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RESERCH INTERESTS

Internationalisation of smaller entrepreneurial firms; learning processes; opportunity creation; uncertainty; strategy in the internationalisation process; global value chains; outsourcing; cognitive aspects in firms' internationalisation processes

EDUCATION

Philosophy Doctor (PhD) in Economics and Management, University of Pavia (awarded: 15 December, 2015)
Dissertation Title: "Uncertainty and the internationalization process of the firm"
Supervisors: Prof. Antonella Zucchella (University of Pavia, Italy); Prof. Peter Liesch (University of Queensland, Australia).

Master Degree, International Business and Economics, University of Pavia, Italy, October 2011
(Intensive Erasmus Programme, University of Alcalà (Spain) – May 2011)

Bachelor Degree, Marketing & e-business, University of Pavia, Italy, July 2009

ACADEMIC EXPERIENCE

Post-Doc Research Fellow, Department of Economics and Management, University of Pavia, 02/16 – CURRENT

Research project title: Global Value Chains, joint funded research by the University of Pavia, the University of Sussex (prof. Roger Strange) and Confindustria (Union of industrials) Pavia

- Adjunct Professor of "Business Management" – Department of Economics and Management - University of Pavia (2018 – current)
- Adjunct Professor of "Doing Business In" – Department of Economics and Management - University of Pavia (2017 – current)
- Invited lecturer: IAE Lyon School of Management (Lyon, France) – (2017 – current)
- Visiting Post doc researcher, Anglia Ruskin University (Cambridge, UK) (05/2018)
- Visiting, UQ School of Business, Brisbane (Australia) (01/2014 – 06/2014). Invited by Prof. Peter Liesch.
- Research collaborator for conducting highly qualified research within the PRIN (Research Projects of National Interest, funded by MIUR, Ministry of Italian Education) 2010 project: "Research unit title: "Scientific research and competitiveness. Variety of forms of enterprise, support systems and dimensions of performance" (Scientific coordination of Profs. Alberto Onetti and Antonella Zucchella). (10/2014 – 10/2015).
- PhD Candidate in Economics and Management, University of Pavia – 11/2012 – 11/2015

PUBLICATIONS

Papers

Magnani, G. & Zucchella, A. (2018), "Coping with uncertainty in the internationalisation strategy: An exploratory study on entrepreneurial firms", *International Marketing Review*, *Forthcoming* (Accepted for publication).

Magnani, G., Zucchella, A., & Floriani, D. (2018). "The logic behind foreign market selection: Objective distance dimensions vs. strategic objectives and psychic distance", *International Business Review*, 27(1), 1-20, ISSN: 0969-5931, doi: 10.1016/j.ibusrev.2017.10.009

Magnani, G., Zucchella, A., & Strange, R. (2018). "The dynamics of outsourcing relationships: Perspectives from MNEs and their key suppliers", *Journal of Business Research*, In Press, ISSN:0148-2963, doi: 10.1016/j.jbusres.2018.01.012

Magnani, G., Bertolotti, T., & Zucchella, A. (2018). "Cognitive aspects of car sharing in Millennials. Active sharers and reluctant users", *Mercati e Competitività*, vol. 1(2018), p. 39-62, ISSN: 1826-7386, doi: 10.3280/MC2018-001004.

- Conz, E. & Magnani, G. (2018). "Brand Identity in the Wine Industry: An exploratory multiple case study on long lasting family firms" *Micro&Macro Marketing, Forthcoming*.
- Magnani, G. & Zucchella, A. (2018). "Uncertainty in entrepreneurship and management studies. A systematic literature review", *International Journal of Business and Management*, vol. 13, p. 98-133, ISSN: 1833-3850, doi: 10.5539/ijbm.v13n3p98.
- Magnani, G. (2018). "Customer-embedded opportunities in entering complex foreign markets", *Economia Aziendale Online*, vol. 9, p.1-22, ISSN: 2038-5498, doi: 10.13132/2038-5498/9.1.1-22.

