

## Marco S. Giarratana

### Curriculum Vitae

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Associate Professor  
Department of Business Administration  
Universidad Carlos III  
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### Professional Experience

- 2009 – Sub- Director (Hiring and Research), Department of Business Administration, Universidad Carlos III de Madrid.
- 2007 – 2009 Sub-Director, PhD in Business Administration, Universidad Carlos III de Madrid
- 2006 – 2009 Organizer, seminar activity, Business Department, Universidad Carlos III de Madrid
- 2003 – 2008 Assistant Professor in Organization and Strategy, Business Department, Universidad Carlos III de Madrid.
- 2001 – 2003 Visiting Professor in Management, University of Camerino, Italy

### Education

- 2003 Ph.D in Economics and Management, Sant'Anna School of Advanced Studies, Pisa, Italy.
- 2002 Visiting scholar at Heinz School, Carnegie Mellon University, Pittsburgh, USA.
- 2000 Visiting scholar at WZB, Social Science Research Center, Berlin, Germany.
- 1997 BA in Economics, Bocconi University, Milan, Italy.

### Fields of interest

Marketing and R&D Strategies, Geography and Knowledge Spillovers, Community-based Strategies

## Publications

### *In refereed journals*

- Giarratana M.S., Torrìsi, S. 2010. Foreign Entry and Survival in a Knowledge Intense Market. *Strategic Entrepreneurship Journal*, 4(1): 85-104
- Fosfuri A., Giarratana M.S. 2010. Trading under the Bottomwood: Introduction to Market for Technologies and Ideas. *Industrial and Corporate Change*, 19(3): 767-773
- Gambardella A., Giarratana, M.S. and C. Panico. 2010. How and When Should Companies Retain Their Human Capital? Contracts, Incentives and Human Resources Implications", *Industrial and Corporate Change*, 19(1): 1-24
- Gambardella A., Giarratana MS. 2010. Organizational Attributes and the Distribution of Rewards in a Region: Managerial Firms vs Knowledge Clusters, *Organization Science*, 21(2): 573-586
- Fosfuri A., Giarratana M.S. 2009. Masters of War: Rivals' Product Innovation and New Advertising in Mature Product Markets, *Management Science*, 55(2):181-191
- Giarratana, M.S. 2008. Missing the Starting Gun: De-alio Entry Order in New Markets, Inertia and Real Option Capabilities. *European Management Review*, 5(2):115-124.
- Fosfuri A., Giarratana MS., Luzzi A. 2008. The Penguin has entered the Building The Commercialization of Open Source Software Products, *Organization Science*, 19(2): 227-291
- Fosfuri A., Giarratana MS. 2007. Product Strategies and Survival in Schumpeterian Environments: Evidence from the Security Software Industry, *Organization Studies*, 28(6): 909–929
- Giarratana MS. 2004. The Birth of a New Industry: Entry by Startups and the Drivers of Firm Growth. The Case of Encryption Software, *Research Policy*, 35(2): 787-806

### *Book chapters*

- Giarratana M.S, Torrìsi S. 2006. "Science Based Industries and Spin-offs", in Bianchi P. and Labory S. (eds), *International Handbook of Industrial Policy*, Edward Elgar: 132-145
- Giarratana M.S., Pagano A. and Torrìsi S. 2005. "Links between multinational firms and domestic firms: a comparison of software in India, Ireland and Israel", in Arora A. and Gambardella A. (eds.), *From Underdogs to Tigers: The Rise and Growth of*

*the Software Industry in Brazil, China, India, Ireland, and Israel*, Oxford University Press, Oxford: 207–235.

- Giarratana M.S, Torrasi S. 2002. “Competence accumulation and collaborative ventures: evidence from the largest European electronics firms and implications for the EU technological policy, in Lundan S. (ed.), *Economics of Networks*, Edward Elgar: 108–139.

### ***Edited Special Issues***

- Special Issue of *Industrial and Corporate Change* on Markets for Technology and Industry Evolution, forthcoming 2010
- Special Issue of *Management Research* on Coopetition Strategy, 6(3): 2008

