

# **Marco Guerzoni, M.Sc., Ph.D.**

## **Curriculum Vitae (January 2010)**

### **Personal Data**

Citizenship: Italian

Born: 18<sup>th</sup> March 1978, Milan, Italy

Address: Wagnergasse 3, 07743 Jena, Germany

Permanent Address: via Calabiana 5, 20139, Milan, Italy

Telephone Number: 0049-0-3641-943203 (office hours)

Email: marco.guerzoni@uni-jena.de

### **Language and computer skills**

Italian: fluent (spoken and written)

German: fluent (spoken and written))

English: fluent (spoken and written)

French: good (spoken)

Spanish: basic (spoken)

Other skills: MS Office and open Office, Java, Internet, SAP, SPSS, SAS, STATA, EVIEWS, MATLAB, R..

### **Areas of expertise**

Economics and management of innovation, entrepreneurship, industrial dynamics and competition, economics and management of knowledge and information, quantitative and qualitative analysis.

### **Sectors of expertise**

Biotech and Pharmaceuticals, ICT, Tourism, Automotive, Ski.

### **Current position**

Assistan Professor (Wissenschaftlicher Mitarbeiter) Faculty of Economics and Business Administration, Lehrstuhl für Mikroökonomik (Prof. Dr. Uwe Cantner), Friedrich Schiller Universität, Jena

### **Previous Position**

2006-2008 **Jena Graduate School** “The Economics of Innovative Change”, **Friedrich Schiller Universität, Jena.** **POST-DOC.** DFG- RTG 1411.

2001-2006 **CESPRI, Università Commerciale Luigi Bocconi,** Research Assistant. Supervisor: Prof. Franco Malerba. Achievements:

2004-2006: **Demand and Innovation**, project co-financed by the Italian Minister of Education and by Bocconi University, in charge of both scientific and organisational duties.

2002: Analysis of Italian patterns of **specialization and inter-industry knowledge flows** using patent statistic. CESPRI-EPO Database. Project financed by the Italian Industry Association (Confindustria).

2002-2003: Project on the role of **experimental users** in the computer industry.

Since 2002

**Affiliate lecturer / Guest Professor** for several institutions:

“Mikroökonomische Innovation Ökonomik I und II”, **Friedrich Schiller Universität**.

“Industrial Dynamics” (postgraduate) **Jena Graduate School** “The Economics of Innovative Change”-

“Evolution and Structure of Consumption” (**Università Commerciale Luigi Bocconi**, Milan).

“Industrial Dynamics” (Master of Science “Industry and Innovation Analysis”), **SPRU**, University of Sussex, Brighton.

“Competition and Network Industries”, “Demand and Innovation” (postgraduate) 2007 (**Jena Graduate School**, Jena).

"Industrial and Technological Competition" (specialized MBA) 2006 (**SDA Bocconi**, Milan).

"Economics of Information" (undergraduate) 2006 (**LIUC**, Castellanza).

"Industrial Organisation" (postgraduate) 2005 (**Università dell'Insubria**, Varese).

“Industrial Dynamics” (postgraduate) from 2004-2005 (**Università Commerciale Luigi Bocconi**, Milan).

"Microeconomics" (undergraduate) 2002-2005 (**Università Commerciale Luigi Bocconi**, Milan).

2000-2003

**Partner and co-founder** of Import partnership for projects on East-European countries industrialisation.

2001- 2002

**Assistant** at the logistic department at **COOPI** (organization for cooperation and development).

2000

Internship as **controller assistant** at **CBC**, Cologne Broadcasting Centre, Cologne

