

ANTONELLA ZUCHELLA

Full Professor of Marketing and Doing Business In, Faculty of Economics, and of Strategic Management and Business Planning, Faculty of Engineering, University of Pavia.

Visiting Research Scholar, Anglia-Ruskin University, Cambridge, 2013-2019.

Visiting research scholar, Harvard Business School, October 2019.

Visiting Professor in International Marketing and International Entrepreneurship, Université Robert Schuman in Strasbourg, School of Management and Université Jean Moulin Lyon 3, various years since 1994, University of Denver, Colorado, 2019.

Member of the Italian Academy of Business Studies, of the Academy of International Business Studies, of the European International Business Academy, of the American Marketing Association.

Member of the editorial Board of International Business Review, Journal of Management and Governance, Journal of International entrepreneurship, European Research on Management and Business Economics, International Journal of Export Marketing, Baltic Journal of Management

Referee of several international journals, among which Journal of International Business Studies, Journal of World Business, International Business Review.

Referee for research grants for national (Italian Ministry of Research) and foreign institutions (Dutch, Israel and Swedish national research grants).

External examiner of PhD theses at King's College, London, at the University of Glasgow, Universidad Autonoma Barcelona, at the University of Agder, Norway.

Keynote speaker in several international conferences, like the International Business conference in Vaasa University (every two years), the Clustering conference in Valencia 2017, the Cadiz University conference on Entrepreneurship 2016, the McGill Conference on International Entrepreneurship 2017

Institutional commitments

Actual

Board member of the Phd program in Applied Economics and Management (joint program Pavia and Bergamo Universities), 2012-present

Previous commitments

Vice-Rector for administration and finance, University of Pavia, 2013-2019.

Director of the Department of Business studies, University of Pavia, 2001-2007 and 2010-2011

Director of the Department of Economics and Management, University of Pavia, 2011-2013

Director of the PHD program in Business Administration, University of Pavia, 2010-2011

Founder and President of the Centre for International Business and the International Economy, University of Pavia 2005-2012

Awards

- Woman of the year for contribution to local development , Chamber of Commerce, Pavia, 2012
- Best paper award ASAC-IFSAM world conference, Montreal, UQAM, 2001
- Best paper award AIB-UK chapter, University of Ulster, 2007
- Best paper award AIB-UK Chapter, University of Edinburgh, 2011
- Best third paper award, ATLAS conference, Lion, 2012
- Best paper Award for Track “International business theory” at EIBA Conference, Vienna, 2016.
- Shortlisted among three best papers, Entrepreneurship Track, EURAM 2018
- Emerald Literati Award 2018 for the article published in Multinational Business Review in 2017, nominated “outstanding paper”
- Best paper award at the Conference “Digital transformation and the internationalization of the firm”, Palermo, Feb. 2019

Research interests

International entrepreneurship, Born Global firms, International business and international marketing, , global value chains, SMEs internationalisation processes, entrepreneurship, innovation and local development, sustainable corporations and circular firms, circular entrepreneurship, qualitative methods of research.

Recent research grants

- Coordinator with Roger Strange, University of Sussex, of the joint research project on “The dynamics of global value chains”, funded by University of Sussex and Confindustria (Italian Enterprises’ association, 2016-2019)
- Member of the Pavia Unit in the Horizon 2020 project “Primefish” 2015-2018.
- Local coordinator of Italian National Project funded by the Italian Ministry of Education, University and Research (*PRIN*), Research Grant “Scientific research and competitiveness. Variety of organizations, support systems and performance levels”, 2013-2015
- Coordination of Pavia research unit, for the project about Entrepreneurship Development, promoted by “Fondazione Cariplo” and “Mind The Bridge” Foundation (2010-11)
- Coordination of Pavia research unit of the European Project COBEREN about consumer behaviour in Europe (2010-2013).

Knowledge transfer/third mission

Scientific advisor for public and private organizations about entrepreneurship, internationalization and local development.

Collaboration to the Annual report of the Italian Foreign Trade Institute (ICE) 2015.

Coordinator of the local action research project Pavia 2020, for the development of the local industrial system along smart specialization strategy and KETs, funded by Confindustria Pavia and Pavia Chamber of Commerce.

Recent Conference/Workshops Co-convened and Convened

A.Zucchella (convener), Seminar series “Doing Business in”, University of Pavia and Confindustria, march to May 2016.

