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## **EXPERIENCE**

- 2014 – Full Professor and Edward G. Schlieder Endowed Chair of Information Sciences in Business Administration, EJ Ourso College of Business, Louisiana State University
- 2012 – Associate Professor, School of Economics, University of Pavia, Italy
- 2009 – 2011 Full Professor, Grenoble Ecole de Management, Grenoble, France
- 2007 – 2012 Associate Professor, School of Economics, University of Sassari, Italy (on leave 2009-2011)
- 2006 – 2007 Associate Professor (with tenure), School of Hotel Administration, Cornell University
- 2000 – 2006 Assistant Professor, School of Hotel Administration, Cornell University  
Appointed to the Cornell Graduate Faculty, Fall 2001
- 2000 – 2006 Adjunct Professor, A.B. Freeman School of Business, Tulane University
- 1999 – 2000 Instructor, EJ Ourso College of Business, Louisiana State University
- 1997 – 1999 Instructor, Italian and French Department, Louisiana State University
- 1996 – 1998 Graduate Teaching Assistant, EJ Ourso College of Business, Louisiana State University

## **EDUCATION**

**Ph.D., Louisiana State University**, Baton Rouge, LA 2000

Major: Management Information Systems

Minor: Management

Dissertation Title: *Virtual Teams: An Investigation of the Determinants of Team Effectiveness and the Contribution of Managerial Behavior Control*

Dissertation Chair: Prof. Blake Ives

**M.B.A. Louisiana State University**, Baton Rouge, LA 1998

Concentration in Management Information Systems

**Laurea in Economia e Commercio Università di Pavia**, Pavia, Italy 1995

(Major: Economics and Business Administration)

Thesis Title: *Positive Accounting Theory and the Information Content of Net Income Announcements: The Case of the Milan Stock Exchange.*

## PROFESSIONAL DEVELOPMENT

**Design Thinking**, Hasso Plattner Institute of Design, Stanford University, Palo Alto, CA 2018  
Teaching and Learning Studio, Faculty Workshop

**Launching New Ventures**, Harvard Business School, Boston, MA 2009  
Executive Education Program (*invited faculty member*)

**Delivering Information Services**, Harvard Business School, Boston, MA 2006  
Executive Education Program for CIOs (*invited faculty member*)

**The Art and Craft of the Case Method**, Harvard Business School, Boston, MA 2001  
Professional Development Program for Educators

## EDITORIAL POSITIONS

Editorial Board:

*MIS Quarterly Executive* (Editor in Chief: 2019 – Present)

*MIS Quarterly Executive* (Senior Editor: 2014 – 2018)

*MIS Quarterly* (Associate Editor: 2007 – 2008)

*MIS Quarterly* (Guest Associate Editor: 2005, 2009)

*Decision Sciences* (2005 – 2007)

*Cutter Benchmark Review* (Editor: 2005 - 2011)

*Journal of Hospitality and Tourism Technology* (2009 – 2015)

*Cornell Hotel and Restaurant Administration Quarterly* (2001 – 2015)

*Hospitality Technology Magazine* (2003 – 2014)

## VISITING POSITIONS AND AFFILIATIONS

2010-2013 Visiting Research Fellow, School of Hotel Administration, Cornell University

Nov-Dec. 2012 Distinguished Visiting Scholar, Chinese University of Hong Kong

Summer 2012 Visiting Scholar, Harvard Business School

## AWARDS AND HONORS: SCHOLARLY

Research Excellence Award, E.J. Ourso College of Business, Louisiana State University  
(2016 – 2017)

Best Information Systems Publication Award (2015) for the article: *Impact of Mobility and Timing on User-Generated Content*.

Member of the Senior Scholars in Information Systems (2012 - Present)

Research Award, Regione Autonoma della Sardegna (2011)

Decision Sciences Journal Best Paper Nominee (2009) for the article: *A Design Theory Approach to Building Strategic Net-based Customer Service Systems*

Research Award, School of Hotel Administration, Cornell University (2003)

2003 Society for Information Management Paper Awards Competition (3rd Place)

International Conference on Information Systems Doctoral Consortium Alumnus, Charlotte, NC,  
December 1999

Graduate Tuition Award, The Graduate School, Louisiana State University (1996 – 2000)

Alumni Post-graduate Award for Specialization Abroad, Università di Pavia, Italy (1996 – 1998)

## **AWARDS AND HONORS: TEACHING**

Teaching Excellence Award, E.J. Ourso College of Business, Louisiana State University (2017– 2018)

Harvard Business School Best Seller Case Studies: Windham International, Carnival Cruise Lines, Canyon Ranch.

Excellence in Teaching Award (Undergraduate Program), School of Hotel Administration, Cornell University (2006)

Excellence in Teaching Award (Masters Program), School of Hotel Administration, Cornell University (2004)

Excellence in Teaching Award (Executive MBA Program), A.B. Freeman School of Business, Tulane University (2002)

Excellence in Teaching Award, E.J. Ourso College of Business, Louisiana State University (1998 – 1999)

## **GRANTS AND AWARDS**

Olinde Career Center LSU (2015-2019): \$80,000

CLHS (2014-2016): \$32,922

SEC faculty travel grant (2014): \$1,000

7Pixel, srl (2013-2015): 119.585 €

Advanced Practice Council of the Society for Information Management (2011-2014): \$65,000

Regione Autonoma della Sardegna (2011): 10,000 €

Regione Autonoma della Sardegna (2010): 26,946 €

Banco di Sardegna (2009): 6,000 €

Social Sciences and Humanities Research Council of Canada (2009): \$101,800 (Can)

Social Sciences and Humanities Research Council of Canada (2006): \$96,146 (Can)

Advanced Practice Council of the Society for Information Management (2004): \$5,000.

