

University Academic Curriculum Vitae

Personal information

Name: **Valerio Veglio**
Place and date of birth: Genova, 25/08/1983
Nationality: Italian
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Education since leaving school

- 2005, BSc in Marketing and E-Business, University of Pavia, Pavia, Italy
- 2007, MSc in Marketing Management, University of Pavia, Pavia, Italy
- 2013, PhD in Marketing and Management, University of Milan-Bicocca, Milan, Italy

Present appointment

- Title of appointment: Assistant Professor in International Management (RTDA)
- Start of appointment: 01/05/2018
- Employer: Free University of Bozen, Bozen, South Tyrol, Italy
- Research: His primary research interest lies at the intersection between strategy and international management with particular interest in offshoring and outsourcing (the global relocation and reconfiguration of value chain activities); internationalization process of small-medium enterprises (the influence of digitalization on the internationalization strategies) and Big Data and Big Data Analytics (the strategic role of Big Data Analytics in the decision-making process).
- Teaching: International Marketing (BSc in Economics and Management) and Lean Entrepreneurship (MSc in Entrepreneurship and Innovation).

Professional experience

From / to	Name of academic Institution	Job title and Academic level	Responsibilities
2013/2014	University of Milan-Bicocca, Milan, Italy	Post-doc	<ul style="list-style-type: none">• Conduct research projects individually and in collaboration with others.• Analyze and interpret research findings and draw conclusions on the outcomes.• Produce high-quality research outputs for publication in monographs or recognized high-quality journals.
2014	University of Southampton, Southampton, United Kingdom	Research Fellow	<ul style="list-style-type: none">• Conduct research projects individually and in collaboration with others.• Analyze and interpret research findings and draw conclusions on the outcomes.• Produce high-quality research outputs for publication in monographs or recognized high-quality journals.
2015/2016	Università della Svizzera Italiana (USI), Lugano, Switzerland	Post-doc	<ul style="list-style-type: none">• To engage in individual Conduct research projects individually and in collaboration with others.• Analyze and interpret research findings and draw conclusions on the outcomes.• Produce high-quality research outputs for publication in monographs or recognized high-quality journals.

2016/2108	Bocconi University, Milan, Italy	Researcher with Grant	<ul style="list-style-type: none"> To engage in individual Conduct research projects individually and in collaboration with others. Analyze and interpret research findings and draw conclusions on the outcomes. Produce high-quality research outputs for publication in monographs or recognized high-quality journals.
2013/2015	University of Milan-Bicocca, Milan, Italy	Adjunct Professor	<ul style="list-style-type: none"> Develop high-quality inclusive teaching materials, methods and approaches, take responsibility for their quality, and ensure that they meet defined learning objectives. Set, mark, and assess coursework and examinations. Select appropriate assessment instruments and assessment criteria, and provide constructive and comprehensive feedback to students. Supervise the work of undergraduate and taught postgraduate students, providing advice on study skills.
2016/2017	University of Milan-Bicocca, Milan, Italy	Adjunct Professor	<ul style="list-style-type: none"> Develop high-quality inclusive teaching materials, methods and approaches, take responsibility for their quality, and ensure that they meet defined learning objectives. Set, mark, and assess coursework and examinations. Select appropriate assessment instruments and assessment criteria, and provide constructive and comprehensive feedback to students. Supervise the work of undergraduate and taught postgraduate students, providing advice on study skills.

Research projects (involved as researcher)

- 2012/2013: PON smART (Services and Meta-Services for smART eGovernment). Department of Informatics, Systems and Communication. University of Milan-Bicocca (Milan-Italy).
- 2014/2015: SEVENTH FRAMEWORK PROGRAMME - Internet of Things - Small or Medium-Scale Focused Research Action (STREP). Researching crowdsourcing to extend IoT testbed infrastructure for multidisciplinary experiments, with more end-user interactions, flexibility, scalability, cost efficiency and societal added value. Funded by European Commission (EU).
- 2015/2016: ETER (European Tertiary Education Register). It is a research project promoted by the Directorate General for Education and Culture of the European Commission, in cooperation with the Directorate General for Research and Innovation and EUROSTAT.
- 2015/2016: SEVENTH FRAMEWORK PROGRAMME – RISIS – Research Infrastructure for Research and Innovation Policy Studies. Funded by European Commission (EU).

