

ELISA CONZ, PhD

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ACADEMIC EXPERIENCE**RESEARCH EXPERIENCE**

- Senior Lecturer, (Ricercatore a tempo determinato di tipo B-RTDB), Department of Social and Political Science, University of Pavia (10/23-current).
- Lecturer, (Ricercatore a tempo determinato di tipo A-RTDA), Department of Social and Political Science, University of Pavia (10/19-09/23).
- Post-Doc Research Fellow, Department of Economics and Management, University of Pavia, (02/17 –09/19)
- PhD Candidate in Economics and Management of Technology, University of Pavia (11/2013-11/2016).
- Visiting PhD Candidate at the University of Queensland – Australia - UQ School of Business (09/2015- 02/2016).
- Visiting PhD Candidate at the University of Auckland, Business School, (12/2015), Auckland, New Zealand.
- Fellowship, Department of Earth and Environmental Science, University of Pavia, (07/2012-09/2013).
- FSE (European Social Found) Scholarship for Young Researchers, Aosta Valley Region and University of Pavia, (06/2010-06/2012).

TEACHING ACTIVITY

- Lecturer in Marketing and Advanced Digital Marketing, Department of Social and Political Science, University of Pavia (2019 – current).
- Guest lecturer “Family Business Marketing” and “Qualitative Research Methods”, University College of Cork, Cork University Business School, Cork, Ireland (September 2022)
- Guest lecturer “Marketing” and “Qualitative Research Methods”, University of Lodz, Lodz, Poland, (March, 2019).
- Guest lecturer “Marketing” and “Qualitative Research Methods”, University of Blumenau, Blumenau, Brazil, (May 2019).
- Guest Lecturer “Doing Business in” course, Master Programme MIBE, University of Pavia, (Academic Year 2017-2018-2019).
- Lecturer “Qualitative methods” course, AEM PhD Programme in Applied Economics and Management (Academic Year 2017/2018-current).
- Lecturer: “Marketing for the arts” course (12 hours), First level Master in Business and Management of Arts, University of Pavia, (2021-current).
- Lecturer: “Advanced marketing” course (20 hours), First level Master in Marketing Utilities and Storytelling Techniques, University of Pavia (Editions 2017, 2018, 2019, 2020, 2021).

- Lecturer: “Business Planning” course (20 hours), First Level Master in Clinical Engineering, University of Pavia (Editions 2016-2017-2019).
- Lecturer: “Marketing” course (8 hours), First level Master in Digital Innovation and Entrepreneurship, University of Pavia, (2018).
- Lecturer “Wine Marketing” course (20 hours), First level, master in Oenology and Wine Marketing, University of Pavia (Editions 2015-2016).
- Guest Lecturer (4 hours) “Marketing” Course, Bachelor of Management, University of Pavia (Academic Years 2016/2017; 2017/2018).
- Honorary Fellow “Marketing” course (Bachelor in Management), University of Pavia (2015–2019).
- Honorary Fellow “Economia e Gestione delle Imprese” course (Bachelor in Management), University of Pavia (2017).
- Honorary Fellow “Digital marketing” course (Master MIBE), University of Pavia (2017–2019).
- Teaching assistant (tutor) “Marketing” course, Bachelor in Marketing, University of Pavia (2014–2019).
- Teaching assistant (tutor) “Innovation Management” Course, Bachelor in Marketing, University of Pavia, (2015–2017).

Others ACADEMIC POSITIONS:

- Faculty member: “AEM” (Applied Economics and Management) PhD program, University of Pavia joint with University of Bergamo (2020 – 2023)
- Faculty member: post graduate course “Marketing Utilities and Storytelling” (M.U.S.T), (2020- 2022).