Books

- Zucchella, A. & Magnani, G. (2016). *International Entrepreneurship: Theoretical Foundations and Practices*. 2nd Edition. Palgrave Macmillan, ISBN: 9781137520012.

Book Chapters

- Strange, R. & Magnani, G. (2018). "Outsourcing, offshoring and the global factory." In G. Cook & F. McDonald (eds), *The Routledge Companion on International Business and Economic Geography*. London: Routledge, pp. 60-78
- Strange, R. & Magnani, G. (2017). "The Performance Consequences of Manufacturing Outsourcing: Review and Recommendations for Future Research" in T. Pedersen, T. M. Devinney, L. Tihanyi, A. Camuffo (eds). *Breaking up the global value chain: Opportunities and consequences*. Advances in International Management, 2017 Volume, pp. 217-244.
- Dossena, C., Francesconi, A., Magnani, G., Onetti, A., Pisoni, A., Talaja, M, and Zucchella, A. (2016) "Learning from critical internationalization events: Insights from two fast growing Italian SMEs" in Visitin, F. and Pittino D. (eds). *Fast Growing Firms in a Slow Growth Economy*. Cheltenham etc.: Edward Elgar, pp. 199-222.
- Magnani, G. (2017). "Modelling in the macroeconomics of financial markets", In L. Magnani and T. Bertolotti (eds.), *Springer Handbook of Model-Based Science*, Springer, Switzerland, 2017, pp. 1065 – 1098.

Proceedings

- Magnani, G., Zucchella, A. (2017). Coping with uncertainty via a global niche strategy: An exploratory study on entrepreneurial firms. In: *XIV SIM CONFERENCE: IL MARKETING DI SUCCESSO IMPRESE, ENTI E PERSONE*. p. 1-7, ISBN: 978-88-907662-9-9, Bergamo, 26 - 27 Ottobre
- Magnani, G., Zucchella, A., & Strange, R. (2016). The Dynamics of Outsourcing Relationships: Perspectives from Lead Firms and their Key Suppliers. In: *Proceedings of the 42nd Annual Conference of the European International Business Academy "Liabilities of Foreignness versus the Value of Diversity"*. p. 105, Jonas Puck, Thomas Lindner, and Moritz Putzhammer, ISBN: 978-3-200-05028-0, Vienna, Austria, 2-4 Dicembre 2016.

Edited Books

- Zucchella, A. & Magnani, G. (Eds) *Come cambiano il marketing e la comunicazione di marketing*. Franco Angeli Editore. *Forthcoming*

Teaching Cases

- Magnani, G., Mayrhofer, U. & Zucchella, A. (2018). ATOM, a small company going global. In press. IAELyon Press. © CCMP – 2018 –IAE Lyon, Université Jean Moulin Lyon 3 et Université de Pavie

WORKING PAPERS

- Magnani, G. & Zucchella, A. Portfolios of entrepreneurial learning. Opportunities creation and capture in international corporate entrepreneurship, *Small Business Economics Journal* (first round of review after initial screening of potential papers for the SI).
- Magnani, G., Bertolotti, T., & Re, B. "Car sharing and cognitive dissonance. A cross country comparison". Karafilya, M. Magnani, G., & Zucchella A. "The role of domestic market in the internationalization of SMEs".
- Denicolai, S. & Magnani, G. "Aware and balanced": On factors affecting adoption of Additive Manufacturing within global factories.
- Denicolai, S. & Magnani, G. "3D printing and the impact on global value chains re-configurations".
- Conz, E. & Magnani, G. "The resilience of firms: A conceptualization through inductive content analysis"

PRESENTATIONS at INTERNATIONAL and NATIONAL REFEREED CONFERENCES

- AIB UKI 2018 – **Track Chair: SMEs and International Entrepreneurship** with M. Fletcher
- EURAM 2019, Reykjavik (Iceland), 19-21 June 2018 (**Best Paper Award Nominee**)
- SINERGIE SIMA 2018 Conference, Venezia (Italy), 14-15 Giugno 2018