Participation in exhibitions

- Future Internet Assembly (FIA). Reshape Infrastructure For innovation. 18-21 March 2014, Athens, Greece (GR).
- Internet of Things (IoT) week in London. 16-20 June 2014, London, United Kingdom (UK).

Experience in academic teaching

- 2013/2014: Adjunct Professor of Management – 8 CFU – MSc in International Economics – Dipartimento di Economia, Metodi Quantitativi e Strategia di Impresa, University of Milan-Bicocca (Italy).
- 2014/2015: Adjunct Professor of Management – 7 CFU – MSc in International Economics - Dipartimento di Economia, Metodi Quantitativi e Strategia di Impresa, University of Milan-Bicocca (Italy).
- 2016/2017: Adjunct Professor of Management Decisions and Data Mining

– 6 CFU – MSc in International Economics – Dipartimento di Economia, Metodi Quantitativi e Strategia di Impresa, University of Milan-Bicocca (Italy).

Specialization courses

- Computer-Assisted Text Analysis, 11-22 July 2011, Essex Summer School in Social Science and Data Analysis, University of Essex, Colchester, UK.
- Applications of Multi-Level Model to Research Policy and Higher Education Studies, 8-9 January 2015, Università della Svizzera Italiana (USI), Lugano, Switzerland.
- Social Network Analysis. Introduction to methods and applications to the EUPRO database, 16-18 February 2016, Università della Svizzera Italiana (USI), Lugano, Switzerland.
- Introduction to the Statistical Analysis of Social Networks with ERGM's, 18-20 April 2016, Università della Svizzera Italiana (USI), Lugano, Switzerland.

International experiences

- 2011/2012: PhD Visiting Students of Management Science. Management Department. University of Aberdeen, Aberdeen - United Kingdom (UK).
- 2017/2018: Visiting Researcher of Strategy and International Management. Department of Strategic Management and Globalization. CBS - Copenhagen Business School, Copenhagen – Denmark (DK).

Other academic responsibilities

- 2010/2013: Lecturer of Marketing Analytics, BSc in Management – Dipartimento di Scienze Economiche Aziendali, University of Pavia, Italy.
- 2013/2014: Lecturer of Management at the SenZations Summer School on Internet of Thing (IoT) Applications. Biograd na moru (Croatia).
- 2015/2016: Lecturer of Marketing Decisions and Data Mining – 3 CFU – PhD in Economia Aziendale, Management e Economia del Territorio – Dipartimento di Scienze Economiche Aziendali e Diritto per l'Economia – University of Milan-Bicocca (Italy).
- 2016/2017: Lecturer of Data-Driven Marketing – 1CFU – MSc in International Economics – Dipartimento di Economia, Metodi Quantitativi e Strategia di Impresa, Università degli Studi di Milan-Bicocca (Italy).
- 2017: Seminar at Copenhagen Business School (CBS) – Denmark (DK). Offshoring Decisions and Total Cost of Ownership. Department of Strategic Management and Globalization.

Memberships

- SIMktg (Italian Marketing Society); AIDEA (Italia Academy of Business Administration), and SIMA (Italian Society of Management).

Research and scholarships

Date granted	Award Holder(s)	Funding Body	Title	Amount received
2010/2013	Valerio Veglio	Italian Government	PhD scholarship Web Data Mining Models and Marketing Performance	40,915.41 Euro
2018-2020	Valerio Veglio	Free University of Bozen	Assessing the Impact of Smart and Connected Products on the Global Value Chain of Small and Medium Sized Enterprises	10,000 Euro

Publications

Books – Authored

- Veglio, V. (2013). *Forecasting Marketing Performance via Web Data Mining*. Lap Lambert Academic Publishing. Saarbrücken, Germany. ISBN: 9783659413032.