Center for Hospitality Research, Cornell University (2003): \$10,000

Teradata division on NCR, Corp. (2001): \$32,500

Marketing Science Institute (2001): \$12,500

## BOOKS

Piccoli G. and Pigni F. *Information Systems for Manager: Text and Cases*, 4<sup>th</sup> edition, 2018, Prospect Press, Burlington, VT (USA)

Piccoli G. and Pigni F. *Information Systems for Manager: Text and Cases*, 3<sup>rd</sup> edition, 2016, Prospect Press, Burlington, VT (USA)

Piccoli G. *Information Systems for Manager: Text and Cases*, 2<sup>nd</sup> edition, 2012, Wiley and Sons, Hoboken, NJ (USA)

Piccoli G. *Essentials of Information Systems for Manager*, 2012, Wiley and Sons, Hoboken, NJ (USA)

Piccoli G. *Information Systems for Manager: Text and Cases*, 2007, Wiley and Sons, Hoboken, NJ (USA) ISBN: 0470087039X.

## JOURNAL PUBLICATIONS

Bartosiak, M. L., Pigni, F., and Piccoli, G. (2018). Zoorate: Certifying Online Consumer Reviews to Create Value. *Communications of the Association for Information Systems*, 43(1), 28.

Lui, T., Bartosiak, M., Piccoli, G., Sadhya, V. (2018) Online Review Response Strategy and its Effects on Competitive Performance. *Tourism Management*. 60, 180-190.

Raguseo, E., Pigni F., Piccoli, G. (2018) Conceptualization, Operationalization and Validation of the Digital Data Stream Readiness Index. *Journal of Global Information Management*, 26(4), 92-112.

Pigni, F., Bartosiak, M., Piccoli, G., Ives, B. (2018) Targeting Target with a 100 million dollar data breach. *Journal of Information Technology Teaching Cases*, 8(1), 9-23.

Piccoli, G., Lui, I., Gruen, B. (2017) "The Impact of IT-enabled Customer Service Systems on Service Personalization, Customer Service Perceptions, and Hotel Performance," *Tourism Management*, 59, pp. 349–362.

Piccoli, G. (2016) "Triggered Essential Reviewing: The Effect of Technology Affordances on Service Experience Evaluations." *European Journal of Information Systems*, 25(6), 477-492

Pigni F., Piccoli G., Watson R. T. "Digital Data Streaming: What We Know and Where We Are Going," *MIS Quarterly Executive*, (15:4), 2016, pp. 1-6.

Piccoli, G., Pigni F. "TRIPBAM: Leveraging Digital Data Streams to Unleash Savings." *Communications of the Association for Information Systems*, 39(25), 556-574.

Pigni F., Piccoli G., Watson R. T. "Digital Data Streams: Creating value from the real-time flow of big data." *California Management Review* (58:3), Spring 2016, pp. 5-25.

Lui, T. and Piccoli, G. "The Effect of a Multichannel Customer Service System on Customer Service and Financial Performance." *ACM Transactions on Management Information Systems (TMIS)*, (7:1), 2016, pp. 1-15.

Piccoli, G. and Lui, T. "The competitive impact of Information Technology: Can commodity IT contribute to competitive performance?" *European Journal of Information Systems* (23:6), 2014, pp. 616-628.

Piccoli, G. and Ott, M. "Impact of Mobility and Timing on User-Generated Content," *MIS Quarterly Executive*, (13:3), 2014, pp. 147-157. *Winner of the AIS Senior Scholar's Best Paper Award.*

Cabiddu, Decarlo, M. and Piccoli, G. "Social Media Affordances: Enabling Customer Engagement," *Annals of Tourism Research*, (48:3) 2014, pp. 175-192.

Piccoli, G. and Pigni, F. "Harvesting External Data: The Potential of Digital Data Streams," *MIS Quarterly Executive*, (12:1), 2013, pp. 143-154.

Cabiddu, F. Lui, T. and Piccoli, G. "Managing value co-creation in the tourism industry," *Annals of Tourism Research*, (42: 7) 2013, pp. 86-107 ISSN 0160-7383.

Piccoli, G. and Lloyd, R. "Strategic impacts of IT-enabled consumer power: Insight from Internet distribution in the U.S. lodging industry," *Information and Management*, (47:7/8), 2010, pp. 333-340.

Cabiddu, F. and Piccoli, G. "Open Voucher and the tourist season in Sardinia," *Communications of the AIS* (27:24), 2010.

Wagner, E., Newell, S. and Piccoli, G. "Understanding Project Survival in an ES Environment: A Sociomaterial Practice Perspective" *Journal of the AIS* (11:5) 2010, pp. 276-297

Brohman, M.K., Piccoli, G., Martin, P., Zulkernine, F., Parasuraman, A. and Watson, R. "A Design Theory Approach to Building Strategic Net-based Customer Service Systems," *Decision Sciences Journal* (40:3), 2009, pp. 403-430. (*Best Paper Finalist*).

