

MARCO CECCAGNOLI
PROFESSOR OF STRATEGY AND INNOVATION
SHELLER COLLEGE OF BUSINESS
GEORGIA INSTITUTE OF TECHNOLOGY
ATLANTA, GA 30308

I. EARNED DEGREES

Ph.D., Strategy, Entrepreneurship, and Technological Change, Carnegie Mellon University, 1996-2001

Laurea (bachelor and master's degree) in Economics and Business, with Summa Cum Laude honors, University of Rome 'La Sapienza,' 1987-1993

II. EMPLOYMENT HISTORY

Brady Family Professorship in Management, Scheller College of Business, Georgia Institute of Technology, March 2020-

Professor of Strategy and Innovation, Scheller College of Business, Georgia Institute of Technology, March 2019-

Strategy and Innovation Area Coordinator, Scheller College of Business, Georgia Institute of Technology, May 2015-

Associate Professor (with tenure) of Strategy and Innovation, Scheller College of Business, Georgia Institute of Technology, March 2013-2019

Assistant Professor of Strategic Management, Scheller College of Business, Georgia Institute of Technology, August 2005-March 2013

Assistant Professor of Strategy, INSEAD, France, September 2001- May 2005.

III. RESEARCH, SCHOLARSHIP, AND CREATIVE ACTIVITIES

A. REFEREED PUBLICATIONS, SUBMITTED ARTICLES, AND WORKING PAPERS

A1. Published and Accepted Journal Articles

1. Huang, P., Ceccagnoli, M., Forman, C., Wu, D.J. "IT Knowledge Spillovers, Absorptive Capacity, and Productivity: Evidence from Enterprise Software." Forthcoming. **Information Systems Research**.
2. Palermo, V., Higgins, M., Ceccagnoli, M. "How Reliable is the Market for Technology?" **The Review of Economics and Statistics**, 2019, 101(1), pp. 107–120.
3. Venturini, R., Ceccagnoli, M., van Zeebroeck, N., "Knowledge integration in the shadow of tacit spillovers: Empirical evidence from U.S. R&D labs." **Research Policy**, 2019, 48(1), 180-205.
4. Ceccagnoli, M., Higgins, M., Kang, H. "Corporate venture capital as a real option in the markets for technology." **Strategic Management Journal**, 2018, 39(13), pp. 3355-3381.
5. Wen, W., Ceccagnoli, M., Forman, C. "Opening up IP Strategy: Implications for Open Source Software Entry by Start-Up Firms." **Management Science**, 2016, 62(9), pp. 2668–2691.
6. Ceccagnoli, M., Higgins, M., Palermo, V. "Behind the Scenes: Sources of Complementarity in R&D." **Journal of Economics and Management Strategy**, 2014, 23(1).

7. Ceccagnoli, M., Huang, P., Forman, C. Wu, D.J. “Digital Platforms: When is Participation Valuable?” **Communications of the Association for Computing Machinery**, February 2014.
8. Ceccagnoli, M., Jiang, L. “The Cost of Integrating External Technologies: Supply and Demand Drivers of Value Creation in the Markets for Technology.” **Strategic Management Journal**, 2013, 34(4), pp. 404-425.
9. Ceccagnoli, M., Hicks, D. “Complementary assets and the choice of organizational governance: Empirical evidence from a large sample of US technology-based firms.” **IEEE Transactions in Engineering Management**, 2013, 60(1), pp. 99-112.
10. Huang, P., Ceccagnoli, M., Forman, C., Wu, D.J. “Appropriability Mechanisms and the Platform Partnership Decision: Evidence from Enterprise Software.” **Management Science**, 2013, 59(1), pp. 102–121.
11. Ceccagnoli, M., Huang, P., Forman, C. Wu, D.J. “Cocreation of Value in a Platform Ecosystem: The Case of Enterprise Software.” **MIS Quarterly**, 2012, 36(1), pp. 263-290.
12. Ceccagnoli, M., Graham, S. Higgins, M., Lee, J. “Productivity and the Role of Complementary Assets in Firms’ Demand for Technology Innovations.” **Industrial and Corporate Change**, 2010, 19(3), pp. 839-869.
13. Ceccagnoli, M. "Appropriability, preemption, and firm performance." **Strategic Management Journal**, 2009, 30 (1), 81-98.
14. Arora, A., Ceccagnoli, M., Cohen, W. "R&D and the patent premium." **International Journal of Industrial Organization**, 2008, 26(5), 1153–1179.
15. Arora, A., Ceccagnoli, M. "Patent protection, complementary assets, and firms' incentives for technology licensing." **Management Science**, 2006, 52(2), 293–308.
16. Ceccagnoli, M. “Firm heterogeneity, imitation, and the incentives for cost reducing R&D effort.” **Journal of Industrial Economics**, 2005, 53(1), 83-100.