## Education

- 2002-2007                      Università degli Studi di Milano, Milano. **Ph.D. in Economic Sciences**. Thesis “Innovation and Variety: a grounded theory of demand-pull technical change”. Supervisor: Prof. Franco Donzelli.
- Summer 2006                      IRES, Univeristè Catholique de Louvain, Louvain La Neuve: **Visiting Ph.D. student**.
- 2003-2004                      University of Sussex: **Master of Science “Industry and Innovation Analysis”**. Dissertation: “Product Variety in US automobile Industry: a niche market analysis.” Supervisor: Prof. Ed Steinmüller.
- 2001                                  BETA, Université Luis Pasteur, Strasbourg: **METIC** program: **“Master in economics of technological and institutional change”**.
- 1997-2001                      Università Commerciale Luigi Bocconi, Milano. **Degree cum laude in Economics**. Topic: Absorptive capabilities, technological diffusion and policies. Supervisor: Franco Malerba and Francesco Lissoni.
- 2001                                  BETA, Université Luis Pasteur, Strasbourg: **METIC** program: **“Master in economics of technological and institutional change”**. Tutor: Patrick Llerena.
- 1999-2000                      Exchange Program at **Universität zu Köln**, Cologne.
- 1992-1997                      Liceo Ginnasio **“Giovanni Berchet”**, Milan, Maturità Classica (Latin, Ancient Greek, Philosophy, and History)-

## Articles

- Guerzoni, M. (2010) “The impact of market size and users sophistication on innovation: the patterns of demand” *Economics of Innovation and New Technology*, 19:1&2: 113-126
- Cantner U., M. Guerzoni, (2009) “Innovations Driving Industrial Dynamics -Between incentives and knowledge” - *Journal of Analytical and Institutional Economics* XXVI(3), 2009, 473-501.
- Corrocher, N. Guerzoni, M. (2009) “Product Variety and Price Strategy in the ski manufacturing industry”, *Journal of Evolutionary Economics*. 19: 471-486,
- Fontana, R. Guerzoni, M. (2008) “Incentives and uncertainty: an empirical analysis of the impact of demand on innovation”, *Cambridge Journal of Economics*, 32(6), 927-946.

## Working papers

- Marco Guerzoni & Rene Soellner, 2009. "Uniqueness seeking and demand estimation in the German automobile industry," Jena Economic Research Papers in Economics 2009-050, Friedrich-Schiller-University Jena, Max-Planck-Institute of Economics, Thueringer Universitaets- und Landesbibliothek.

Canter, U. Guerzoni, M. (2009), "Innovations and the evolution of industries A tale of incentives, knowledge and needs", Mimeo.

Nicoletta Corrocher and Marco Guerzoni, 2009 "The pursuit of variety: creation of new products and strategic differentiation," KITeS-Bocconi Working Paper. 20-2009. Università Commerciale Luigi Bocconi.

Marco Guerzoni, 2007. "The impact of market size and users' sophistication on innovation: the patterns of demand and the technology life cycle," Jena Economic Research Papers in Economics 2007-046, Friedrich-Schiller-University Jena, Max-Planck-Institute of Economics, Thueringer Universitaets- und Landesbibliothek.

Guerzoni, M. (2007) "Size and sophistication: the two faces of demand", *Cespri Working paper series*.

### **Databases produced and owned**

Product characteristics in the US automobile market in 2004

Product characteristics in the TUI packages in 1970-2000 for Balearic Islands (with A.Chai)

FDA approved drugs in 1970-2007 (with C. Lenzi and A. Martinelli)

Product characteristics in ski manufacturing industry in 1990-2004 (with N.Corrocher)

### **Papers presented to conferences and workshops**

DIME Workshop "Experiment and Innovation", Jena 2009

Rimini seminar serie, Università di Bologna, Rimini, 2009

EMAEE, Max Planck and Friedrich Schiller Universität, Jena , 2009

EEFS, University of Warschau, Warschau, 2009

Demand, Innovation, and Industrial Dynamics Bocconi University, Milan, 2008

The Role of Consumption for Structural Change in the Economy MPI Jena , 2008

Demand, Innovation, and Product Characteristics. DIME conference, Jena, 2007.

MPI for Economics, internal seminar, Jena, 2007

CESPRI seminar series, Bocconi University, Milan 2007

Knowledge for Growth, IPTS, Sevilla 2007

Druid Conference, CBS, Copenhagen 2007

Workshop on innovation and demand, Sophia Antipolis, 2007

Schumpeter Conference 2006

ECIS seminar series, TU Eindhoven, 2006

CESPRI seminar series, Bocconi University, Milan 2006

Druid Winter School, Aalborg 2005

MPI for Economics, Workshop on “Innovation and Demand”, Jena 2005

Schumpeter Conference, Milan 2004:

ESSID, European Summer School in Industrial Dynamics, Cargese, 2002