Piccoli, G., Brohman, M.K., Watson, R. and Parasuraman, A. "Process completeness: strategies for Aligning service systems with customers' service needs," *Business Horizons* (52:4), July-August 2009, pp. 367-376.

Pitt, L.F., Watson, R.T., Berthon, P.R., Piccoli, G., and Engstrom, A. (2009) E-Commerce, Web 2.0 and Entrepreneurship: Opportunities in the U-Space, *International Review of Entrepreneurship* (7: 1), 2009, pp. 5-20.

Simmering, M., Posey, C. and Piccoli, G. "Computer Self-Efficacy and Motivation to Learn in a Self-Directed Online Course" *The Decision Sciences Journal of Innovative Education* (7:1), 2009, pp. 99-121.

Piccoli, G. and Watson, R. "Profit From Customer Data by Identifying Strategic Opportunities and Adopting the 'Born Digital' Approach," *MIS Quarterly Executive*, (7:3), 2008, pp. 113-122.

Piccoli, G. "Making IT Matter in Hospitality: A Framework for Evaluating the Sustainability of IT-dependent Competitive Advantage" *Cornell Hospitality Quarterly* (49:3), 2008, pp. 282-296.

Piccoli, G. "A framework for evaluating the business value of customer data in hospitality," *Journal Hospitality and Leisure Marketing* (17:1/2), 2008, pp. 4-29.

Wagner, E. and Piccoli, G. "Moving beyond User Participation to Achieve Successful IS Design," *Communications of the ACM* (50:12), 2007, pp. 51-55.

- Lui, T., Piccoli, G. and Ives, B. "Marketing Strategies in Virtual Worlds," *The DATABASE for Advances in Information Systems* (38:4), 2007, pp. 77-80.
- Ives, B. and Piccoli, G. "STA Travel Island: Marketing First Life Travel Services in Second Life," *Communications of the AIS* (Volume 20 Article 28), 2007, pp. 429-441.
- Powell, A., Galvin, J. and Piccoli, G. "Antecedents to Team Member Commitment from Near and Far: A Comparison between Collocated and Virtual Teams," *Information Technology & People* (19:4), 2006, pp. 299-322.
- Piccoli, G. and Ives, B. "IT-dependent Strategic Initiatives and Sustained Competitive Advantage: A Review and Synthesis of the Literature," *MIS Quarterly* (29:4), 2005, pp. 747-776.
- Watson, R.T., Piccoli, G., Brohman, M.K. and Parasuraman, A. "Customer-Managed Interactions: A New Paradigm for Firm-Customer Relationships," *MIS Quarterly Executive* (4:3), 2005, pp. 319-327.
- Short, J., Piccoli, G., Powell, A., and Ives, B. "Investigating Multilevel Relationships in Virtual Teams: An application using Hierarchical Linear Modeling," *Journal of Information Technology Theory and Application* (7:3), 2005, pp. 1-26.
- Piccoli, G. "Outrigger Hotels and Resorts: A Case Study," *Communications of the AIS* (Vol.15 Article 5), 2005, pp. 102-118.
- Piccoli, G., Anglada, L. and Watson, R. "Using Information Technology to Improve Customer Service: Evaluating the Impact of Strategic Opportunities," *Journal of Quality Assurance in Hospitality and Tourism* (5:1/2), 2005, pp. 3-26.
- Watson, R.T., Piccoli, G., Brohman, M.K. and Parasuraman, A. "I Am My Own Database" *Harvard Business Review* (81/11), 2004, pp. 18-19.
- Piccoli, G., Powell, A. and Ives, B. "Virtual Teams: Team Control Structure, Internal Processes and Team Effectiveness" *Information Technology and People* (17:4), 2004, pp. 359-379.
- Piccoli, G., Brohman, M.K., Watson, R. and Parasuraman, A. "Net-Based Customer Service Systems: Evolution and Revolution in Website Functionalities," *Decision Sciences Journal* (35:3), 2004, pp. 423-455.
- Powell, A., Piccoli, G. and Ives, B. "Virtual Teams: A Review of Current Literature and Future Research Directions," *The DATABASE for Advances in Information Systems* (35:1), 2004, pp. 6-36.
- Piccoli, G., Bass, B. and Ives, B. "Custom Made Apparel at Lands' End," *MIS Quarterly Executive*, (2:2), 2003, pp. 74-85.
- O'Connor, P. and Piccoli, G. "Marketing Hotels Using Global Distribution Systems Revisited," *Cornell Hotel and Restaurant Administration Quarterly* (44:5/6), 2003, pp. 105-114.
- Piccoli, G. and Ives, B. "Trust and the Unintended Effects of Behavior Control in Virtual Teams," *MIS Quarterly*, (27:3), 2003, pp. 365-395.
- Piccoli, G., O'Connor, P., Capaccioli, C. and Alvarez, R. "Customer Relationship Management – A Driver for change in the Structure of the US Lodging Industry," *Cornell Hotel and Restaurant Administration Quarterly* (44:4), 2003, pp. 61-73.

Brohman, M.K., Watson, R., Piccoli, G. and Parasuraman, A, "Data Completeness: A Key to Effective Net-Based Customer Service Systems," *Communications of the ACM*, (46:6), 2003, pp. 47–51.