A2. Conference Proceedings (Refereed)

17. Venkataraman, V., Ceccagnoli, M., Forman, C. "Multi-homing within platform ecosystems: The strategic role of human capital." **Proceedings of the 2019 International Conference on Information Systems (ICIS)**, Munich, Germany, December 2019.
18. Ceccagnoli, M., Higgins, M., Kang, H. “Corporate venture capital as a real option in the markets for technology.” **IEEE Technology & Engineering Management Conference Proceedings 2017**, Santa Clara (CA), June 2017, pp. 40-46.
19. Palermo, V., Ceccagnoli, M., Higgins, M. J. “How reliable is the market for technology?” **Academy of Management Proceedings 2014** (1), 17031.
20. Huang, P., Ceccagnoli, M., Forman, C., Wu, D.J. “When Do ISVs Join a Platform Ecosystem? Evidence from the Enterprise Software Industry,” **Proceedings of the 2009 International Conference on Information Systems (ICIS)**, Phoenix, Arizona, December 2009.
21. Arora, A., Ceccagnoli, M., Cohen, W., Walsh, J. “Determinants of Firms’ Patent Propensity in US Manufacturing.” **Conference proceedings of the International Conference on “Innovation, Appropriation Strategies and Economic Policy,”** French Ministry of Industry, Paris, France, November 1999.

A3. Working papers and work-in-progress

22. Venkataraman, V. Ceccagnoli, M., Forman, C. "Multi-homing within platform ecosystems: The strategic role of human capital." In preparation for submission to *Organization Science*.
23. Ceccagnoli, M., Lee, Y., Walsh, J. P. "Paths to improving the innovativeness of externally sourced innovations." Paper presented at the virtual Strategic Management Society Annual Meeting, September 2021. In preparation for submission to *Research Policy*.
24. Ceccagnoli, M., Di Lorenzo, F., Higgins, M., & Palermo, V. "Exploring the Trade-Off between Internal Knowledge and the Acquisition of External Technology." In preparation for submission to *Strategy Science*.
25. Venkataraman, V. Ceccagnoli, M., Forman, C. "Platform competition and complementors' performance: Empirical evidence from the ERP ecosystem."
26. Ceccagnoli, M., Moreira, S., Klueter, T. "R&D outsourcing and firm performance: Evidence from the Biotech industry."
27. Fang N., Ceccagnoli, M. "Compete vs. Cooperate: The Impact of Standardizing EV Charging Systems."
28. Angle, P., Ceccagnoli, M., Forman, C. "Does IT reduce the need for internal R&D?"
29. Ceccagnoli, M., Higgins, M. "Enhancing research productivity through technology acquisitions." Unpublished WP; available at http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1184642.

B. BOOK CHAPTERS AND OTHER REFEREED PUBLICATIONS

B1. Book chapters

30. Ceccagnoli, M., Rothaermel, F.T. "Appropriability strategies to capture value from innovation," Chapter 1 in S. Hoskinson and M.C. Thursby (eds.), "**Advances in the Study of Entrepreneurship, Innovation, and Economic Growth**," Volume 26, Emerald Press, 2016.
31. Rector, A., Sandfeur, B., Ceccagnoli, M., Clendenin, M., Hallenborg, L. "Introduction To Legal Means For Protecting Intellectual Property," Chapter 4 in S. Hoskinson and M.C. Thursby (eds.), "**Advances in the Study of Entrepreneurship, Innovation, and Economic Growth**," Volume 26, Emerald Press, 2016.
32. Ceccagnoli, M. "Complementary Assets." Chapter in Teece, D., Augier, M. (eds.). **Palgrave Encyclopedia on Strategic Management**. Palgrave Macmillan, 2013.
33. Ceccagnoli, M., Rothaermel, F.T. "Appropriating the returns from innovation." Chapter 1 in G. D. Libecap and M.C. Thursby (eds.), "**Advances in the Study of Entrepreneurship, Innovation, and Economic Growth**," Elsevier, 2008, pp. 11-34.
34. Hallenborg, L., Ceccagnoli, M., and Clendenin, M. "Intellectual property in the global economy." Chapter 3 in G. D. Libecap and M.C. Thursby (eds.), "**Advances in the Study of Entrepreneurship, Innovation, and Economic Growth**," Elsevier, 2008, pp. 63-116.
35. Arora, A., Ceccagnoli, M., Cohen. W. "Trading Knowledge: An Exploration of Patent Protection and Other Determinants of Market Transactions in Technology and R&D." In N.R. Lamoreaux and

