

CURRICULUM VITAE - *Short Version*

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Full Professor of Business Economics and Management, Faculty of Economics, University of Florence
Doctoral Studies (with full marks and honours) in Marketing and International Management, Sant'Anna
School of Advanced Studies, Pisa.

Visiting fellowship at the SPRU - University of Sussex at Brighton, Jan-Dec 1996

Research Fellow, PIN Consortium, University of Florence, Prato.

Dean of the BA course in Management Internationalization and Quality – University of Florence

President of the Scientific Board of the Social Sciences Library – University of Florence

He teaches Intercultural Marketing (post-graduate level), International Business (post-graduate level) and
International Fashion Marketing (BA level) at the University of Florence

Teaching experiences in Italian Universities:

Master in Innovation Management (Sant'Anna School of Advanced Studies, Pisa), 1998-1999

Master in Management of tourism services (Ca' Foscari University of Venice – Ciset), 2000-2003

PhD Course in Business and Market (University of Parma), 2001

PhD Course in Management of local systems (University of Florence), 2003

PhD Course in Business and Market (University of Urbino), 2002, 2005

PhD Course in Business and Market (University of Genova), 2003

PhD Course in Management (Sant'Anna School of Advanced Studies, Pisa) 2009

Master Business Economics and Management (University of Perugia), 2007

BA Course in Business Economics (University of Florence), 2000-2008

BA Course in Fashion Management (University of Florence – Polimoda), 1999-2001

BA Course in Textile and Clothing Marketing (University of Florence at Prato), 2000-2005

BA Course in Marketing and Internationalization (University of Florence at Prato), 2005-2008

BA Course in Management Internationalization and Quality (University of Florence at Prato), 2008-

MPhil Course in Marketing (University of Florence), 2005-2008

MPhil Course in Business Governance and Management (University of Florence), 2008-

Teaching experiences as a Visiting Professor:

IPAG (IPAG, Nice, France), October 1996

Hong Kong Polytechnic University (HKPU, Hong Kong, China), March 2002

Manchester Metropolitan University (MMU, Manchester, United Kingdom), May 2002

Stockholm Business School (Stockholm University, Sweden), April 2003, October 2006

New York University (Academic Programme - Stern Business School – Florence), Fall 2008 and Spring
2009

His research interests are in the fields of: Market knowledge and Entrepreneurial Marketing; Fashion
Marketing Business-to-business marketing; International Firms and R&D; International Firms and Cross-
cultural Marketing; Destination Management and Retail Marketing

Collaboration to Academic Journal:

Mercati e Competitività, Journal of the Italian Marketing Society, co-editor, reviewer and author

Journal of Fashion Marketing and Management, member of the editorial board and author

Management Decision, member of the editorial board and author

Piccola Impresa – Small Business, member of the editorial board and author
European Journal of Marketing, member of the editorial board and reviewer
IMP Group, conference's paper reviewer
Academy of Management, reviewer
Academy Marketing Science, occasional reviewer
Journal of Business to Business Marketing, occasional reviewer and author
Economia e Politica Industriale, author
Research Policy, occasional reviewer
Supply Chain Management, occasional reviewer
Pluriverso, editor and member of the editorial board
Prato Storia & Arte, author
Economia e Diritto del Terziario, author
Finanza Marketing & Produzione, author
International Journal of Process Management and Benchmarking, author
Journal of Service Science and Management, author
Industrial Marketing Management, author
Journal of World Economics, reviewer

Membership in Academic Association:

AIDEA – Accademia Italiana di Economia Aziendale
SIM – Società Italiana di Marketing
IMP Group
Emerald Literaty Club
LEM – Sant'Anna School of Advanced Studies
SPRU Alumni
Villa Favard Alumni

Prizes

“Emerald Outstanding Reviewer 2008”

He acts as a consultant in the following domains: strategic marketing and market analysis; human resource training in marketing; service innovation; cross cultural marketing and management. Clients included: Istituto e Museo di Storia della Scienza of Florence; IRIS of Prato; Scuola Scienze Aziendali of Florence; PIN Consortium of Prato; Unioncamere Toscana; Regional Government of Tuscany; Camera di Commercio of Prato; Henry Stewart Publisher; Apogeo Publisher; Hotel Association Elba Island; Gerson Lehrman Group.