Piccoli, G. and Wagner, E. "The Value of Academic Research to the Hospitality Professional: A General Discussion and the Case of Information Systems Research" *Cornell Hotel and Restaurant Administration Quarterly* (44:2), 2003, pp. 29–38.

Ives, B. and Piccoli, G. "Custom Made Apparel and Individualized Service at Lands' End," *Communications of the AIS* (Vol.11 Article 3), 2003, pp. 79–93.

Piccoli, G. and Reynolds, D. "Dartcor Management Services," *Communications of the AIS* (Vol.9 Article 17), 2002, pp. 298–314.

Ives, B. and Piccoli, G. "Rice Epicurian Shopping: Decadence or Destiny," *Communications of the AIS* (Vol.9 Article 18), 2002, pp. 314–329.

Cheng, C. and Piccoli, G. "Web-Based Training in the Hospitality Industry: A Conceptual Definition, Taxonomy and Preliminary Investigation," *International Journal of Hospitality Information Technology* (2:2), 2002, pp. 19–33.

Piccoli, G., Ahmad, R. and Ives, B. "Web-Based Virtual Learning Environments: A Research Framework and a Preliminary Assessment of Effectiveness in Basic IT Skills Training," *MIS Quarterly* (25:4), 2001, pp. 401–426.

Piccoli, G. "Web-site Marketing for the Tourism Industry: Another View," *Cornell Hotel and Restaurant Administration Quarterly* (42:6), 2001, pp. 63–65.

Ives, B., Loiacono, E.T. and Piccoli, G. "DSL Provisioning: Redefining 'Customer Service'," *Communications of the AIS* (Vol.7 Article 21), 2001.

Piccoli, G. Spalding, B.R. and Ives, B. "The Customer Service Life Cycle: A Framework for Internet Use in Support of Customer Service," *Cornell Hotel and Restaurant Administration Quarterly* (42:3), 2001, pp. 38–45.

Piccoli, G., Ahmad, R. and Ives, B. "Knowledge Management in Academia: A Proposed Framework," *Information Technology and Management* (1:4), 2000, pp. 229–245.

## BOOK CHAPTERS

Cabiddu F, Lui T.W., Piccoli G., IT-enabled value co-creation in a tourism context. The Portale Sardegna case, Open Tourism. In Open Innovation, Crowdsourcing and Collaborative Consumption Challenging the Tourism Industry(ed. R. Egger, I. Gula, D. Walcher) Series: Tourism on the Verge, Springer, 2015.

Wade, M., Piccoli, G. and Ives, B. "IT-Dependent Strategic Initiatives and Sustained Competitive Advantage: A Review, Synthesis, and an Extension of the Literature" In Galliers, R. and Currie, W.L. (eds.) *The oxford handbook of Management Information Systems*, Oxford University Press, Oxford (UK) 2011, pp. 373-394. (ISBN 978-0-19-958058-3)

Lui, T. and Piccoli G. "Toward a Theory of IT-enabled Customer Service Systems" In Dwivedi, Y., Lal, B., Williams, M.D., Schneberger, S. and Wade, M. (eds.) *Handbook of Research on Contemporary Theoretical Models in Information Systems*, IGI Global, Hershey PA (USA) 2009.

Piccoli, G. and Ives, B. "IT-dependent Strategic Initiatives and Sustained Competitive Advantage: A Review and Synthesis of the Literature," In Galliers R. and Leidner D.E. (eds.) *Strategic Information Management: Challenges and Strategies in Managing Information Systems*, Routledge, 2009. ISBN: 978-0-415-99647-1  
Reprinted from: Piccoli, G. and Ives, B. "IT-dependent Strategic Initiatives and Sustained Competitive Advantage: A Review and Synthesis of the Literature," *MIS Quarterly* (29:4), 2005, pp. 747-776.

Lui, T. and Piccoli G. "Degrees of Agility: Implications for Information Systems Design and Firm Strategy" In Desouza K. (ed.) *Agile Information Systems*, Elsevier Butterworth-Heinemann, 2007.

Piccoli, G. and Susskind, A. "Customer Relationship Management" In A. Pizam (Ed.) *International Encyclopedia of Hospitality Management*, Elsevier Butterworth-Heinemann, February, 2005.

Piccoli, G., Feeny, D. and Ives, B. "Creating and Sustaining IT-Enabled Competitive Advantage," in Luftman, J. (ed.) *Competing in the Information Age: Align in the Sand*, Oxford University Press, July 2003.

O'Connor, P. and Piccoli, G. "The Impact of Technology," in Brotherton, B. (ed.) *The International Hospitality Industry: Structure, Characteristics and Issues*, Butterworth Heinemann, 2002.

Dickey, M., Piccoli, G. and Ives, B. "Electronic Commerce: Markets and Users," in Shaw, M.J, Blanning, R. Strader, T.J. and Whinston, A.B. (eds.) *Handbook on Electric Commerce*, Springer-Verlag, October 1999.

