
FELLOW

Competitive Strategy

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Biography

SDA Fellow

Degree in Business Administration, Bocconi University, 1983

Full Professor of Economia Aziendale 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

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