Chapters in books

- *Vallone, C., & Veglio, V. (2018). Albergo Diffuso: a new model of hospitality oriented to the revitalization of cultural heritage. In V. Cantino, F. Culasso, & G. Racca (a cura di), Smart Tourism (pp. 143-156). Milano: McGraw-Hill (Italy). ISBN: 9788838695025.*
- *Veglio, V. (2017). "Internet of Things" Firms and New Patterns of Internationalization. In "Global Opportunities for Entrepreneurial Growth: Competition and Knowledge Dynamics within and across Firms. Emerald Group Publishing. ISBN: 9781787145023.*
- *Veglio, V. (2015). Understanding Customers' Behavior through Web Data Mining Models. In "Research on Integrating Social Media into Strategic Marketing". United States: IGI Global Editor. ISBN: 9781466683532. DOI: 10.4018/978-1-4666-8353-2.ch014.*
- *Gordini, N. & Veglio, V. (2013). Customer Relationship Management and Data Mining: A Classification Decision Tree to Predict Customer Behavior in Global Market. In "Soft Computing Intelligent Algorithms in Engineering, Management, and Technology". United States: IGI Global Editor. ISBN: 9781466644502. DOI: 10.4018/978-1-4666-4450-2.ch001.*
- *Veglio, V. (2012). The Strategic Importance of Data Mining Analysis for Customer-Centric Marketing Strategies. In "Customer Centric Marketing Strategies: Tools for Building Organizational Performance". Hershey, United States: IGI Global Editor. ISBN: 9781466625242. DOI: 10.4018/978-1-4666-2524-2.ch007.*

Conference papers

- *Veglio, V. (2013). Logistic Regression and Decision Tree: Performance Comparison in Estimating the Probability of Customer Churn. 9th Meeting of the Classification and Data Analysis (CLADAG) Group, 7-9 September 2013, University of Pavia, Pavia, Italy. ISBN: 9788867871179.*
- *Gordini, N., & Veglio, V. (2013). Using Neural Network for Customer Churn Prediction Modeling: Preliminary Findings from the Italian Electricity Industry. Paper Presented at the X° Annual Conference of the Italian Marketing Society. University of Milano-Bicocca – Milano (Italy). ISBN: 9788890766213.*
- *Vallone, C. & Veglio, V. (2013). "Albergo Diffuso" and Customer Satisfaction: A Qualitative Services Analysis. Paper presented at 16th Toulon-Verona Conference International Conference Quality and Service Sciences. University of Ljubjana – Ljubjana (Slovenia). ISBN: 9788890432736.*
- *Veglio, V. (2018). Internationalization of SMEs – New Insights and Future Research Opportunities. Interactive Research Development workshop and conference. ISBN: 978-3-00-059929-3.*
- *Goerzen, A., Pedersen T., & Veglio, V., Elter, F., & Gooderham, P. (2018). Global Cities: A New Perspective on Cultural Differences at the Sub-national and Supra-national Levels. Academy of Management Proceedings, 1. ISSN (print): 0065-0668; ISSN (online): 2151-6561.*
- *Veglio, V. (2018). Big Data Analytics and Decision-Making. A First Exploratory Analysis in the Digitalization Age. ISBN: 91-8-88-943918-2-4.*

Journal articles in refereed academic journals

- *Morra, C., Del Bosco, B., & Veglio, V. (2017). Social Media and Firms Performance: The Voice of Managers in European Contexts. *Mercati e Competitività (Journal of the Italian Marketing Society)*, 4, 53-75. ISSN 1826-7386.*

DOI: 10.3280/MC2017-004004

- *Gordini, N., & Veglio, V. (2017). Customers Churn Prediction and Marketing Retention Strategies. An Application of Support Vector Machines based on the AUC parameter-selection techniques in e-commerce industry. *Industrial Marketing Management*, 62, 100-107. ISBN: 9780974211428.