K.L. Sokoloff (eds.) “**Financing Innovation in the United States, 1870 to the Present**,” MIT Press, Cambridge (MA), 2007, pp. 365-403.

36. Arora, A., Ceccagnoli, M., Da Rin, M. “Corporate Restructuring and R&D: A Panel Data Analysis for the Chemical Industry.” in A. Gambardella and W. Garcia-Fontes (eds.) “**The European Chemical Industry: Innovation, Performance and Competitiveness**,” Kluwer Academic Publishers, Boston (MA), 2004, pp. 69-90.
37. Archibugi, D., Ceccagnoli, M., Palma, D. “Innovazione e Internazionalizzazione nelle Imprese Manifatturiere Italiane.” In **Economia Globale e Innovazione**, (eds D. Archibugi and G. Imperatori), Donzelli Editore, Rome, 1997, pp. 159-237.
38. Archibugi, D., Ceccagnoli, M. “Innovazione e Internazionalizzazione.” In **Indagine sulle Imprese Manifatturiere. Sesto Rapporto sull’Industria Italiana e sulla Politica Industriale**. Italian Ministry of Industry and Mediocredito Centrale, Il Sole 24 Ore Libri, Milan, 1997, pp. 113-128.

B2. Other refereed material

39. Padoan, P. C., Ceccagnoli, M. (author of econometric estimations and Appendix). “Globalization and European Regional Integration.” **Economia Internazionale**, 1997, 50(4), pp. 597-632.
40. Archibugi, D., Ceccagnoli, M., Palma, D. (In Italian). “Tecnologia e Competitivita’ Internazionale.” **Quaderni di Politica Industriale**, 1996, No. 8, pp. 9-35.
41. Ceccagnoli, M., Padoan, P.C. (In Italian) “Innovazione, Produzione e Performance Commerciale nei Settori High-tech nei Principali Paesi Industrializzati.” **Rapporto sul Commercio Estero - ICE**, 1994, pp. 260-277.

C. PRESENTATIONS (*: invited)

1. Presenter. Strategic Management Society conference, Toronto (Virtual), September 2021.
2. Chair of session on “Property rights and appropriability.” Strategic Management Society conference, Toronto (Virtual), September 2021.*
3. Panelist. AOM TIM Division special topic conference on “Emergence: Organizations, Markets, Platforms, and Regions.” University of North Carolina, August 2021.*
4. Discussant at the Kellogg School of Management/Northwestern Center on Law, Business, and Economics Conference on Innovation Economics (Virtual). August 2020.*
5. Panelist. Research Roundtable on Measuring the Value of Patent Licensing, Antonin Scalia Law School, George Mason University, Arlington, Virginia. September 2020.*
6. Faculty mentor, Professional Development Workshop for junior faculty, Knowledge & Innovation, Cooperative Strategies and Competitive Strategies interest groups, Strategic Management Society Annual Meeting, Minneapolis (MN), October 2019*
7. IESE, Entrepreneurship Department, October 2019.*
8. Faculty mentor for doctoral students, the 26th Consortium on Competition and Cooperation (CCC) Annual Conference, Duke University, Fuqua School of Business- UNC, Kenan-Flagler Business School, June 2019.*
9. Copenhagen Business School, November 2018.*
10. “State-of-the-art strategy research on platform ecosystems conference.” Carlson School of Management, University of Minnesota, October 2018.*