## **REFEREED REPORTS**

Piccoli, G., Carroll, W. and Torchio, P. "Network Exploitation Capability: Model Validation" *CHR Report*, Cornell University (13:5), 2013

Piccoli, G. and Dev, C. "Emerging Marketing Channels in Hospitality: A Global Study of Internet-Enabled Flash Sales and Private Sales" *CHR Report*, Cornell University (12:5), 2012

Piccoli, G., Carroll, W. and Hall, L. "Network Exploitation Capability: Mapping the Electronic Maturity of Hospitality Enterprises" *CHR Report* (11:18), Cornell University, 2011

Lui, T. and Piccoli, G. "The Impact of Introducing a Self-Service Channel into a Multiple-Channel Customer Service System" *CHR Report* (10:6), Cornell University, 2010

Piccoli, G. and Torchio, P. "The Strategic Value of Information: A Manager's Guide to Profiting from Information Systems," *CHR Report*, Cornell University (6:7), 2006

Wagner, E., Piccoli, G. and Louthen, S. "Information Systems Design: A Systematic Way to Analyze IT in Your Business," *CHR Report*, Cornell University (5:5), 2005

Piccoli, G. "Making IT Matter: A Managers Guide to Creating and Sustaining Competitive Advantage with Information Systems," *CHR Report* (4:9), Cornell University, 2004

## **REFEREED CONFERENCE PROCEEDINGS AND PRESENTATIONS**



Palese, B. and Piccoli, G., (2018). Effective Use of Systems Beyond the Firm's Control: The Case of Online Review Systems. In *Proceeding of Thirty-Ninth International Conference on Information Systems*. In *Proceeding of Thirty-Ninth International Conference on Information Systems*, San Francisco, CA.

Bonaretti, D. and Piccoli, G., (2018). Effective Use of Information Systems in Emergency Management: A Representation Theory Perspective. In *Proceeding of Thirty-Ninth International Conference on Information Systems*, San Francisco, CA.

Rodriguez, Piccoli, G., Bartosiak, M. (2018). Nudging the Classroom: Designing a Socio-Technical Artifact to Reduce Academic Procrastination. In *Proceeding of the 51th Hawaii International Conference System Sciences (HICSS)*, Maui, HW.

Palese, B., Kim, S.T., Rodriguez, J. and Piccoli, G. (2018) Go Back to Your Room: Designing a Scalable In-Class Required College Course, In *Proceeding of the Twenty-fourth Americas Conference on Information Systems*, New Orleans, LA.

Bonaretti, D. and Piccoli, G. (2018) Digital Volunteers for Emergency Management: Lessons from the 2016 Central Italy Earthquake, In *Proceeding of the Twenty-fourth Americas Conference on Information Systems*, New Orleans, 2018

Rodriguez, J., Piccoli, G. (2018) Uncovering the digital "x" phenomena in the IS field: A text analysis approach In *Proceedings of the 31st Bled eConference Digital Transformation*, Bled, Slovenia.

Piccoli, G. Rodriguez, J. Palese, B. and Bartosiak, M. (2017) The Dark Side of Digital Transformation: The case of Information Systems Education. In *Proceeding of Thirty-Eight International Conference on Information Systems*, Seoul, South Korea

Marchesani D., Piccoli G., Lui T.W. "The Impact of IT-enabled Customer Experience Management on Service Perceptions and Performance." *Information and Communication Technologies in Tourism*, Rome, Italy 2017.

Bartosiak, M., and Piccoli, G. "Presentation Format and Online Reviews Persuasiveness: The Effect of Computer Synthesized Speech." *Thirty Seventh International Conference on Information Systems*, Dublin, Ireland 2016.

Bartosiak, M., and Piccoli, G. "Tell Me What to Do! Computer-Synthesized Speech as a Persuasive Technology in the Context of Online Reviews." *Proceedings of the 2015 Americas Conference on Information Systems*, Puerto Rico, August 2015.

Piccoli, G., Rodriguez, J.A. and Watson, R. "Leveraging Digital Data Streams: The Development and Validation of a Business Confidence Index," *Proceedings of the Forty-Eighth Hawaii International Conference on System Sciences*, Hawaii, HI, January 2015.

Noce, L., Zamberletti, A., Gallo, I., Piccoli G. and Rodriguez, J.A. "Automatic Prediction of Future Business Conditions", *9th International Conference on Natural Language Processing*, September 17–19, 2014, Warsaw, Poland.

Tsai, T., Lui I., Piccoli G., Investigating the Transfer Effect among Exclusive Hotel Service: Application for Daily Arrival Forecasting, *The 11th APacCHRIE Conference*, May 20-23, 2013, Macau SAR, China

Raguseo, E., Vitari, C. and Piccoli, G. (2012), Gaining Competitive Advantae from Digital Data Genesis Dynamic Capability: The Moderating Role of Environmental Turbulence , *IX Conference*

of the Italian Chapter of AIS , September 28-29, Rome, Italy. ISBN 978-88-6685-085-4.

Cabiddu F., De Carlo M., Piccoli G., When Malleable Information Technologies Meld with Organizational Routines: An Affordance Perspective, *Academy of Management Meeting*, August 3-8, 2012 Boston, MA

Vitari, C., Piccoli, G., Mola, L. and Rossignoli, C. Antecedents of IT Dynamic Capabilities in the Context of Digital Data Genesis, *European Conference on Information Systems*, Barcelona, Spain, June 2012.

