business in emerging economies

RESEARCH MONOGRAPHS

PAROLINI C.

Business planning: dall'idea al progetto imprenditoriale

Pearson, United States of America, 2011

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

DUBINI P., PAROLINI C.

Le misure dell'economicità in *Management delle aziende culturali*

P. Dubini, F. Montanari, A. Cirrincione (Eds), Egea, 2017

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Measures of economic viability in *Management of cultural firms*

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DEMATTÉ C., BIFFI A., MANDELLI A., PAROLINI C.

Firms And The Digital Technology in Italy: The Network Moves Forward in *Managing in the Information Economy: Current Research Issues*

i Uday Apte, Uday Karmarkar, Uday Sadashiv Karmarkar (Eds), Springer, chap. 18, 2007

MANDELLI A., NEIROTTI P., CANATO A., BIFFI A., CANTAMESSA P., PAOLUCCI E., PAROLINI C.
The Itay Business And Information Technologies (BIT) Survey in *The Business and Information Technologies (Bit) Project: A Global Study of Business Practice*
Karmarkar Uday S, Mangal Vandana (Eds), World Scientific Publishers, chap. 2, pp.32-76, 2006