11. University of Illinois, Urbana-Champaign, October 2018*
12. Strategic Management Society conference, Paris (France), September 2018.
13. Faculty mentor and panelist, Professional Development Workshop for junior faculty, Knowledge & Innovation, Cooperative Strategies and Competitive Strategies interest groups, Strategic Management Society Annual Meeting, Paris (France), September 2018*
14. Symposium on “Innovation and Information Sharing among Competitors and Cooperators,” Academy of Management Conference, Chicago (IL), August 2018.*
15. Platform Strategy Research Symposium, Boston University Questrom School of Business, Boston, July 2018
16. Organization Science Winter Conference on “Technology and the Modern Organization,” (Park City, UT), March 2018.
17. INFORMS Annual conference, Houston, October 2017
18. Academy of Management Conference, Atlanta (GA), August 2017.
19. Strategic Management Society (SMS) conference on Strategic Human Capital, Management Practices, and Performance (Milan, Italy), April 2017.
20. INFORMS Annual conference, Nashville, November 2016
21. INFORMS Annual conference, Philadelphia, November 2015
22. Platform Strategy Research Symposium (discussant), Boston University Questrom School of Business, Boston, July 2015*
23. PhD Research Development Workshop sponsored by the National Science Foundation, Atlanta Competitive Advantage Conference (faculty panelist), Atlanta, May 2015*
24. Academy of Management Conference, Philadelphia (PA), August 2014.
25. POMS 25th Annual Conference, Atlanta, May 2014
26. PhD Research Development Workshop sponsored by the National Science Foundation, Atlanta Competitive Advantage Conference (faculty panelist), Atlanta, May 2014*
27. Academy of Management Conference, Orlando (FL), August 2013.
28. NBER Workshop on the Economics of IT and Digitization, Boston (MA), July 2013.
29. Strategic Management Society conference, Prague, October 2012.
30. European Center for Advanced Research in Economics and Statistics (ECARES), Université Libre de Bruxelles, Brussels (Belgium), October 2012.*
31. 7th Annual Conference of the EPIP (European Policy for Intellectual Property) Association, Belgium, September 2012.
32. Symposium on “Managing Innovation in the Market for Ideas: Open Access, Patent Enforcement and Creativity,” Academy of Management Conference, Boston (MA), August 2012.*
33. NBER conference on “Patents, Standards and Innovation”, Tucson (AZ), January 2012
34. 11th Annual Roundtable for Engineering Entrepreneurship Research (presenter and discussant), Georgia Institute of Technology, Atlanta, November 2011.*
35. Academy of Management Conference, Miami (FL), August 2011.
36. USPTO-NSF Patent Data Workshop, Alexandria (VA), June 2011*
37. NBER pre-conference on “Patents, Standards and Innovation”, Boston (MA), May 2011
38. Darden Entrepreneurship and Innovation Research Conference, Charlottesville (VA), May 2011.
39. Wharton Technology Conference, Philadelphia (PA), April 2011.
40. International conference on "ICT & Economic Growth", Munich School of Management, Munich (Germany), October 2010.

41. Showcase symposium on “Markets for Ideas.” Academy of Management Conference, Montreal (Canada), August 2010.*
42. Symposium on “Competitive Dynamics in Platform-Based Markets.” Academy of Management Conference, Montreal (Canada), August 2010.*
43. Atlanta Competitive Advantage conference, May 2010
44. 9th Annual Roundtable for Engineering Entrepreneurship Research, Georgia Institute of Technology, Atlanta, November 2009.
45. Heinz College, Carnegie Mellon University, Pittsburgh, October 2009.*
46. Strategic Management Society conference, Washington, October 2009.
47. 3rd Annual SAP Sponsored Academic Research Conference, Mountain View, California, August 2009.
48. Academy of Management Conference, Chicago, August 2009.
49. Kauffman Workshop on “Graduate Education in Technology Commercialization: From Research to Pedagogy,” Georgia Institute of Technology, April 2009.*
50. 8th Annual Roundtable for Engineering Entrepreneurship Research (presenter and discussant), Georgia Institute of Technology, Atlanta, November 2008.*
51. Kauffman-Georgia Research Alliance Entrepreneurship Forum, Georgia Tech, October 2008.*
52. Markets for technology and industry evolution, Universidad Carlos III de Madrid, September 2008.
53. International Workshop on New Directions for Innovation Measurement and its Use for Strategy and Policy (Discussant), Georgia Institute of Technology, May 2008*
54. Atlanta Competitive Advantage conference (Discussant), June 2007*
55. The 14th Doctoral CCC (Consortium on Competition and Cooperation) Colloquium (Discussant), College of Management, Georgia Institute of Technology, April 2007.*
56. Strategic Management Society conference, Vienna, October 2006.
57. Stern School of Business, New York University, October 2006.*
58. Academy of Management Conference (discussant), Atlanta, August 2006.*
59. Atlanta Competitive Advantage conference, June 2006
60. 5th Annual Roundtable for Engineering Entrepreneurship Research (discussant), Georgia Institute of Technology, Atlanta, December 2005.*
61. Workshop on “The Role of Intellectual Property Rights in Biotechnology Innovation.” European University Institute. Florence, October 2005.*
62. Conference in tribute to Jean-Jacques Laffont. The Institut d'Economie Industrielle. Toulouse, July 2005.
63. Conference on ‘Industrial Organization and Innovation’, Laboratoire d'Economie Appliquée, Grenoble, June 2005
64. Wharton Technology Mini-conference, April 2005.
65. Rotman School of Management, University of Toronto, March 2005.*
66. College of Management, Georgia Institute of Technology, Atlanta, March 2005.*
67. Universitat Pompeu Fabra, Department of Economics and Business, January 2005.*
68. 4th Annual Roundtable for Engineering Entrepreneurship Research, Georgia Tech, Atlanta, December 2004.
69. Bocconi University, Milan, December 2004.*
70. Swiss Federal Institute of Technology, Lausanne, November 2004.*
71. Copenhagen Business School, November 2004.*