## **Teaching**

- Graduate:
- Course in “Strategic Management”, PhD in Business Administration, Universidad Carlos III, Madrid, Spain (2003-2010)
  - Course in “Strategic Management”, MBA, Universidad Carlos III, Madrid, Spain (2003-2010)
  - Course in “Strategic Management”, Master in Banking&Finance, CIFF, Madrid, Spain (2006-2007)
  - Course in “Open Innovation”, Bocconi University, Milan (2009, 2010)
  - Course in “Strategic Management”, General Master Program (exed), European School of Management, Madrid, Spain (2009)
- Undergraduate
- Course in “Internationalization of firms”, Faculty of Business Administration, Universidad Carlos III, Madrid, Spain (2008-2009)
  - Course in “Introduction to business”, Faculty of Business Administration, Universidad Carlos III, Madrid, Spain (2003-2007)
  - Course in “Economics of Strategy”, Faculty of Computer Science, University of Camerino (MC), Italy, (2001-2003)
  - Course in “Introduction to Information Economics”, Undergraduate course, Faculty of Computer Science, University of Camerino (MC), Italy, (2001-2003)

## **Honours**

### ***Awards***

- 2010 Best papers and proceedings, Academy of Management Conference
- 2009 Best papers and proceedings, Academy of Management Conference
- 2005 Best Paper Award, DRUID 10<sup>th</sup> anniversary Conference: Dynamics of Industry and Innovation, Copenhagen, Denmark
- 2003 Young Economist Prize, International Schumpeter Society Conference, Mannheim, Germany

## **Selected Presentations (2003-2010)**

### ***Conferences***

Academy of Management (2006, 2007, 2008, 2009), Strategic Management Society (2004, 2006, 2009), EURAM (2003), EUNIP (2006), EIBA (2004), DRUID (2004, 2005, 2008), Product Innovation Management (2007)

### ***Seminars***

Harvard Business School, Wharton Business School, Duke University, Copenhagen Business School, KUL University of Leuven, Bocconi University, Imperial College London, Aalborg University, Max Plank Institute of Jena, Pompeu Fabra, IESE, LMU Munich University.

## **Visiting professor periods**

- 2009, 2010. Bocconi University, Milan, Italy.
- 2010 LMU University of Munich, Germany.

## **Conferences and workshops organized**

- 2008. 3rd EIASM Co-opetition Workshop, UC3M, Madrid
- 2008 AoM Symposium on Geographical Knowledge Spillovers
- 2008 Conference on Markets for Technology and Ideas, UC3M, Madrid
- 2007 AoM Symposium on The Legacy of Geographical Clusters

## **PhD Supervision and Committee**

### **Committee**

- Elena Golovko (IESE Business School, 2007)
- Kremena Slavcheva (UC3M, 2009)
- Maud Pinard (UC3M, 2010)

### **PhD Students under supervision**

- Rebeca Mendez Duron (defended, 9/2008)
- Zabolcs Slilard Sebrek (defended, 5/2010)
- Henar Alcade (to be defended, 10/2010)
- Dilan Aksoy
- Borbala Kulcsar

## **Professional Services**

- AoM, Technology and Innovation Division, Elected Rep-at-Large, 2010-2011
- Associate Editor: *European Management Review* (2009-)
- Editorial Board: *Journal of Management* (2006-2008)
- Ad-hoc reviewer of the following journals: *Management Science*, *Organization Science*, *Academy of Management Review*, *Industrial and Corporate Change*, *Industry and Innovation*, *Management Research*, *Research Policy*, *European Accounting Review*, *Journal of Evolutionary Economics*, *Strategic Management Journal*, *Strategic Entrepreneurship Journal*.

## **Research Project Founded**

### **Principal Investigator**

- Coopetition Strategy, Spanish Ministry of Science and Education, (SEJ2006-28087-E), 2007-2008
- Investigación Científica, Desarrollo e Innovación Tecnológica, AENOR, 2003-2008

### **Member**

- Economic Change: Micro-Foundations of organisational and institutional change in Europe (HPSE-CT-2002-00146), EU – Research Directorate, 2002-2005
- Dynacom: Dynamic capabilities growth and long-term competitiveness of European firms, (SOE1971078), EU – Research Directorate, 1998-2000
- Innovación empresarial, proliferación de productos y desarrollo de nuevos mercados (UC3M-ECO-05-042), Comunidad Autónoma de Madrid – UC3M, 2006
- Innovación en las pequeñas y medianas empresas europeas (HI2005-0380), Spanish Ministry of Science and Education, 2006- 2007

July 24, 2010

- Retos y Oportunidades de las nuevas formas de organización de la innovación: el caso del software de código abierto. (SEJ2005-06655), Spanish Ministry of Science and Education, 2006- 2008
- Markets for technology: strategy and industry evolution, Spanish Ministry of Science and Education, (SEJ2007-30248-E), 2008-2009
- Ramon Areces Economic Research Grant 2005 and 2008

### **Additional information**

- Number of citations in the Social Science Citation Index: 45
- Number of citations in Google Scholar: 222
- Ad-hoc collaborator for several consulting management companies

*References available upon request*