Books

Modelli di business, branding e relazioni di fornitura: Patrizia Pepe (Business models, branding and supply relationships: Patrizia Pepe – coauthor with A.Runfola) in R.Varaldo, D.Dalli, R.Resciniti, A.Tunisini, Un tesoro emergente: le medie imprese italiane nell'era globale (An emerging treasury: the medium-sized Italian firms in the global era), Franco Angeli, 2009.

Imprenditorialità e rapporto con il mercato dell'impresa cinese a Prato (Entrepreneurship and relation with the market in the Chinese firm at Prato), in L.Visconti, E.Napolitano (a cura di) Cross Generation Marketing, Egea, Milano, 2008.

Il marketing delle destinazioni commerciali (Destination marketing and shopping center promoters), Franco Angeli, Milano, 2007

Marketing per il governo di impresa (Marketing for corporate governance), Giappichelli, Torino, 2006 (coauthor with A.Burresi and G.M.Aiello).

Marketing della moda. Temi emergenti nel tessile-abbigliamento (Fashion marketing. Emerging issues in textile and clothing), FUP, Firenze, 2005 (editor A.Burresi).

La conoscenza di mercato del vertice d'impresa (The market knowledge of top decision makers), Franco Angeli, Milano, 2003.

L'imprenditorialità cinese nel distretto industriale di Prato (The Chinese entrepreneurship in the industrial district of Prato), Olschki, Firenze, 2002 (coauthor with M.Colombi and A.Marsden).

Schemi di negoziato e tecniche di comunicazione per il tessile-abbigliamento (Bargaining and promotion for textile and clothing), FUP, Firenze, 2002 (coauthor with R.Piovan).

Il cambiamento della distribuzione in Toscana negli anni novanta. Verso nuovi profili di modernità (The evolution of retail in Tuscany. Beyond modernità profiles), Franco Angeli, Milano, 2002 (editor A.Burresi).

Prodotti turistici evoluti (Advanced products in tourism), Giappichelli, Torino, 2001 (editor M.Rispoli).

Processi d'internazionalizzazione della R&S d'impresa (Internationalization processes in the business R&D), Giappichelli, Torino, 1999.

Profili innovativi d'impresa nei settori tipici dell'industria toscana (Innovative profiles in the mature industry in Tuscany), Franco Angeli, Milano, 1999 (editor A.Burresi).

Articles in refereed journals

"The integration between marketing and purchasing in the traceability process", *Industrial Marketing Management*, (forthcoming – coauthor A.Runfola)

"On line media market and new advertising agencies. Analysis of an Italian case", *Journal of Service Science and Management*, vol.2, n.3, June, pp. 117-128.

"Stephen Brown, writing Marketing. Literary lessons from academic authorities. Book review", *Journal of Business to Business Marketing*, (forthcoming).

"Matching format strategy and sourcing strategy in clothing retail. A conceptual representation", *International Journal of Process Management and Benchmarking*, vol.2, issue.3, 2008, pp. 185-196.

"Le nuove agenzie di comunicazione nell'on line media market", *Economia e Diritto del Terziario*, n.2, 2008, pp. 315-343.

"Alternative di acquisto e negoziazione acquirente-fornitore. Approcci a confronto", *Finanza Marketing e Produzione*, anno XXV, n. 4, dicembre, 2007, pp. 109-128 (coauthor with A.Runfola).

"Cognitive source and clothing retail: some results from an empirical research in the Italian fashion market", *Journal of Fashion Marketing & Management*, vol. 11, no.3, July 2007 (coauthor S.Ranfagni).

"Market knowledge in clothing retail: results from a research survey", *Sinergie, Special Issue "Heterogeneity, Diversification and Performance"*, 26, April (coauthor S.Ranfagni).

"La relazione tra acquirente e fornitore di semilavorati tessili: rappresentazione delle alternative e strategie di negoziazione" (Buyer-seller relationship and textile suppliers: alternative representation and negotiation strategies), *Mercati e Competitività*, n.3/2006, 69-94.

"Marketing imprenditoriale, marketing manageriale e conoscenza di mercato del vertice d'impresa" (Entrepreneurial marketing, managerial marketing and market knowledge of top decision makers), *Mercati e Competitività*, n.1/2005, 143-164.

"Sourcing strategies in clothing retail firms: product complexity versus overseas supply chain", *Journal of Customer Behaviour*, vo.3, 2004, 305-334 (coauthor A.Runfola).