72. Strategic Management Society conference, Puerto Rico, October 2004.
73. Academy of Management Conference, New Orleans, August 2004.
74. International J. A. Schumpeter Society, Bocconi University, June 2004.
75. London School of Economics, Centre for Economic Performance, January 2004.*
76. IESE, Management Department, March 2003.*
77. Harvard Annual Strategy Research Conference, October 2002.
78. 11th WZB-CEPR Conference on Industrial Organization, October 2002.
79. American Economic Association Annual Meeting, January 2002.
80. NBER Productivity Meeting, March 2002.
81. Academy of Management Conference, Business Policy and Strategy Division, August 2002.
82. INSEAD, Strategic Management Department, February 2001.*
83. Universidad Carlos III de Madrid, Business Department, January 2001.*
84. Instituto de Empresa-Madrid, January 2001.*
85. University of Amsterdam, FEE-Organization & Finance Department, January 2001.*
86. International Conference on Innovation, Appropriation Strategies and Economic Policy, Keynote address, organized by the French Ministry of Industry, Paris, November 1999.*
87. 26th European Association of Research in Industrial Economics Annual Conference, University of Turin, September 1999.
88. Consortium on Cooperation and Competition, Ph.D. Research Colloquium, University of Michigan Business School, April 1997.
89. European Association for Evolutionary Political Economy, Copenhagen, October 1994.

D. GRANTS AND CONTRACTS

D1. AS PRINCIPLE AND CO-PRINCIPAL INVESTIGATORS

1. GT CIBER Faculty Research Grant, " Platform governance, competition, and complementors' performance," 2021
2. GT CIBER Faculty Research Grant, "Scientific capabilities, R&D decentralization, and the profitability of markets for technology," 2018
3. National Bank of Belgium, "Knowledge management, appropriation and firm performance," with N. van Zeebroeck, 2012
4. National Bureau of Economic Research (NBER), "Study on Patents Standards and Innovation," with W. Wen and C. Forman, 2011.
5. Net Institute, "Participation in a platform ecosystem: Appropriability, competition, and access to the installed base," with P. Huang, C. Forman, and D.J. Wu, 2009.
6. Kauffman Foundation - Roadmap for an Entrepreneurial Economy, "In-Licensing, Acquisitions, and Research Productivity in the Biopharmaceutical Industry," 2007.
7. Kauffman Foundation, "Innovation Strategies of successful entrepreneurs," with Diana Hicks, 2006.
8. European Commission, DG Internal Market, "Study on evaluating the knowledge economy - What are patents actually worth? The value of patents for today's economy and society", Tender N. MARKT/2004/09/E, 2005.

D2. AS INVESTIGATOR

9. Center for International Business Education & Research (2006-2010; 2010-2014; 2014-2018; 2018-2022).

10. National Science Foundation, Innovation and Organizational Change Program, “Patenting and its Impact on Innovation”, Award N. SES-9976384, 1999-2001. (Principle investigator: W.M. Cohen).
11. European Commission, DG Research, Targeted Socio-Economic Research (TSER), “From Science to Products”, Contract N. SOE1-CT97-1059, 1997-2000. (Principle investigator: W. Garcia-Fontes).
12. National Bureau of Economic Research and Advanced Technology Program (US Department of Commerce), “Within and Cross Industry Spillovers and Appropriability”, 1997. (Principle investigator: W.M. Cohen).

