

CURRICULUM VITAE

Birgit Hagen

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Birgit Hagen is Associate Professor of International Entrepreneurship and Marketing at the University of Pavia. She received her PhDs from the WU - Vienna University of Economics and Business with a thesis at the intersection of International Marketing/International Finance and from the University of Pavia with research on strategic types in international small- and medium-sized enterprises.

Her research area focuses on small and medium-size firm internationalization, in particular entrepreneurial behaviour underlying internationalization. Birgit was and is involved in numerous international and national projects (competitive) research projects, e.g. Horizon 2020, MISE (Italian Ministry of Innovation and Economic Development, ongoing project on digital and sustainable value chains), PRIN (projects of National Interest), and various Erasmus+ strategic partnership (e.g. ACCENT, ongoing project in international entrepreneurship) projects related to research and teaching.

Her teaching includes courses on "International Entrepreneurship and Entrepreneurial Marketing" in the Master program in International Business and Entrepreneurship' (MIBE), a module in "Entrepreneurship" in the PhD Program in 'Applied Economics and Management' and most recently 'Principles of Marketing' in the Management program at bachelor level. Birgit is also involved in an international Executive PhD program of the Business Science Institute with entrepreneurship and qualitative research modules. She is the coordinator of the 'Strategy & Global Management' Module in the executive MBA Ticinensis where she also teaches entrepreneurial-agile marketing and strategic agility.

Birgit is the vice-coordinator of the MSc in International Business and Entrepreneurship, the Academic Coordinator of the MIBE Double Degree Programs, and the executive vice-president of the University Foundation Alma Mater Ticinensis. She is a member of the international strategic advisory board of the University of Jean-Moulin 3 in Lyon, France.

In the past she held various marketing positions in Austria, worked as the assistant to the Vice President - Head of (Region) Europe and International Marketing in Paris, and served as the Head of a Therapeutic Unit/Marketing in Italy for a multinational enterprise.

Academic record

May 2021	National scientific habilitation (Full Professor according to art.16 law 240/2010)
since Dec 2018	Associate Professor, Dep. of Economics and Management, University of Pavia
Dec 2015-Dec 2018	Tenure Track Research Position – Dep. of Economics and Management, University of Pavia
Dec 2013	National scientific habilitation (Associate Professor according to art.16 law 240/2010)
Dec 2013-Dec 2015	Junior Research Position - Dep. of Economics and Management,

June 2009–Dec 2013	Post-doc positions – Dep. of Economics and Management
Nov 2005 - June 2009	Doctoral studies at the University of Pavia, Faculty of Economics, Dep. of Business Research (winner of a scholarship). Doctoral Thesis on “Strategic types of international small and medium-sized enterprises”
Dec 1990-Dec 1993	PhD studies at the Vienna University of Economics and Business Doctoral Thesis on “Using Countertrade as an International Marketing Strategy” (funded by the Austrian National Bank) Graduation with honours
Dec 1990 – Feb 1994	Research and Teaching Assistant at the Vienna University of Economics and Business, Department of International Trade Research projects and areas: International Countertrade (Project of the Austrian National Bank), Internationalisation patterns (German Chamber of Commerce in Vienna) Teaching in International Marketing (core courses, Master Programme); collaboration in seminars and supervision of Master Theses

Most recent scientific publications

Articles in international journals

Hennart Jean-François, Majocchi Antonio, Hagen Birgit (2021). What’s so special about born globals, their entrepreneurs or their business model?. *Journal of International Business Studies*, 1-30, <https://doi.org/10.1057/s41267-021-00427-0>.

Miceli Antonio, Hagen Birgit, Riccardi Maria Pia, Sotti Francesco, Settembre-Blundo, Davide (2021). Thriving, not just surviving in changing times: How sustainability, agility and digitalization intertwine with organizational resilience. *Sustainability*, 13(4), 2052, 1-17.

Macovei Valentina, Hagen Birgit (2021). Entrepreneurial logics in international entry mode decisions. *International Journal of Applied Behavioral Economics*, 10 (2), 1-19.