- AIB UK-I Chapter 2018, Birmingham (UK), 11-14 April 2018
- SIM Conference, Bergamo (Italy), 26 - 27 October 2017
- McGill 2017 Conference, Galway (Ireland), 30 August – 1 September 2017 (**Best Paper Award Nominee**)
- AIB 2017, Dubai (UAE), 2-4 July 2017
- AIB UK-I Chapter 2017, Reading (UK), 6-8 April 2017
- SIM (Società italiana di Marketing) Affiliated conference 2017 “Buying, gifting, renting, sharing...In search of a new theory of acquisition”, Pisa (Italy), 20 January, 2017
- EIBA 2016, Vienna (Austria), 2-4 December, 2016
- EGOS 2016, Naples (Italy), 6-9 July, 2016
- EIBA 2015 Main Conference, Rio de Janeiro (Brazil), 3 December, 2015
- 13th Vaasa Conference on International Business, Vaasa (Finland) 26-28 August, 2015
- EGOS Conference, Athens (Greece) 2-4 July, 2015
- EIBA 2014 Main Conference (Competitive Session), Uppsala (Sweden) 11-13 December, 2014
- ANZIBA 2014, Auckland, New Zealand 12-15 April, 2014
- AIB UKI 2014, New Castle, (UK), April, 2013)
- Doctoral Colloquium - McGill Conference, Montreal, (Canada), 1 – 5 August, 2013 (**Winner of Best Research Proposal**)

Invited speaker/presenter

- Bergamo University, July 4 2018 – seminar cycles in economics and management
- iaeLyon 10/2017 seminar cycles in management and SMEs
- (Invited) to present at the Workshop for the “Advances in International Management 2017 Volume” – 28 October 2016, Bocconi School of Management (invited by Editors: T. Pedersen, T. M. Devinney, L.Tihanyi, A.Camuffo).

Invited lecturer

iaeLyon 10/2017 – CURRENT “International Business” course

PARTICIPATION TO INTENSIVE WORKSHOPS

- British Academy of Management SIG Event: Case Selection in Qualitative Case Study Research in International Business and International Management, held at the University of Reading (UK) on April 5, 2017.
- 2nd Odense International Entrepreneurship Workshop, Odense (Denmark), 20-21 May, 2016 (Paper development workshop with Prof. Gary Knight and Prof. Nicole Coviello).
- EIBA 2015 – IBR (International Business Review) Paper Development Workshop, Rio de Janeiro (Brazil), 1 December, 2015.
- First Pavia Paper Development Workshop, Pavia, (IT), 26, August 2013).
- 3rd DREAMT CYFE Doctoral and Young Researcher Workshop, Bergamo (Italy) 12-13 May, 2015
- EIBA 2014 – JIBS (Journal of International Business Studies) Workshop, Uppsala (Sweden) 10 December, 2014
- DREAMT Doctoral Colloquium, Bergamo (IT), 21 May, 2014

TEACHING ACTIVITY

- Adjunct Professor of “Business Management”(22 hours, 3 CFU) – Bachelor Degree - Department of Economics and Management - University of Pavia (2018 – CURRENT)
- Adjunct Professor: “Doing Business In” (36 hours, 5 CFU), Master degree in International Business and Entrepreneurship (MIBE), (2017 - CURRENT)
 - All lectures entirely taught in English.
 - Evaluation of the course: 8,80 out of 10
- Lecturer: “Qualitative Research Methods”, AEM Doctoral Program – University of Pavia and University of Bergamo joint PhD Program (2017 – CURRENT)
- Invited lecturer, IAE Lyon Business School, Lyon (France) (5 hours). Invited by Prof. Noemie Dominguez (2017, CURERNT)
- Lecturer: “Advanced marketing” course (24 hours), Master in Marketing Utilities and Storytelling Techniques, (2017 - CURRENT).