TECHNOLOGY TRANSFER ACTIVITY

- Research member of “GRIS – Growing Resilient SMEs” project (No. 2022X9YPZJ), funded by the University and Research (MUR) Italian Ministry within the PRIN 2022 program.
- Communication manager and researcher of “NODES – Northwest Digital and Sustainable” project, identification code MUR ECS00000036. This project falls under Mission 4, Component 2, Investment 1.5, which focuses on the creation and strengthening of territorial innovation ecosystems, as part of the National Recovery and Resilience Plan (PNRR). The activity takes place within the framework of Spoke 6 - Smart Primary Agroindustry (2022-2023).
- Research collaborator, project “Institutional Capacity Building Project”, Compete Caribbean, assessment of the effectiveness of training courses provided by the NGO Compete Caribbean to officials and employees of local business support organizations in the Caribbean, examining how this training contributed to the creation and development of clusters in the region (2021).
- Research collaborator, project “Il Consiglio in ascolto: le esigenze delle imprese”, investigation of the innovation, internationalization and sustainability-related strategies of Lombardy SMEs. In collaboration with PoliS-Lombardia, (2019).
- Research collaborator of *Universalmente*, scientific dissemination programme on nutraceutic and agrifood- related research projects, promoted by the Department of Pharmaceutical Science, University of Pavia, Supervisor Prof. M. Daglia (Editions 2017, 2018).

- Participation to executive meetings on the competitiveness of the rice and wine industries (Provincia di Pavia), promoted by Regione Lombardia (2016-2017).
- Research collaborator, project: Osservatorio Wine Marketing, marketing analysis of the Oltrepò Pavese Wine Industry. In collaboration with Wine Consortium of the Oltrepò Pavese and the University of Pavia, Department of Economics and Management, Scientific Supervisor: Prof. S. Denicolai (2017-CURRENT).
- Research collaborator, project VAL.RI.SO, investigation of the Italian rice industry, focusing on by-products. In collaboration with CESRI; Center for the development of energies from renewable raw materials, University of Pavia, Scientific Supervisor: Prof. A. Zucchella (2014-2015).
- Research collaborator, project “Pavia 2020”, investigation of the agrifood and wine supply chain in Pavia, strengths and future opportunities. In collaboration with Confindustria Pavia. Scientific Supervisors: Prof. A. Zucchella, Prof. S. Denicolai (2014-2015).
- Research collaborator, project: “Vino e Salute: tra produzione consume e sostenibilità”, investigation of the Italian Wine Industry and new market trends. Sponsored by Expo2015. In collaboration with the Department of Pharmaceutical Science, University of Pavia, Scientific Supervisors: Prof. M. Daglia and Prof. A. Zucchella (2014-2015).

PUBLICATIONS

Management related topics:

Peer-Reviewed Journals:

- Conz, E., Denicolai, S., De Massis, A., *Preserving the Longevity of Long-Lasting Family Businesses a Multi-level Model*, Journal of Management and Governance, (2023), ISSN: 1572-963X, (ANVUR A); <https://doi.org/10.1007/s10997-023-09670-z>
- Conz, E., Magnani, G., Zucchella, De Massis, A., *Responding to unexpected crises: The roles of slack resources and entrepreneurial attitude to build resilience*, Small Business Economics, (2023), ISSN: 15730913, (ANVUR A), <https://doi.org/10.1007/s11187-022-00718-2>.
- Sacco, F., Conz, E., *Corporate heritage communication strategies of iconic Italian brands: a multiple case study*, Corporate Communications: An International Journal, (2023), 28(7), pp. 19-43, ISSN: 1356-3289, (ANVUR); [doi/10.1108/CCIJ-12-2021-0136](https://doi.org/10.1108/CCIJ-12-2021-0136).
- Casprini, E., Conz, E., Murphy, L., Zanni, L., Zucchella, L., *Crises and resilience in family firms*, Small Business/Piccola Impresa (2022), 2, pp. 9-16, ISSN 0394-7947, (ANVUR), [doi: 10.14596/pisb.3593](https://doi.org/10.14596/pisb.3593).
- Conz, E., Lamb, P.W., De Massis, A., *Practicing resilience in family firms. An investigation through phenomenography*, Journal of Family Business Strategy, 2020, 11(2), ISSN: 1877-8585, (ANVUR A) <https://doi.org/10.1016/j.jfbs.2020.100355>.
- Conz, E., Magnani, G., *A Dynamic Perspective on the Resilience of Firms: A Systematic Literature Review and a Framework for Future Research*, European Management Journal, 2020, 3(3), pp. 400-412, ISSN: 0263-2373, (ANVUR A) <https://doi.org/10.1016/j.emj.2019.12.004>
- Conz, E., Magnani G., *Brand Identity of Long Lasting Family Firms in the Wine Industry*, Micro&Macro Marketing, 2019, 1, pp.139-158, ISSN: 1121-4228 (ANVUR), [doi: 10.1431/93020](https://doi.org/10.1431/93020)

