

# Andrea Lanza

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## Marketing Management

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## Curriculum Vitae

Andrea Lanza is Affiliate Professor of Marketing and Sales at SDA Bocconi School of Management. He is Full Professor of Business Administration at University of Calabria (Cosenza).

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

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.

He has published in international peer-reviewed journals and presented his research at the most renowned competitive conferences. He is reviewer for the following journals: *Strategic Management Journal*, *Journal of Management Studies*, *Academy of Management Review*, *Management Decision*, *Academy of Management Review* and *Journal of Small Business Management*.

Andrea earned a Degree in Economics and Social Sciences from the University of Calabria and a Ph.D. in Business Administration and Management from Bocconi University.

# Publications

## Books

- Innovation, Entrepreneurship, Institutions. Egea, 2011. Milan
- Heterogeneity, diversification and performance. Sinergie. 2007. Verona
- Competitive dynamics and made in Italy. Pearson Education. 2006. Milan
- Managing Heterogeneity, Allocative Balance, and Behavioral concerns. Chap.2 in 'Strategic Capabilities and Knowledge Transfer within and between organizations'. Edward Elgar Publisher. 2005 Edward Elgar Publisher
- Entrepreneurship and social capital. Carocci. 2002. Rome
- Knowledge governance. Egea.2000. Milan

## Articles

- 2016.Resource orchestration in the context of knowledge resources acquisition and divestment. The empirical evidence from the Italian "Serie A" Football. European Management Journal,34: 145-157
- 2015. How releasing and acquiring experience affects performance. Empirical evidence from Italian "Serie A". Economia&Management (Dicembre 2015)
- Don't change a winning team? Sviluppo&Organizzazione, June. 2015
- Technology change and Dynamic Entrepreneurial Capabilities. Journal of Small Business Management. 51/3. 2014
- 2014 "Unpacking knowledge resources contribution to performance, and the role of middle managers." Academy of Management Proceedings. ACAD MANAGE PROC 2014 2014:1 11771; doi:10.5465/AMBPP.2014.1177
- 2013.The limits to status in the Italian wine industry. Academy of Management Proceedings. (ACAD MANAGE PROC 2013 2013:1 16452; doi:10.5465/AMBPP.2013.16452)
- 2013.Canonization and justification of divergent change in the Italian wine industry: 1963-1998. Academy of Management Proceedings (ACAD MANAGE PROC 2013 2013:1 11636; doi:10.5465/AMBPP.2013.11636)
- The RBV of the firm: a research programme for the field of strategy. Sinergie, 87/ May. 2012
- Acceptance of radical innovations. Sviluppo&Organizzazione. n.1. 2012
- 2011.Heterogeneity-based research: a bibliometric approach to invisible colleges in the strategic management field. Finanza Marketing Produzione, n.1
- Knowledge-based co-opetition. Sviluppo&Organizzazione. n.1.2011
- Technology change and organizational capabilities: the case of etched glass. Economia e Politica Industriale, n.3. 2009
- Defining the heterogeneity construct and hassessing the heterogeneity-performance relationship. Economia e Politica Industriale, n.2.2009
- Competitive heterogeneity as a corporate effect. Finanza Marketing Produzione, n.1.2009
- Heterogeneous effects of heterogeneity : disentangling heterogeneity positive and negative effects on performance. International Journal of Organizational Analysis. Vol: 16, n.1-2, p:18-41. 2008
- Small Business e Cambiamento Tecnologico. Sviluppo&Organizzazione. Dicembre. P:44-51. 2008
- Defining the heterogeneity construct and linking it to performance. In Heterogeneity, diversification and performance. Sinergie. 2007. Verona
- Entrepreneurship in hostile environment. Sinergie. 2004
- Beyond pioneers and followers. A typology of entrepreneurial behavior for hostile environment. Kluwer Publishing. Crossroads of Entrepreneurship. Chapter 9. 2004
- Social contexts for new venture development. Sinergie. 2003 Resources, relationships and the boundaries of the firm. Finance-Marketing-Operations. 2001
- Social capital as a territory intangible resource. Egea. 2000 Addressing the brand identity concept. Micro&Macro Marketing. 2000
- Relational firms within relational contexts. McGraw-Hill/Relationships and Competitive Dynamics. 2000
- Capabilities, competencies, resources and knowledge. Sinergie. 1999
- Matching creativity and technology in the Italian food industry. Economics&Management. 1999
- Entering international markets through the Internet. Micro&Macro Marketing. 1999
- Interorganizational partnerships and knowledge creation Development&Organization. 1999
- Interorganizational relationships as a source of competitive advantage. Economics&Management. 1998

## Director

SALES

## COMPETENZE PER VENDERE

Ricerca e acquisire nuovi clienti

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LANGUAGE

ITALIAN

ON DEMAND