- Lecturer: “Business Management” course (14 hours), MINDE, (2017 - CURRENT).
- Honorary Fellow: Marketing course - Bachelor in Marketing, University of Pavia (2012 – 2017)
- Lecturer: “Marketing practice Lab” (4 hours) with high school students. (University of Pavia project) (2016 – CURRENT).
- Lecturer: Strategic planning and business modelling (4 hours), University of Pavia, Faculty of Engineering, taught in English (October, 2017).
- Teaching assistant (tutor) (30 hours) of the Marketing course, Bachelor in Marketing, University of Pavia (2013 – 2017)
- Tutor for the University of Pavia students participating to the Italian Marketing Competition promoted by the Italian Society of Marketing (2015 – CURRENT)
- Lecturer: “Doing Business In” course (8 hours – “seminari didattici”), Master degree in International Business and Entrepreneurship (MIBE), (April 2017), all lectures entirely taught in English.
- Honorary Fellow: Innovation Management and Advanced Marketing courses - Master in International Business and Entrepreneurship, University of Pavia (2012)
- Lecturer (from 6 to 14 hours) International Marketing course for the Master in Wine Marketing, “Centro di Ricerca, Formazione e Servizi della Vite e del Vino” (2014 – 2017)
- Lecturer (4 hours) for the “Economics and Management of firms” (Economia e gestione delle imprese) course, Bachelor of Management, University of Pavia (March, 2016)
- Lecturer at the “Liceo Copernico” high school (Pavia). Topics: introduction to Economics, its principles and laws (4 hours – Feb 2015)
- Lecturer (2 hours) for the MBA of International Management, University of Queensland Business School, April 2014

CONFERENCE/WORKSHOP ORGANIZATION

- Organizer (joint with Dr. Tommaso Minola and Prof. Pierluigi Rippa) of the first *International Entrepreneurship Paper Development Workshop* (joint with Universities of Bergamo and Napoli) – 28-29 Maggio, Pavia and Bergamo
- Organizer of PhD Students Workshops (DREAMT / DAEM PhD program) held at the University of Pavia (joint with the University of Bergamo)
 - 3 Workshops per Academic Year.
- Chair of the workshop “Global Value Chains from a 3D printing perspective”, held on October, 25th 2016, Department of Economics and Management of the University of Pavia (key note speaker: Prof. Bent Petersen).
- Organizer of the seminar series titled “Doing business in ...” held during April – June 2016 at the Department of Economics and Management of the University of Pavia. Joint project with Confindustria Pavia. Series of 5 seminars dedicated to doing business in: Australia, Middle East, India, Japan, China.
- Organizer of the workshop on “Entrepreneurial Orientation, Entrepreneurial Learning and International Growth”, held on January 21st 2016, University of Sussex, Brighton.
 - Discussion of three academic papers and presentation by 3 local high tech start ups.
- Organizer and lecturer, Research seminar on “Phenomenography: a qualitative method for management studies”
- Organizer (with A. Majocchi) of the “First Pavia Paper Development Workshop”, July 2014

REFEREE

- Since 2012: Journal of Small Business and Enterprise Development, Journal of International Entrepreneurship (JIE), Journal of Management and Governance (JMG), International Journal of Export Marketing (IJEM), Small Business and Economics (SBE)
- Since 2012: Reviewer for EIBA, AIB UKI, AIB, annual conferences.
- Since 2014: Referee for Palgrave MacMillan (handbooks division).
- Since 2016: Discussant at the annual PhD students Workshops (DREAMT and DAEM PhD programs)
- Since 2018: Reviewer for International Business Review (IBR)
- Appointed reviewer for SBEJ Special Issue "MNEs and Entrepreneurship in the Era of Globalization: Reviews, Frameworks and Models" (Editors: Prof. Francisco Liñán, Prof. Alain Fayolle, Prof. Justin Paul): http://www.esu-network.eu/wp-content/uploads/2017/03/SBE-SI_SME-and-Entrepreneurship.pdf.