"International competitive change and strategic behaviour of Italian textile-apparel firms", *Journal of Fashion Marketing and Management*, vo.8, no.3, July 2004, 320-339.

"Developing the researcher-manager interface in the case analysis process", *Management Decision*, vo.42, no.3/4, 2004, 464-472.

"Entrepreneurial image of the demand in the Italian yarn firms", *Journal of Fashion Marketing and Management*, vo.7, no.3, 2003, 272-281.

"Marketing integrato e offerta di servizi localizzata. Il caso della rete dei musei scientifici fiorentini" (Integrated marketing and service supply. The case of the florentine scientific museums), *Economia e diritto del terziario*, n. 3, 2002, 837-874.

"Relation between branding and growth of the firm in new quick fashion formulas: Analysis of an Italian case", *Journal of Fashion Marketing and Management*, vol. 5, n. 1, February 2001, 69-79.

“Il potenziamento delle capacità del vertice aziendale nelle piccole e medie imprese” (The empowerment of entrepreneurial capabilities in small and medium sized firms), *Piccola Impresa/Small Business*, n. 3, 2000, 23-47.

“Internationalisation Growth as Integration of R&D Activities. Evidence from Large Multinational Companies”, LEM Working Paper, no. 23, 1999, Scuola Sant’Anna di Pisa.

“R&S multinazionale e comportamenti strategici d’impresa: alcune riflessioni preliminari” (Multinational R&D and firm strategic behaviour), *Economia e politica industriale*, vol. 94, 163-186.

“L’internazionalizzazione della R&S nei comportamenti strategici d’impresa” (Internationalization of the R&D and firm strategic behaviour), *Sinergie*, vol. 42, 1997, 273-298 (coauthor M.Paoli).

“R&D Internationalisation in the Strategic Behaviour of the Firm”, STEEP Paper, no. 39, 1997, SPRU-University of Sussex at Brighton (coauthor M.Paoli).

“Strategie di crescita esterna e formazione di complessi multinazionali: realtà aziendali nella componentistica ad alta tecnologia” (External growth strategies and multinational networks: cases in the high tech components manufacturers), *Studi & informazioni*, n. 1, 1995, 97-117.

More recent referred conference proceedings

Business networks and retail internationalization: a case analysis in the fashion industry, 25th Annual IMP Conference “Handling plurality of relationship forms in networks: from clans to clubs, from cliques to communities”, Marseille (France), September 3rd-5th, 2009 (coauthor A.Runfola)

Intercultural marketing and export of the retail format, 8th International Congress “Marketing Trends”, Ecole Supérieure de Commerce de Paris ESCP–EAP, Paris, January 16th -17th 2009 (coauthor A.Runfola)

Market and distribution in the theatre production firms, 8th International Congress “Marketing Trends”, Ecole Supérieure de Commerce de Paris ESCP–EAP, Paris, January 16th -17th 2009 (coauthor A.Burresi and S.Ranfagni).

Innovative forms of marketing integration in local networks, 24th Annual IMP Conference “Studies on business interaction – consequences for business in theory and business in practice”, Uppsala (Sweden), September 4th-6th, 2008 (coauthor A.Runfola).

New integrated marketing forms and implications on buyer-seller relationships in local networks of fashion firms, workshop “Networks in Space and Space in Networks”, Università degli Studi di Padova, Padova, April 14th, 2008, (coauthor A.Runfola).

Market power and interorganizational control in the fashion industry: the role of traceability, 7th international Congress “Marketing Trends”, Università degli Studi di Venezia, Venice, 25-26 January 2008 (coauthor A.Runfola).

Integrated marketing for local systems of fashion firms. The case of the Centopercento Italiano consortium, 10th EUNIP International Conference 2007, Prato (Italy), September 12th-14th, 2007.

Traceability along the supply chain and its impact on buyer-seller relationships: evidences from the fashion industry, 23rd Annual IMP Conference “Exploiting the B2B knowledge network: new perspectives and core concepts”, Manchester (United Kingdom), August 30th-September 1st, 2007 (coauthor A.Runfola).

Sourcing alternatives as a problem of representation: a conceptual tool and application in textile-apparel supply chain, “Les tendances du marketing”, Ecole Supérieure de Commerce de Paris ESCP– EAP, 26-27 Janvier 2007 (coauthor A.Runfola).