Hagen Birgit, Zucchella Antonella, Ghauri Pervez N. (2019). From fragile to agile: marketing as a key driver of entrepreneurial internationalization, *International Marketing Review*, Special Issue on International Marketing Agility, 36 (2), pp 260-288.

Denicolai Stefano, Hagen Birgit, Zucchella Antonella, Cubero-Dudinskaya Emilia (2019). When less family is more: trademark acquisition, family ownership, and internationalization. *International Business Review*. 28, (2), pp 238-251.

Hagen Birgit, Zucchella Antonella, Larimo Jorma, Dimitratos Pavlos (2017). A taxonomy of strategic postures of international SMEs. *European Management Review*, 14 (3), pp 265-285.

Zucchella Antonella, Hagen Birgit, Denicolai Stefano, Masucci Monica, (2016). Early and accelerated internationalization: the role of the niche strategy in a new generation of exporters, *International Journal of Export Marketing*, 1(1), Inaugural Issue, pp. 27–47.

Denicolai Stefano, Birgit Hagen, Alessia Pisoni, (2015). Be international or be innovative? Be both? The role of the entrepreneurial profile, *Journal of International Entrepreneurship*, 13, pp 390-417.

Books and monographs

Zucchella Antonella, Hagen Birgit, Serapio Manuel, (2018). *International Entrepreneurship*. Edward Elgar: ISBN: 978 1 78536 544 7, <https://www.e-elgar.com/shop/international-entrepreneurship-14988>.

Refereed book chapters

Hagen B., Zucchella A., (2018), *Entrepreneurial Marketing as a key driver of early and sustained internationalisation*, in: Dominguez N., Mayrhofer U. (eds.), *Key Success Factors of SME Internationalisation: A cross-country perspective*, vol 34, Emerald Publishing Limited, ISBN: 9781787542785, pp 25-40.

Larimo Jorma, Zucchella Antonella, Kontkanen Minnie, Hagen Birgit (2017), *Patterns of SME's Marketing Mix Combinations and Their Characteristics in Export Markets*, in: Leonidou L., Katsikeas C.S., Samiee S., Aykol B (eds), *Advances in global marketing: A research anthology*. Springer International Publishing, Cham, ISBN: 978-3-319-61385-7, pp 333-364.

Zucchella A., Hagen B., (2015), *The internationalization of SMEs in Italy*, in: Ghauri P., Kirpalani M. (eds), *Handbook of Research on International Entrepreneurship Strategy: Improving SME Performance Globally*, Edward Elgar Publishing, Cheltenham:UK; ISBN 978 178347 1577, pp 309-332.

Ganassali S., Moscarola J., Mestrallet A.S., Buber R., Laaksonen P., Hellén K., Grunert K., Rosendahl J., Zucchella A., Cerchiello P., Hagen B., Wiedemann K.P., Behrens S., Henning N., Kenyon A. (2015), *Verbal and pictorial representations of beverage consumption patterns: the wall of pictures protocol*. In: *Research Methods: Concepts, Methodologies, Tools, and Applications*. IGI Global, Hershey PA. DOI: 10.4018/978-1-7456-1.ch033, EISBN13: 9781466674578, pp 719-757.

Participation in international and national research projects (competitive, last 5 years)

Nov 2021-Nov 2024 ACCENT – ACCessible ENTrepreneurship, Erasmus+ Strategic Partnerships, Consortium of 3 universities (Cologne, Granada, Pavia), *Member of research unit*

Jan 2020-Jan 2023 MISE – API PON 2018, Ministry of Innovation and Economic Development, Innovation Call 2018, I.E.S.MAN – Internet of Enterprise Sustainable MANufacturing Consortium of 2 universities (6 Departments) and two industrial partners *Unit Leader Dep. of Economics and Management*

March 2015-Feb 2019 Horizon 2020, Call H2020-BG-2014-2, EU Research and Innovation Programme, Developing an Innovative Market Oriented Prediction Toolbox to Strengthen the Economic Sustainability and Competitiveness of European Seafood on Local and Global Markets.