Tsai, T., Lui I., Piccoli G., Effects of Price- and Duration-based Arrival Information on Forecast Accuracy: A Case Study of Hotel Demand, *Eight International Symposium on Management Engineering*, August 22-25, 2011, Taipei, Taiwan

Cabiddu F, Lui I., Piccoli G., Value co-creation in inter-firm partnership: the role of IT, *Academy of Management Meeting*, August 12-16, 2011, San Antonio, TX (USA)

Brohman, K., Piccoli, G. and Parasuraman, A., Co-Creation without volition : An introduction, *QUIS 12*, June 1-3, 2011, Ithaca, NY (USA)

Brohman, M.K, P. Martin, and G. Piccoli, Customer Driven Service Discovery: A NCSS Design Artifact, *Administrative Sciences Association of Canada (ASAC)*, Niagara Falls, Canada, June 2009.

Piccoli, G. and Lui, T., "The Competitive Impact of Information Technology: The Differential Effect of Customer Service Systems on Organizational Performance," *10<sup>o</sup> Workshop Annuale di Organizzazione Aziendale*, Cagliari, Italy, April 2009.

Piccoli, G. and Watson, R., "Profiting from customer data: A proposed research Agenda," *Proceedings of the 2007 Mediterranean Conference on Information Systems*, Venezia, Italy, October 2007.

Brohman, M.K., Piccoli, G., Watson, R. and Parasuraman, A, "NCSS Process Completeness: Construct development and preliminary validation," *Proceedings of the Thirty-Eighth Hawaii International Conference on System Sciences*, Hawaii, HI, January 2005.

Ives, B., Piccoli, G. and Bass, B. "Custom Made Apparel at Lands' End," *SIM Workshop*, Seattle, WA, December 2003.

Piccoli, G., Watson, R., Brohman, M.K. and Parasuraman, A. "Customer-Managed Interactions: The Role of Personal Information in Relationship Management", *Fifth AIDEA Giovani International Conference on Information, Markets and Firms*, Milan, Italy, July 2003.

Powell, A. and Piccoli, G. "Virtual Teams: Team control structure, internal processes and team effectiveness" *The Missouri/Illinois MIS Research Conference*, St. Louis, MO, November 2002.

Watson, R., M.K. Brohman, G. Piccoli, and A. Parasuraman, "Customer Service and Network Completeness", *Proceedings of the Electronic Commerce Bled Conference*, June 2002.

Piccoli, G., Short, J. and Ives, B. "Investigating multilevel relationships in virtual teams," *PRO-VE'02 3rd IFIP Working Conference on Infrastructures for Virtual Enterprises*, Sesimbra, Portugal, May 2002.

Brohman, M. K., A. Parasuraman, G. Piccoli, and R.T. Watson. "Network-based customer service systems: a half-time report from the field," *SIM Workshop*, New Orleans, LA, December 2001.

Powell, A. and Piccoli, G. "Out of Sight, Out of Mind, Out of Commitment?" *The Missouri/Illinois MIS Research Conference*, St. Louis, MO, September 2001.

Brohman, K., Parasuraman, A., Watson, R.T. and Piccoli, G. "Internet-Based Customer Service Systems: What Are They and When Are They Successful?" *Academy of Marketing Science Conference*, San Diego, CA, May 2001

Simmering, M.J. and Piccoli, G. "Motivation to learn in an online course: What predicts training effectiveness?" *Symposium 'HR.COM: Human Resource Management Strategies for the Dot-Com World' Society for Industrial Organizational Psychology Conference*, San Diego, CA, April 2001

Piccoli, G. and Ives, B. "Virtual Teams: Managerial Behavior Control's Impact on Team Effectiveness," *Proceedings of the Twenty-first Annual International Conference on Information Systems*, Brisbane, Australia, December 2000.

Piccoli, G. and Ives, B. "Assessing Managerial Impact in Virtual Teams: Possible Directions for Future Research," *Proceedings of the Fifth Americas Conference on Information Systems*, Milwaukee, WI, August 1999.

Ahmad, R., Piccoli, G. and Ives, B. "Effectiveness of Virtual Learning Environments in Basic Skills Business Education: A Field Study in Progress," *Proceedings of the Nineteenth Annual International Conference on Information Systems*, Helsinki, Finland, December 1998.

Piccoli, G., Ahmad, R. and Ives, B. "A Proposed Knowledge Management Cycle for University Organizations," *Proceedings of the Fourth Americas Conference on Information Systems*, Baltimore, MD, August, 1998.

Ahmad, R. and Piccoli, G. "Virtual Learning Environments: An Information Technology Basic Skills Course on the Web," *Proceedings of the Fourth Americas Conference on Information Systems*, Baltimore, MD, August, 1998.

## **INVITED PANEL DISCUSSIONS AND PRESENTATIONS**

Hoxell: Scaling Customer Experience Management, *Cornell Symposium Hospitality Health and Design Session Confirmed*, Ithaca, NY, October 9-12, 2016

Hoxell: A Successful Customer Experience Management Work System, *3<sup>rd</sup> Cornell Hospitality Research Summit*, Ithaca, NY, October 12-14, 2014

Use of Collaborative Technology Affordances to Innovate Virtually, *European Conference on Information Systems*, Barcelona, Spain, June 2012.

Strategizing IT and innovation in globalization, *CIO Summit, International Conference on Information Systems*, Paris, France, December 2008.