E. SOCIETAL AND POLICY IMPACTS

1. “The Best Platforms Are More than Matchmakers,” by Van Alstyne and Michael Schrage, Harvard Business Review, August 02, 2016. Retrieved from <https://hbr.org/2016/08/the-best-platforms-are-more-than-matchmakers>
2. “Intellectual Property: The Secret Sauce Of Great Products,” by David Pridham. Forbes, 12/7/2015. Retrieved from <http://www.forbes.com/sites/davidpridham/2015/12/07/intellectual-property-the-secret-sauce-of-great-products/#6ad6b1211ab5>
3. “Do Patents Really Promote Innovation? A Response To The Economist,” by Marshall Phelps. Forbes, 09/16/2015. Retrieved from <http://www.forbes.com/sites/marshallphelps/2015/09/16/do-patents-really-promote-innovation-a-response-to-the-economist/#2fb46f526745>
4. “Atlanta economy lags in patents,” by Michael Kanell. Atlanta Journal Constitution, 02/24/2013. Retrieved from <http://www.myajc.com/news/business/atlanta-economy-lags-in-patent-filings/nWhLG/>

IV. HONORS AND AWARDS

1. Nominated by undergraduate students for the 2019 Professor of the Year Award for the Technology Strategy (MGT 3663) undergraduate elective course.
2. “Thank a Teacher” award, sponsored by the Center for the Enhancement of Teaching and Learning (CETL) of Georgia Tech, graduate section of Technology Strategy (MGT 6663) elective course, Spring 2018.
3. “Best Paper Winner,” Cooperative Strategy Interest Group, Strategic Management Society (SMS) annual meeting for the paper “Multi-homing within platform ecosystems: The strategic role of human capital,” coauthored with V. Venkataraman and C. Forman. Houston (TX), October 28-31, 2017.
4. “Best Conference Paper Award,” runner-up, 30th International Conference on Information Systems (ICIS) for the paper entitled “When do ISVs join a platform ecosystem? Evidence from the enterprise software industry.” Ranked 2nd out of 703 submissions, Phoenix, Arizona, December 2009.
5. “Thank a Teacher” award, sponsored by the Center for the Enhancement of Teaching and Learning (CETL) of Georgia Tech, undergraduate Strategic Management (MGT 4195) capstone course, Spring 2008.
6. Best Doctoral Dissertation Award, Runner-up, Technology and Innovation Management (TIM) Division, Academy of Management 2003.
7. William W. Cooper Doctoral Dissertation Award, Carnegie Mellon University 2002.
8. University fellowships, Carnegie Mellon University, 1998-2001.

9. Young Economists Essay Competition award, European Association for Research in Industrial Economics 1999.
10. Technological Research and Innovation NATO Advanced Fellowship 1999.
11. Selection for Consortium on Competitiveness and Cooperation (CCC Doctoral Consortium), University of Michigan Business School, 1997.
12. Marco Fanno e Guido Carli Fellowship, by Mediocredito Centrale of Rome 1996-1997.
13. Laurea Dissertation Prize Fausto Vicarelli, Economics and Business Faculty of University of Rome 'La Sapienza' 1994.

V. TEACHING

A. COURSES TAUGHT

A1. COURSES TAUGHT AT GEORGIA TECH

Undergraduate: MGT 4195, Strategic Management capstone core course (Spring 2006: 2 sections; Spring 2007: 2 sections; Spring 2008: 3 sections). MGT 3663, Technology Strategy (Spring 2010, 2012-).

MBA: MGT 6125, Strategic Management, and MGT 6126, Integrative Management experience, core courses (yearly, 2008-2013). MGT 6663, Technology Strategy (Spring 2010, 2012-; Fall 2014-).

Executive MBA: MGT 6131, Strategic Management core course (Spring 2014-2016; 2020).

PhD: MGT 8803, Industrial Organization and Innovation (Fall 2007, Spring 2009, 2011, 2014, 2016). MGT 8803, Economics of Innovation, IPR, and the markets for technology (Spring 2019). MGT 7400 PhD Strategic Management Research I (Fall 2019).

MBA/PhD/JD, TIGER program: MGT 6830, Fundamentals of Innovation I (Fall 2016, 2017: main instructor; yearly 2006-2015: selected sections).