- Conz, E., *A marketing perspective on reshoring: online corporate brand image and communication of reshored Italian companies*, *Economia Aziendale On-Line*, 2019, 10 (1), pp. 75-91, ISSN: 2038-5498 (ANVUR), <http://dx.doi.org/10.13132/2038-5498/10.1.1962>
- Conz, E., Denicolai, S., Zucchella, A., *The resilience strategies of SMEs in mature Clusters*, *Journal of Enterprising Communities: People and Places in the Global Economy*, 2017, 11(1), pp.186-210, ISSN: 1750-6204, (ANVUR) <https://doi.org/10.1108/JEC-02-2015-0015>

Monography and PhD thesis:

- Conz, E., *Le imprese familiari nell'era del Marketing 4.0*, Egea, 2020, ISBN 978-88-238-4674-6.
- Conz, E., *Small Firms Resilience and Longevity: an enquiry in the Wine Industry*, Supervisor: Prof. Stefano Denicolai (University of Pavia).

Book Chapters:

- Conz, E., *Comunicazione di Marketing attraverso le generazioni: l'impresa familiare*, in A. Zucchella and G. Magnani, "Verso la Customer Centric Organization. Attivare il brand nell'era digitale", Franco Angeli Editore, 2019, pp. 100-118.
- Conz, E., Fontana, A., *Brand Storytelling: come narrare l'impresa*, in A. Zucchella and G. Magnani "Verso la Customer Centric Organization. Attivare il brand nell'era digitale", Franco Angeli Editore, 2019, pp. 45-61.
- Conz, E., Denicolai, S., Riccardi, M.P., Zucchella, A., *University-Territory interaction models: a case study survey*, in: T.Domanski, 'The role of universities in promotion of cities and regions', vol. 1, 2015, p. 43-58, Lodz:University of Lodz.

Peer-reviewed teaching cases:

- Sacco, F., Conz, E., *Amaro Montenegro e "La Scoperta del Sapore vero": la comunicazione emozionale per l'heritage marketing*, in M. Frey; G. Bortoluzzi; S. Grandi; A. Paci; G. Pedeliento (a cura di), *Management and Marketing cases*, Pearson Italia, 2021. ISBN 9788891926685, DOI: 10.17464/9788891926685.

Peer-reviewed Proceedings:

- Sacco, F., Conz, E., *Corporate heritage communications and transgenerational succession in family business: a theoretical framework*, SIMA (Società Italiana di Management) Conference, Bocconi University, 30 June -1 July, 2022, Milano, Italy, ISBN 97888947136-0-2.
- Conz, E., Denicolai, S., *From Understanding to Practice: a Phenomenographic Enquiry of Family Business Innovation*, IFERA (International Family Entrepreneurship Research Academy) Conference, Universidad de Cantabria, 22-24 June 2022, Santander, Spain, ISBN: 979-12-210-1420-4.
- Binhote, J., Conz, E., *The effects of promoting the organizational past on innovative work behavior of non-family members employees*, IFERA (International Family Entrepreneurship Research Academy) Conference, Universidad de Cantabria, 22-24 June 2022, Santander, Spain,

ISBN: 979-12-210-1420-4.

- Conz, E., Magnani, G., Zucchella, A., *Family businesses entrepreneurial responses to uncertainty: leveraging slack resources to build resilience*, IFERA (International Family Entrepreneurship Research Academy) virtual Conference, 14-25 June 2021, ISBN: 979-12-200-8948-7.
- Conz, E., Beck, F., Mucci, D., *The meaning and practice of tradition within long-lasting family businesses: a phenomenographic enquiry*, IFERA (International Family Entrepreneurship Research Academy) virtual Conference, 22 June 2020, Santander, Spain, ISBN: 979-12-200-6730-0.
- Conz, E., Sacco, F., *A taxonomy of family businesses' heritage marketing strategies*, SIM (Società Italiana di Marketing) Conference, Piacenza, Italia, 24-25 October 2019, ISBN: 978 88 943918 3 1.
- Conz, E., Succession as entrepreneurial process in long standing family firms: the “Huey, Dewey and Louie” pattern, IFERA (International Family Entrepreneurship Research Academy), 18-21 June 2019, University of Bergamo, Bergamo, Italia, ISBN: 979-12-200-5032-6.
- Conz, E., Magnani, G., *Succession as entrepreneurial process in long standing family firms: the “Huey, Dewey and Louie” pattern*, Joint Paper Development Workshop on Internationalization, Entrepreneurship and Innovation: A multilevel perspective 2nd AEM and TIM PhD Programs, University of Napoli, Bergamo and Pavia, 13-14, University of Naples Federico II, Naples, Italy.
- Conz, E., *The resilience of firms: a conceptualization through inductive content analysis*, British Academy of Management Conference, British Academy of Management (BAM), University of Newcastle, Newcastle, UK, 2016, pp. 1-24, ISBN: 978-0-9549608-9-6.
- Conz, E., Denicolai, S., Zucchella, A., *The innovation strategies of resilient SMEs. A case study in the Italian Wine Industry*, International Wine Business Research Conference, Ehrenberg-Bass Institute for Marketing Science, University of South Australia, Adelaide, Australia, 2016, pp. 76-85, ISBN: 978-0-9944460-0-8.
- Conz, E., Denicolai, S., *The contribution of individual to longevity of family firms*, LAEMOS (Latin American and European Organizational Studies) Conference: Organizing for Resilience, IAE Business School, IAE Universidad Austral, Buenos Aires, Argentina, 2018. pp. 1-42.