A.Zucchella (Convener), 15th International entrepreneurship World Conference, University of Pavia, 20-22 September 2012.

A.Zucchella (Convener), Seminar series in International Entrepreneurship, yearly series of seminars from major world experts, University of Pavia, 2009-2012.

A.Zucchella (Convener), Management and governance across borders: the present and future of the global factory, JMG (Journal of Management and Governance) workshop, Salerno, 4-5 October 2012

A.Zucchella (Convener), “The internationalization of Italian firms”, AIDEA-Italian Academy of Management, september 2008, Pavia.

Publications (main, from 2006)

Zucchella A. (2006) , Local clusters dynamics: trajectories of mature industrial districts between decline and multiple embeddedness, in Journal of Institutional Economics, spring.

A.Zucchella, Denicolai S. and Palamara G (2007), The drivers of the early internationalisation of the firm, Journal of World Business, 285, 1-13.

A.Zucchella and P.Scabini (2007), International Entrepreneurship, London, Palgrave.

Conceptualizations to Advance Born Global Definition, (2008) with M.Gabrielsson, M.Kirpalani,P.Dimitratos and C.A. Solberg, in Global Business Review, vol, 9, n.1, 45-50.

Gabrielsson, M. V.H. Kirpalani M., Dimitratos P., Solberg C.A. and Zucchella A, Born globals: Propositions to help advance the theory (2008), International Business Review, Volume 17, Issue 4, 385-401.

A.Onetti and Zucchella A. (2008). Innovazione, imprenditorialità e innovazione. I business model delle imprese biotech, Rome, Carocci.

A.Zucchella and C.Pepe (2009), L'internazionalizzazione delle imprese italiane, (2009), Bologna, Il Mulino.

Majocchi A. and Zucchella A. (2009). Internationalization and firm performance. In: McNaughton Rod, Bell Jim, Entrepreneurship and globalization. Sage Publications, London p. 249 - 268

Denicolai S., Zucchella A. and G.Cioccarelli (2010), Reputation, trust and relational centrality in local networks, in Handbook of Evolutionary Economic Geography (eds. R.Boschma and R.Martin), Cheltenham Uk, Elgar.

Zucchella A (2010), Analysing the moves of international entrepreneurial organisations: The entry of SMEs to complex markets, in International Growth of Small and Medium Sized Enterprises, (ed. N.Nummela), New York, Routledge.

Zucchella A. and Kabbara D. (2010), Collaborative Entrepreneurship and Internationalization in Life Sciences: empirical evidence from Italian biotechnology, in International Entrepreneurship in the Life Sciences, (eds. M.Jones, C.Wheeler, P.Dimitratos), Cheltenham UK, Elgar.

Denicolai S., Cioccarelli G. and Zucchella A. (2010). Resource-based local development and networked core competencies for tourism excellence. Tourism Management p. 260 - 266 Vol. 31.

Urban, S. and Zucchella, A. (2011), Building the future through real value creation and innovation: achieving competitiveness in a chaotic world, International Journal of Entrepreneurship and Small Business, 13, 2.

Hagen B. and Zucchella A. (2011). A longitudinal look at the international entrepreneurship dimensions: cases and predictions. International Journal Of Management Cases, p. 484 - 504 Vol. 13

Onetti A., A.Zucchella, M.Jones and P.McDougall (2012), Internationalization, innovation and entrepreneurship: business models for new technology-based firms, Journal of Management and Governance.

Zucchella A., Servais P. (2012). The internationalisation of small and medium sized enterprises and the liability of complexity. International Journal Of Entrepreneurship And Small Business, p. 191 - 212 Vol. 15,

Hagen B., Zucchella A., Cerchiello P., De Giovanni N. (2012). International strategy and performance: clustering strategic types of SMEs. International Business Review, p. 369 - 382 Vol. 21.

Hagen B., Zucchella A. (2012). The international growth of e-commerce ventures. In: Harris S., Kuivalainen O, Stoyanova V, International Business: New Challenges, New Forms, New Perspectives. Palgrave Macmillan, Houndsmill, Basingstoke p. 137 - 154 (BEST PAPER AWARD)

D'Angelo, A., Majocchi, A, and Buck, T., Zucchella A. (2013). Geographic pathways of internationalisation for SMEs: insights from an Italian sample. International Marketing Review, 30 (2), pp. 80-105.