Consumer Power and the Internet, *Centro per l'Economia e le Tecnologie dell'Informazione e della Comunicazione (CETIC), Università Cattaneo (LIUC)*, Castellanza, Italy, May 2005.

Customer Managed Interactions, *Temple University*, Philadelphia, PA, April 2005.

Adding Value through Information Technology, *European School of Advanced Studies in Methods for Management of Complex Systems, Università di Pavia*, Pavia, Italy, 2005.

Information Systems Management, *IULM*, Milano, Italy, 2005.

Creating Value through an Integrated Brand Experience, *13th Annual Frontiers in Services Conference*, Miami, FL, October 2004.

Making IT Matter in Hospitality, *Center for Hospitality Research*, Cornell University, Ithaca, NY, October 2004.

Meet the new CEO of your business: Your customer! Get ready for Customer-Managed Interactions, Watson, R.T., Piccoli, G., Brohman, M.K., and Parasuraman, A.; *Partners: The Teradata User Group*, Seattle, October 2004.

"How to Make IT Matter, *Information Systems Research Center, University of Houston*, Houston, TX, September 2004.

Information Systems Management, *Centro per l'Economia e le Tecnologie dell'Informazione e della Comunicazione (CETIC), Università Cattaneo (LIUC)*, Castellanza, Italy, 2004.

Customer Relationship Management, International Center of Studies on the Tourist Economy, Università Ca' Foscari, Venezia, Italy, 2004.

Technology, eCommerce and Competitive Advantage, *Cornell University Hospitality Industry Strategy Conference*, Washington, DC, March 2001.

Teaching Courses via the Web, *Fourth Americas Conference on Information Systems*, Baltimore, MD, August 1998.

## **TRADE JOURNALS, NON-REFEREED REPORTS, CASE STUDIES AND TEACHING NOTES**

Applegate, L.M., Piccoli, G., and Rodriguez, J. "CLHS: Scaling a New Venture," Harvard Business School Publishing, N9-817-053, September, 2016.

Applegate, L.M., Piccoli, G., and Pigni, F. "Duetto: Industry Transformation with Big Data," Harvard Business School Publishing, N9-816-028, August, 2015.

Piccoli, G., and Pigni, F. "Are you Ready to Profit from Real-Time Digital Data Streams," Advanced Practice Council of the Society for Information Management, March, 2014.

Applegate, L.M., Piccoli, G., and Peinado, C. "HGRM (B): Launching Hoxell, a New IT Venture," Harvard Business School Publishing, N9-815-057.

Piccoli, G., Dev, C. and Applegate, L.M. "Atlantis Paradise Island Resort and Casino (B): Improving Performance with New Core Values," Harvard Business School Publishing, N9-815-073.

Piccoli, G., and Pigni, F. "Harvesting External Data: The Potential of Digital Data Streams," Advanced Practice Council of the Society for Information Management, September, 2012.

Piccoli, G., and Applegate, L.M. "HGRM: Bringing Back High Touch Hospitality," Harvard Business School Publishing, 9-813-019.

Piccoli, G., Dev, C. and Applegate, L.M. "Atlantis Paradise Island Resort and Casino: Improving Performance with a new Vision and Mission," Harvard Business School Publishing, 9-810-140.

Piccoli, G., Applegate, L.M. and Brohman, K. " TripIt: The Traveler's Agent," Harvard Business School Publishing, 9-809-059.

Piccoli, G., Dev, C. and Applegate, L.M. " Hilton Hotels: Brand Differentiation through Customer Relationship Management," Harvard Business School Publishing, 9-809-029. [over 15,000 copies sold]

Ibanez, A. and Piccoli, G. "Wireless World: The world is ready for the waiter-less fast-casual restaurant," *Hospitality Technology*, July/August 2005, p. 30.

Kwortnik, R., Piccoli, G. and Applegate, L.M. "Carnival Cruiselines," Harvard Business School Publishing, N2-806-015, 2005. [Best Seller]  
[Reprinted in HBS Premier Case Collection (2010, 2011) over 30,000 copies sold]

Piccoli, G. "Making IT Matter," *Hospitality Technology*, January/February 2005, p. 42.

Piccoli, G. and Applegate, L.M. "Canyon Ranch," Harvard Business School Publishing, 9-805-027, 2004. [over 13,000 copies sold]

Cobanoglu, C., Connolly, D. and Piccoli, G. "2004 Hospitality Industry Technology Study: Developing IT Strategy," *Hospitality Technology*, May 2004

Cobanoglu, C., Connolly, D. and Piccoli, G. "Executive Summary: Lodging Industry Technology Study," *Hospitality Technology*, January/February 2004

Piccoli, G. and Applegate, L.M. "Wyndham International: Fostering High-Touch with High-Tech," Harvard Business School Publishing, 9-803-092, 2003. [Best Seller]  
Reprinted in: Applegate, L.M., Austin, R.D and McFarlan, F.W. (2007) "Corporate Information Strategy and Management: Text and Cases" 7th edition, McGraw-Hill/Irwin.  
[Reprinted in HBS Premier Case Collection (2010, 2011) over 17,000 copies sold]

Piccoli, G. and Ives, B. "Sustaining IT-Enabled Competitive Advantage," Cornell University, 2002

Piccoli, G. "WizTech: The Analysis of Added Value (A, B, C)," Cornell University, 2002

Piccoli, G. "Challenges to Effective Customer Relationship Management in the US Lodging Industry," Cornell University, 2001

## **DISSERTATION**

“Virtual Teams: An Investigation of the Determinants of Team Effectiveness and the Contribution of Managerial Behavior Control.”