A2. COURSES TAUGHT AT INSEAD (FRANCE)

MBA: Strategy core course (Spring 2003-2004). Intellectual Property and Business Strategy, elective (Spring 2002-2004). Sections of the Industry and Competitive Analysis, elective (Fall 2001).

PhD: Innovation and Industry Dynamics, core (Spring 2002, 2004). Empirical Issues in Strategy, elective (Spring 2004).

B. INDIVIDUAL STUDENT GUIDANCE

1. L. Ortega (Strategy & Innovation), Member of PhD dissertation committee (thesis to be defended on Summer 2022).
2. V. Venkataraman (Strategy & Innovation), Co-chair, PhD dissertation committee (thesis to be defended on June 21, 2019). At Indian Institute of Management (Bangalore, India).
3. Congshan Li (Strategy & Innovation), Member, PhD dissertation committee (thesis to be defended on July 2, 2019). At Xiamen University (Fujian Sheng, China).
4. P. Angle (Information Technology Management). Member, PhD dissertation committee (thesis to be defended on June 21, 2019). At University of Oklahoma.
5. R. Venturini (Economics, Universite Libre de Bruxelles). Member, PhD dissertation committee (proposal defended on August 2016). Now at Compass Lexecon (Belgium).

6. J. Ni (Economics), Member of PhD dissertation committee (defended, April 2016). Now at RBC Insurance (Canada)
7. V. Palermo (Strategic Management). Chair, PhD dissertation committee (defended, August 2013). Essays on the markets for technology. Now at Accenture.
8. H. Jung (Strategic Management). Member of PhD dissertation committee (defended, August 2013). Topic: The Generation and Flow of Knowledge in Technology Development. Now at KAIST (Korea Advanced Institute of Science and Technology), South Korea.
9. H. Kang (Strategic Management). Member, PhD dissertation committee (defended, 5/7/2012). Topic: Corporate venture capital, markets for technology, and firm performance. Now at Berry College (GA, USA).
10. W. Wen (Information Technology Management). Member, PhD dissertation committee (defended, June 2012). Topic: The implications of incumbent intellectual property strategies on open-source software adoption and commercialization. Now at University of Texas, Austin.
11. L. Jiang (Strategic Management). Member of PhD dissertation committee (defended, July 2010). "Essays on cooperation/or competition within an R&D community." Now at University of South Florida.
12. P. Huang (Information Technology Management). Member of PhD dissertation committee (defended, July 2010). "Essays on the innovation ecosystems in the enterprise software industry." Now at University of Maryland.
13. T. Jung (Public Policy). Member of PhD dissertation committee (defended, May 2009). "Uses and nonuses of patented inventions." Now at Hanyang University (S. Korea).
14. G.F. Ozkan (Operations Management). Member of PhD dissertation committee. "Essays on Knowledge Management Strategies on New Product Development," December 2008. Now at the School of Business at University of Washington Bothell
15. C.S. McGahey (School of History, Technology, and Society). Member of PhD dissertation committee. "Harnessing Nature's Timekeeper: A History of the Piezoelectric Quartz Crystal Technological Community, 1880-1959," October 2008. Now at the U.S. Patent and Trademark Office.
16. W. Xiao (Public Policy). Member of PhD dissertation committee: "Determinants of New Technology-Based Firms Performance in Catch-Up Regions: Evidence from the U.S. Biopharmaceutical and IT Service Industries 1996-2005" December 2007. Now in the financial services private sector.

C. TEACHING MATERIAL

1. Developed the following unpublished case studies assigned as required reading in undergraduate and graduate classes in strategy, Technology Strategy, or TI:GER (Technology Innovation: Generating Economic Results) program:
 - a. Fonar Corporation (2017)
 - b. Tesla Motors: Technology Strategy (2015)
 - c. TiVo: Pioneering the DVR (2015)
 - d. Rambus Inc. in 2013 (2015)
 - e. Ikea (2014)
 - f. Generic strategies in the piano industry (2014)
 - g. easyGroup (2014)
2. Ceccagnoli, M. Teaching Note "Appropriating the returns from innovation," **proceedings of the Kauffman Workshop** on "Graduate Education in Technology Commercialization: From Research to Pedagogy," Georgia Institute of Technology, April 2009.