Industry reports:

- Rabellotti, R., Conz, E., *Mainstreaming the cluster approach in the Caribbean region: The CCPF Cluster Capacity Building Initiative*, 2021¹.
- Zucchella, E., Conz, E., Magnani G., *Il Consiglio in ascolto: Le esigenze delle Imprese*, rapporto 2019 commissionato da Regione Lombardia.
- Conz, E., Denicolai, S. *La filiera vitivinicola oltrepadana: Marketing report* 2018.
- Conz, E., Denicolai, S. *Indicazioni locali per il rilancio della filiera del vino*, 2017.
- Conz, E., Zucchella, A., *VALRISO, Valorizzare i sottoprodotti del riso. Studio di fattibilità per sviluppare una filiera nel territorio pavese*, 2015.

¹ <https://publications.iadb.org/en/mainstreaming-cluster-approach-caribbean-region-ccpf-cluster-capacity-building-initiative>

Practiced-oriented articles:

- [Conz, E., *Resilienza: la parola simbolo del 2020*, published on su \[fondazionefeltrinelli.it\]\(https://fondazionefeltrinelli.it\)².](https://fondazionefeltrinelli.it)
- [Conz, E., Denicolai, S., *Oltrepò: le imprese passate ai raggi X*, articolo pubblicato nell'edizione speciale Vinitaly 2018, Corriere Vinicolo, \(13 april 2018, n. 13\).](#)
- Conz, E., Lamb, P.W., De Massis, A., *What Winemakers Can Teach Us About Resilience*, published on familybusiness.org, 2020³.

Cultural Heritage related topics:Peer-Reviewed Journals:

- Conz, E., Callegari, A.M., Riccardi, M.P., Messiga, B., *La collezione di marmi antichi del Museo di Mineralogia di Pavia*, Marmora, 7, 2011, p. 103-109, ISSN: 1824-6214.
- Lo Giudice, A., Re, A., Calusi, S., Giuntini, L., Massi, M., Olivero, P., Pratesi, G., Albonico, M., Conz, E., *Multitechnique characterization of lapis lazuli for provenance study*, Analytical Bioanalytical Chemistry, Springer Verlag 2009, 395 (7); p. 2211-2217, ISSN: 1618-2642.

Book chapters:

- Giannichedda E., con contributi di Pera, R., Basso, E., Conz, E., Riccardi, M.P., *Lo scavo in Santa Maria in Passione e l'industria della seta a Genova*, Archeologia Medievale, XXXVI; 2010, p. 361-382, ISSN: 0390- 0592.
- Basso, E., Conz, E., Galinetto, P., Riccardi, M.P., *Studio dell'alterazione cromatica di materiali lapidei nell'area cittadina di Aosta: un approccio multianalitico*, Bollettino della Soprintendenza per i beni culturali della Valle d'Aosta, 7, 2010, p. 18-20, ISSN: 2038-4092.
- Conz, E., Bernini, D., Rebay, G., Riccardi, M.P., *La pietra ollare nelle valli di Lanzo: approccio metodologico non invasivo per lo studio di caratterizzazione*, in: (a cura di): Anna Gattiglia e Maurizio Rossi, 'Terre rosse, pietre verdi e blu cobalto. Miniere a Usseglio. Seconda raccolta di studi', Usseglio: Museo Civico Alpino "Arnaldo Tazzetti", 2013, p. 75-84, ISBN: 978-88-905076-4-9.