DOI: <https://doi.org/10.1016/j.indmarman.2016.08.003>

5-Year Impact Factor: 4.402

ANVUR Journal ranking: A

- *Lepori, B., Veglio, V., Heller-Schuh, B., & Scherngell, T. (2015). Participations to European Framework Programs of Higher Education Institutions and their association with Organizational Characteristics. *Scientometrics*, 105(3), 2149-2178. ISSN: 1588-2861.

Impact Factor: 2.147

ANVUR Journal ranking: A

- *Veglio, V. & A. Zucchella (2015). Entrepreneurial small firms in traditional industries. Does Innovation matter for international growth? *Journal of International Entrepreneurship*, 13(2), 138-152. ISSN: 1573-7349.

- Vallone, C., & Veglio, V. (2014). The valorization of the artistic heritage as a driver for the territory development: Albergo Diffuso case study. *Mercati e Competitività (Journal of the Italian Marketing Society)*, 4, 110-130.

ISSN: 1826-7386.

DOI: 10.3280/MC2014-004007

Official reports

- Fernandes, J., Trap, F., Veglio, V., McGroarty, F., & Kling, G. (2014). Internet of Things (IoT) and Testbed Market Analysis (2014). Deliverable D6.1. Researching crowdsourcing to extend IoT testbed infrastructure for multidisciplinary experiments, with more end-user interactions, flexibility, scalability, cost efficiency and societal added value. This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grand agreement no 610477.

<http://www.iotlab.eu/IOTLabProject/Deliverables>

Working papers

- Lepori, B., Geuna, A., & Veglio, V. (2017). A Typology of European Research Universities. Differentiation, layering and resource distribution. *Working Paper Series*. SWPS 2017/01. SPRU – Science Policy Research Unit. ISSN 2057-6668.

Conference participation

- Goerzen, A., Pedersen T., & Veglio, V., Elter, F., & Gooderham, P. (2018). Global Cities: A New Perspective on Cultural Differences at the Sub-national and Supra-national Levels. Paper accepted for the presentation at the 78th Annual Meeting of the Academy of Management (AoM) 10-14 August 2018, Chicago, Illinois, USA.
- Goerzen, A., Pedersen T., & Veglio, V., Elter, F., & Gooderham, P. (2028) Global Cities: A New Perspective on Cultural Differences at the Sub-national and Supra-national Levels. Paper accepted for the presentation at the Academy of International Business (AIB) 2018 Annual Meeting, 25-28 June 2018, Minneapolis, USA.
- Veglio, V. (2018). The International Expansion of Digital Firms in the Internet of Things era: First Evidences from Italian SMEs. Extended abstract presented at the Interactive Research Development Workshop and Conference. Internationalization of SMEs New Insights and Future Research Opportunities Free University of Bozen-Bolzano, 2-3 May 2018, South Tyrol, Italy.

- Vallone, C., & Veglio, V. (2017). Albergo Diffuso: a new model of hospitality oriented to the revitalization of cultural heritage. Paper presented at the 1st International Conference in Smart Tourism, 23-24 November 2017, University of Turin, Turin, Italy.
- Veglio, V. (2018). Big Data Analytics and Decision-Making. A First Exploratory Analysis in the Digitalization Age. Paper presented at the 15th Annual Conference, 18-19 October 2018, University of Bari, Bari, Italy.

Statement of interest

As result of the experience developed at different levels (research and teaching) through a five-year involvement in the international strategic management area, in my new role of Assistant Professor in International Management I am seeking to bring a new research and teaching ideas, particularly, in the field of international strategic management. In addition, my theoretical background and, especially, my expertise in quantitative methods and the deep knowledge of different statistical software such as SPSS, STATA, R, and MPLUS ensure the development of high quality quantitative research targeting Top Level Journals (4 stars) publications as well as the design of competitive lectures suitable for very ambitious and motivated students.

Language competence

Mother tongue(s) Italian

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
French	B1	B1	B1	B1	B1

Additional information

- Optimal command of Microsoft Office™ tools (Word, Excel and Power Point)
- Optimal Command of Data Analysis tools (SPSS, STATA, R, MPLUS)
- Optimal Command of QUALTRICS
- Good Command of SAP/CRM

Date: 11/11/2018

Signature
Valerio Veglio