VI. SERVICE

A. PROFESSIONAL CONTRIBUTIONS

Associate editor, *European Management Review* (official journal of the European Academy of Management), 2005-2009. Editorial Board, 2009-

Member of the Editorial Review Board of *IEEE Transactions on Engineering Management*, 2013-2021

Member of the conference organizing committee, Annual Roundtable for Engineering Entrepreneurship Research, Atlanta, November 2013-

Faculty mentor and panelist, PhD Research Development Workshop sponsored by the National Science Foundation, Atlanta Competitive Advantage Conference, Atlanta, 2014-2015

Referee for *Management Science*, *Strategic Management Journal*, *International Journal of Industrial Organization*, *Research Policy*, *Industrial and Corporate Change*, *Organization Science*, *European Management Review*, *Journal of Law, Economics and Organization*, *MIS Quarterly*, *Information Systems Research*, *Information Economics and Policy*, *Journal of Economics and Management Strategy*, *IEEE Transactions in Engineering Management*, *Journal of Productivity Analysis*, *European Economic Review*, *Journal of Business Venturing*, *Journal of Management Studies*.

Reviewer, Technology and Innovation Management (TIM) Best Dissertation Award, Academy of Management, 2005 and 2012.

Reviewer, National Science Foundation, 1998, 2009.

Reviewer, Academy of Management and Strategic Management Society annual meetings, various.

Member of Academy of Management, Strategic Management Society, European Association for Research in Industrial Economics.

Co-organizer, Academy of Management Caucus on “Strategy, Organizations and Intellectual Property Policy: What Researchers Can Teach Us.” Montreal, Canada, August 2010.

Co-organizer, The Fourteenth Doctoral Colloquium of the Consortium on Competition and Cooperation (CCC), College of Management, Georgia Institute of Technology, April 2007.

Co-organizer, Atlanta Competitive Advantage Conference (annual), Emory University’s Goizueta Business School, 2007-2010.

Session Coordinator, Workshop on “Graduate Education in Technology Commercialization” (sponsored by the Kauffman Foundation), coordinated by M. Thursby, March 2008.

Program Advisory Committee, Annual Conference on Corporate Strategy (ACCS), Vallendar (Germany), May 2007.

Member of the scientific committee for the design and implementation of the French statistical survey “Managing intangible assets: means and methods,” Economic statistics and Studies Institute (SESSI), French Ministry of Industry, 2004-2005.

Organizer and Moderator, INSEAD Technology Forum, sessions on “Intellectual Property” and “Biotech and Intellectual Property,” May 2002.

B. GEORGIA INSTITUTE OF TECHNOLOGY CONTRIBUTIONS

Scheller College of Business

Strategy and Innovation area coordinator, May 2015-
Strategy and Innovation area representative, MBA committee, 2020-
GT CIBER Research Associate, 2018-2019; 2021-2022
Interim Faculty advisor, TI:GER program, June 2016-June 2017
Member of the Strategy and Innovation Recruiting Committee, 2006-
PhD coordinator for the Strategic Management area, 2013-2014
Chair, PhD comprehensive exam in Strategic Management, July 2007, 2014.
Strategy and Innovation area representative, MBA Task Force for establishing MBA
concentrations, 2014; 2021.
Member of the MBA Task Force for curriculum revision, 2014; 2020.
Member of the MBA committee, 2007-2015
Member of the undergraduate committee, 2005-2007.

Georgia Institute of Technology

Founding Member of the Georgia Tech Intellectual Property Advisory Board, 2014-
Faculty Associate, Georgia Tech Program in Science, Technology and Innovation Policy (STIP),
2006-
Member of the Georgia Institute of Technology Graduate Curriculum Committee, 2014-2020
Advisory Group on Graduate Enrollment and Employment, Office of the Provost for Graduate
Education, 2014-2015
Participant, "Realizing Georgia Tech's Research Strategy: The Path Forward," Executive Vice
President for Research Offsite, August 2014
Member of the Public Policy School Recruiting Committee, Georgia Institute of Technology
2005-2006.

C. OTHER

Member of the Strategy Area Recruiting Committee (INSEAD), 2003-2004.
Member of the PhD comprehensive exam in Strategic Management committee (INSEAD), July 2003.
Member of the Committee for the Measurement of Aggregate Faculty Research Productivity
(INSEAD), 2002.
Research analyst, MedioCredito Centrale (an Italian investment bank), Rome – Italy, 1994-1996.
Freelance Journalist, contributing economic and business writer for the Italian newspaper “La
Repubblica” (“Business & Finance” supplement) and the magazine “Lavoro Informazione”, 1990-
1993.