Consortium of 16 international academic and industry partners.
Project leader Pavia unit

Dec 14 – Aug 2017 Erasmus+ Strategic Partnerships, Marketing Communication
Innovativeness of European Entrepreneurs. Consortium of 13 European
Universities
Project leader Pavia unit

Awards and nominations

2021 'Selected paper' at the Annual Conference of the Italian Association of Management for the paper entitled 'The impact of entrepreneurial team experience on international expansion', co-authored with Theodoros Mertzanis (University of Tübingen).

2019 Best paper award nominee at the 46th Conference of the UK Chapter of the Academy of International Business, Sussex, with the paper entitled "Causation, effectuation and bricolage logics in foreign country entry mode decision-making" co-authored with Valentina Macovei.

2015 & 2016 Best Instructor Award, X-Culture Project (worldwide experiential learning in International Business) led by Prof. Vas Taras, University of North Carolina – Greensboro, June 2015 & June 2016.

2011 Palgrave Macmillan Award for the Best Paper at the 2011 Conference of the UK Chapter of the Academy of International Business, Edinburgh for the paper entitled "The International Growth of Born Global Firms: Tracking Drivers and Dimensions Along Time", co-authored with Antonella Zucchella.

Visiting research periods

Visiting fellow at the University of Sussex, Department of Business and Management (International Business), August 2013– August 2016

Visiting fellow at the University of Valencia, Faculty of Economics (Internationalization, Innovation, Strategy) May 27th – June 21st, 2013

Lecturing in Italy and abroad

Teaching in Bachelor, Master and PhD Programs – University of Pavia

Since 2019 *Marketing*, 2nd year course in the Management bachelors, University of Pavia, 9 ECTS

2016 - 2020 Principles of Marketing, Lecturer at the Master of Regulatory Affairs (Master di secondo livello), University of Pavia

Since 2015 *International Entrepreneurship and Entrepreneurial Marketing*, 1st year course in the Master programme in International Business and Entrepreneurship, 9 ECTS

since 2012	<i>(International) Entrepreneurship, Qualitative Research Methods</i> , Doctoral Programme in Applied Economics and Management (ex-DREAMT), Joint PhD program University of Pavia/University of Bergamo
2011-2015; 2017- 2019	<i>Advanced Marketing and Simulation</i> , 2 nd year course in the Master program in International Business and Entrepreneurship, 6 ECTS
2015-2017	<i>Digital Marketing and Business Modelling</i> , 2 nd year course in the Master programme in International Business and Economics, 6 ECTS
since 2007	Principles of Marketing, Lecturer at the Master of Pharmaceutical Marketing (Master di secondo livello)

Teaching abroad

since 2011	Visiting Professor of International Marketing at the University of Lyon 3, France
2012-2016	Visiting Professor of International Entrepreneurship – Strategic Marketing at the University of Mont Blanc Savoie (Annecy), France; Strategic marketing
2009 - 2013	Visiting Professor of International Marketing at the University of Clermont-Ferrand, France
2008, 2009	Visiting Professor of International Marketing at the Master in Tourism and the MBA Programme, University of Alcalà, Spain

Executive Education

since 2019	Entrepreneurial-agile marketing; Strategic agility; executive MBA Ticinensis, Pavia
since 2019	Entrepreneurship and qualitative research modules, executive Doctorate in Business Administration, Business Science Institute

Participation in scientific committees & institutional charges

since Oct 2019	Member of the international strategic advisory board of the University of Lyon 3, France
since 2019	Member of the Sinergie-SIMA International Business and Entrepreneurship interest groups
since April 2017	Executive vice-president of the Foundation Alma Mater Ticinensis
since Jan 2016	Member of the MAMAF Programme Committee (Master of Pharmaceutical Marketing) at the University of Pavia
since Jan 2015	Scientific Coordinator of the Department's Double Degree Programmes in Management
since 2013	Member of the AEM (ex-DREAMT) Doctoral Programme Committee

since 2011	Vice-coordinator of the Master Programme in International Business and Entrepreneurship
2008 – 2010	Marketing for Double Degrees and the Launch of the English Master programme in International Business and Economics

Academic Memberships

Member of the Italian Management Association (SIMA)

Member of the Italian Marketing Association (SIM)

Member of the Academy of International Business (AIB)

Member of the European International Business Academy (EIBA)

Member of the American Marketing Association (AMA)

November, 2021