GRANTS

- University of Pavia scholarship 2012- 2015
- University of Sussex competitive grant – Outsourcing and Global Value Chains (2017-2018)
- Confindustria Pavia (local Union of Firms) grant on local value chains (2016 – 2017)

AWARDS AND DISTINCTIONS

Nominee: Best Paper Award at EURAM 2018 Conference

Nominee: Best Paper Award at McGill Conference 2018

Winner of the *Most Innovative Research Proposal* Award at the Doctoral Colloquium, McGill (1-2 August, 2013)

TECHNOLOGY TRANSFER ACTIVITIES

- Research collaborator: Project: “Industry 4.0 in Pavia Province” promoted by Confindustria Pavia, aimed at understanding the state of the art about Industry 4.0 transition in Pavia’s Province smaller and bigger firms (11/2017)
- Research collaborator: Project: “Pavia2020”. The project Pavia2020 is a research project developed by the University of Pavia and promoted by Confindustria Pavia, aimed at stimulating the economic activity of this province according to a "supply-chain" logic of analysis. It consists in mapping Province of Pavia’s value chains according to European Union “Smart Specialization Strategies” (12/2014 – 02/2016).
- Research collaborator within the project "database Ulysses analysis of the Province of Pavia. Case development of international SMEs in niche activities” (research project n. 6/2015 - Incarico di prestazione occasionale nell’ambito del progetto “Analisi data base Ulisse relativo a Provincia di Pavia. Sviluppo case studies di PMI internazionali in attività di nicchia”. Responsabile scientifico dell’incarico prof.ssa Antonella Zucchella) (11/2015 – 02-2016).
- Research collaborator: “Deceptive marketing practices” project for the University of Pavia Institutional Crowd funding platform. Our project was selected to be 1 of the 4 projects on the University proprietary Crowdfunding platform (10/2014 – 12/2015).

INSTITUTIONAL CHARGES

- Since March 2017: Coordinator of teaching activities of PhD Programmes “DREAMT” (until 2017) and “DAEM” (2017 on) (with prof. A. Gaggero): Assistant for the organization of teaching activities, exams, and annual workshops for the PhD program: Management track, University of Pavia (referents prof. Gianmaria Martini, prof. Alberto Gaggero).
- Since October 2016: Representative of Post-doc researchers belonging to the Department of Economics and Management (University of Pavia)
- Since April 2018: Member of the Collegio dei Docenti Master di II livello in “Marketing Utilities and Storytelling” (M.U.S.T)

PROFESSIONAL AFFILIATIONS

- Member of AIB – Academy of International Business (since 2015)
- Member of the EIBA – European International Business Academy (since 2014)
- Member of SIM _ Società Italiana di Marketing (since 2012)
- Member of EURAM – European Academy of Management (since 2018)
- Member of ie-Scholars.net (since 2015)
- Co-founder of the RIISELab “Research in Innovation, International Studies, Strategy, and Entrepreneurship”. <http://riislab.weebly.com/>

INDUSTRY EXPERIENCE

November 2016 - CURRENT

Project manager for the start-up phase of the project titled “Footwear 4.0” in the Pavia province

Project leader: prof. Antonella Zucchella

Nov 2015 – November 2016

Project manager for "Creating a cluster Health Food & Wellness" in the Pavia province

Project leader: prof. Maria Daglia

Nov 2015 – November 2016
Project manager for "Creativity and Culture at the Vigevano Castle"
Project leader: Prof. Michela Magliacani).

The three above mentioned projects have been commissioned by the Chamber of Commerce of Pavia and are carried out in collaboration with Confindustria Pavia, Pavia (Italy).

Jan 2011 – June 2011
Internship at Citibank – GTS Financial Institutions - Milan (Italy)

OTHER INFORMATION

Computer literacy: Windows OS, Mac OS, Microsoft Office package, SPSS, nVivo, SmartPLS, Qualtrics; ORBIS – Bureau Van Djick database.

Languages: English (fluent), Italian (native), Spanish (basic).

Hobbies: Jogging; snowboarding, playing guitar, gardening.