Zucchella A., D.Kabbara (2013), The role of partnerships in the internationalisation process of Small knowledge intensive firms, *Management International*, 18 (1), Fall 2013, pp.104-116.

Denicolai, S., Zucchella A., and Strange R. (2014) Knowledge assets and firm international performance. *International Business Review* 23.1 p: 55-62.

Hagen B.and Zucchella A. (2014). Born global or Born to run? The long-term growth of born global firms, *Management International Review*, 2014.

Zucchella A., Siano A. (2014), Internationalization and Innovation as Resources for SMEs Growth in Foreign Markets, *International Studies of Management & Organization Journal (ISMO)*, 44 81, spring, pp. 21-44.

A.Onetti, A.Zucchella (2014), *Business models for life sciences*, Routledge.

Hagen, B., S. Denicolai, and Zucchella A. (2014). International entrepreneurship at the crossroads between innovation and internationalization." *Journal of International Entrepreneurship* 12.2: 111.

Zucchella, A. and Urban, S. (2014). Futures of the sustainable firm: An evolutionary perspective. *Futures*, 63, 86-100.

Veglio, V. and Zucchella, A. (2015). Entrepreneurial firms in traditional industries. Does innovation matter for international growth?. *Journal of International Entrepreneurship*, 13(2), 138-152.

Denicolai, S., Strange, R., and Zucchella, A. (2015). The dynamics of the outsourcing relationship. In *The Future of Global Organizing (Progress in International Business Research, Volume 10)* Emerald Group Publishing Limited, 10, 341-364.

Zucchella, A. and Hagen, B. (2015). The internationalization of SMEs in Italy. In P.Ghauri and Kirpalani M. (eds) *Handbook of Research on International Entrepreneurship Strategy: Improving SME Performance Globally*, Elgar.

Zucchella A. and Magnani G. (2016), *International entrepreneurship. Theoretical foundations and practices.*, Palgrave, London.

Zucchella A., Hagen B., Denicolai S. and Masucci M. (2016), Early and accelerated internationalization: the role of the niche strategy in a new generation of exporters, *International Journal of Export Marketing*.

Hagen B., Zucchella A., Larimo J., Dimitratos P. (2017). A taxonomy of strategic postures of international SMEs , *European Management Journal*.

Karafillya M. and Zucchella A. (2017). Synergies and tensions between and within domestic and international market activities of firms , *International Business Review*.

Strange R. and Zucchella A. (2017), Industry 4.0 and Global value chains, in *Multinational Business Review*.

Denicolai S., Zucchella A. and F.Moretti (2017), Not so similar after all: exploring the diversity of strategic orientations for innovation, *International Journal of Innovation Management*.

- Magnani, G., Zucchella, A., and 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.
- Magnani, G., Zucchella, A., and Strange, R. (2018). The dynamics of outsourcing relationships: Perspectives from MNEs and their key suppliers, *Journal of Business Research*, ISSN 0148-2963
- Magnani, G. and Zucchella, A. (2018). Uncertainty in entrepreneurship and management studies. A systematic literature review, *International Journal of Business and Management*, 12(3), 98-133, ISSN 1833-3850 (Print) ISSN 1833-811; 9 (Online) doi:10.5539/ijbm.v13n3p98.
- Zucchella, Antonella and Hagen, Birgit and Serapio, Manuel (2018). *International Entrepreneurship*. Edward Elgar Publishing, Cheltenham, UK.
- Zucchella, Antonella and Previtali, Pietro (2019). Circular business models for sustainable development. A “waste is food” restorative ecosystem. *Business Strategy and the Environment*, 28 (2), 274-285
- Magnani, G., and Zucchella, A. (2019). Coping with uncertainty in the internationalisation strategy: An exploratory study on entrepreneurial firms. *International Marketing Review*, 36(1), 131-163.
- Hagen, B., Zucchella, A., & Ghauri, P. N. (2018). From fragile to agile: marketing as a key driver of entrepreneurial internationalization. *International Marketing Review*.
- Sedzinauskienė, R., Sekliuckienė, J., & Zucchella, A. (2019). Networks' Impact on the Entrepreneurial Internationalization: A Literature Review and Research Agenda. *Management International Review*, 1-45.
- Zucchella A., Urban S: (2019). *Circular entrepreneurship*, Palgrave MacMillan.