## **QUOTES IN TRADE MAGAZINES AND THE POPULAR PRESS**

The Wall Street Journal	The New York Times
Lodging Hospitality Magazine	Conde' Nast Travel Magazine
Food Arts Magazine	Job In Tourism

## **OTHER PROFESSIONAL INVOLVEMENT**

International Conference on Information Systems (ICIS)  
Program Co-Chair, 2012 – Orlando, FL (USA)  
Track Associate Editor, 2009 – Phoenix, AZ (USA)  
Review Chair, 2002 – Barcelona, Spain  
Placement Service Co-Chair, 2001 – New Orleans, LA (USA)

European Conference on Information Systems (ECIS)  
Doctoral Consortium Co-Chair, 2009 – Verona, Italy

Americas Conference on Information Systems (AMCIS)  
Camp Counselor Junior Faculty Workshop, 2005 – Omaha, NE (USA)  
Customer Service Systems Mini-track Co-Chair, 2002 – Dallas, TX (USA)

Annual Conference of the Italian Chapter of AIS (ItAIS)  
Strategic Information Systems Track Co-Chair, 2008 – Parigi, France

Mediterranean Conference on Information Systems (MCIS)  
Faculty Panelist, Professional Development Consortium for Junior Faculty, 2011 -  
Cyprus  
IT in Tourism and Cultural Heritage Track Co-Chair, 2006 – Venezia, Italy

Special Interest Group (SIG) e-culture: “Cultural Heritage and Open Tourism”  
Pre-ICIS Academic Workshop Co-Chair, 2005 – Las Vegas, NV (USA)

ISWorld Net:  
ISWorld List Manager 1999 - 2002

Reviewer:  
*Management Information Systems Quarterly*  
*Information Systems Research*  
*Management Science*  
*Journal of the AIS*  
*The DATABASE for Advances in Information Systems*  
*Journal of Strategic Information Systems*  
*Organization Science*  
*Cornell Hotel and Restaurant Administration Quarterly*  
*Journal of Computer Mediated Communication*  
*Journal of Information Technology*  
*Communications of the AIS*

*International Conference on Information Systems*  
*Americas Conference on Information Systems*  
*European Conference on Information Systems*

Member of:

The Association for Information Systems  
The Association for Computing Machinery  
INFORMS

## **UNIVERSITY INVOLVEMENT**

Graduate Committee: School of Hotel Administration, Cornell University, Fall 2002 - 2005

Faculty Advisory Board on Information Technology (FABIT)

Faculty mentor for the two Cornell Presidential Research Scholar award recipients enrolled at the Hotel School (2001 – 2002)

Graduate Admission Interview Team: School of Hotel Administration, Cornell University, Fall 2002

MIS group curriculum redesign:

IT Faculty Search Committee, Fall – Spring 2001

Undergraduate Admission Interview Team: School of Hotel Administration, Cornell University, Fall – Spring 2001

Publications rankings task force (2000)

## **COURSES DEVELOPMENT AND TEACHING**

Strategic Information Systems <sup>a, d</sup>	Information Technology for Hospitality Managers <sup>a, c, d</sup>
Introduction to MIS <sup>c</sup>	Electronic Commerce (Strategy and Infrastructure) <sup>a, b, d</sup>
Internet Development Tools <sup>c, d</sup>	Introduction to MIS Over the 'Net (Web-based) <sup>c, d</sup>

<sup>a</sup> Graduate Level courses

<sup>b</sup> Executive Level courses

<sup>c</sup> Undergraduate courses

<sup>d</sup> Course Developed at institution

## **CONSULTANCY AND EXECUTIVE EDUCATION CLIENTS**

ACCOR Hotels (Sofitel)  
GF Hotels  
Cutter Consortium  
ABI Servizi

Peerless Systems  
Entergy Corporation  
HRC Academy  
Comune di Milano

**SAMPLE COURSE EVALUATIONS (Last years each institution)**

<b>Course</b>	<b>Level</b>	<b>A</b>	<b>B</b>	<b>C</b>
<u>Grenoble Ecole de Management</u>				
Strategic IS	Undergraduate	4.85/5	4.67/5	4.87/5
Information Systems	Graduate (MIB)	4.55/5	4.42/5	4.66/5
Strategic IS	Undergraduate	4.50/5	4.60/5	4.83/5
Information Systems	Graduate (MIB)	4.52/5	4.28/5	4.68/5
Information Systems	Graduate (MBA)	4.79/5	4.52/5	4.82/5
<u>Università di Sassari</u>				
Information Systems for Tourism	Undergraduate	9.29/10	10/10	N/A
Organizational design	Undergraduate	8.03/10	9.2/10	N/A
<u>Cornell University</u>				
Information Systems for Managers	Undergraduate	4.43/5	4.03/5	4.55/5
Strategic Information Systems	Undergraduate	4.74/5	4.88/5	5.00/5
Information Systems for Managers	Graduate	4.22/5	3.87/5	4.23/5

A – Average score of all questions

B – Satisfaction with course/Would recommend the course

C – Satisfaction with instructor /Would recommend the instructor