Proceedings:

- Conz, E., Appolonia, L., Galinetto, P., Riccardi, M.P., Tarantino, S.C., Zema, M., *Chromatic alteration of Roman Heritage in Aosta (Italy)*, Procedia Chemistry, 8, 2013, p. 78-82, ISSN: 1876-6196.
- E. Conz, D. Bernini, G. Rebay, M.P. Riccardi, *Characterization of "Pietra ollare" artifacts: archeometric and petrographic approaches*, IX Italian Forum on Earth Science, Pisa, Italy, 16-18 september 2013.
- L. Appolonia, E. Conz, M. P. Riccardi, *Technological and provenance study of Renaissance*

² <https://fondazionefeltrinelli.it/resilienza/>

³ <https://familybusiness.org/content/Winemakers-provide-lessons-on-resilience>

earthenware from Aosta (Italy), VIII Italian Forum on Earth Science, Turin, 19-23 settembre 2011.

Industry reports:

- E. Conz, *Sentire la Pietra: il territorio e la pietra biellese in una mostra temporanea*, Dissertation into the Master programme on Creative Industries, in collaboration with the CSS-EBLA study center, Turin, and the Pistoletto Foundation, Biella, Italy, 2010.

EDITORIAL AND REFEREE ACTIVITIES

- Guest Editor Special Issue: *Managing recovery and resilience in organizations: The impact of employee competence and development on firm recovery*, to be publish in Management Decision (Anvur A) in 2025.
- Guest Editor Special Issue: “*Crisis and resilience in family firms*”, Small Business/Piccola Impresa 2022, (ANVUR, ISSN 0394-7947).
- Ad-hoc guest editor Brazilian Administrative Review (BAR) (2021-current)
- Member of the Advisory Board “Marketing and Management Cases”, Pearson (2021-current).
- Reviewer for Entrepreneurship Research Journal, Journal of Management Studies (JMS); Family Business Review (FBR); Journal of Business Research (JBR); International Journal of Production Research (IJPR), Journal of Family Business Strategy (JFBS), European Management Journal (EMJ), Brazilian Administrative Review (BAR); Economia Aziendale Online, Small Business-Piccola Impresa; Continuity and Resilience.
- Reviewer for BAM (British Academy of Management), EGOS (European Organizational Studies), ENANPAD (Brazilian Academy of Management), IFERA (International Family Enterprise Research Academy), EURAM (European Academy of Management), EIASM-RENT (Research in Entrepreneurship and Small Business).

PARTECIPATION TO NATIONAL AND INTERNATIONAL REFEREED CONFERENCES

- Conz, E., Beck, F., Mucci, D., Meurer, T., *Meaning and Practice of Tradition within Long-lasting Family Businesses: a Phenomenographic Enquiry*, AIDEA (Associazione Italiana di Economia Aziendale) Conference, 5-6 October 2023, University of Salerno, Salerno, Italy.
- MacKenzie, C., Murphy, L., Conz, E., *Shining a Light on the Dark Side of Organizations: A bibliometric analysis*, Società Italiana di Management (SIMA) conference, 29-30 June 2023, University of Bari, Aldo Moro, Bari, Italy.
- Conz, E., Beck, F., Mucci, D., Meurer, T., *Meaning and Practice of Tradition within Long-lasting Family Businesses: a Phenomenographic Enquiry*, IFERA (International Family Entrepreneurship Research Academy) Conference, 5-8 July 2023, Jagiellonian University, Krakow, Poland.
- Murphy, L., MacKenzie, C., Conz, E., *Uncovering the dark side of family firms: A bibliometric analysis*, Global Family Business Summit, 27-28 April 2023, University of Valencia, Valencia, Spain.
- Sacco, F., Conz, E., *Corporate heritage communications and transgenerational succession in family business: a theoretical framework*, Società Italiana di Management (SIMA) conference, 30 Jun- 1 July 2022, Bocconi University, Milan, Italy.

- Conz, E., Denicolai, S., *From Understanding to Practice: a Phenomenographic Enquiry of Family Business Innovation*, IFERA (International Family Entrepreneurship Research Academy) Conference, 22-25 June 2022, University of Cantabria, Santander, Spain.
- Binhote, J., Conz, E., *The effects of promoting the organizational past on innovative work behavior of non-family members employees*, IFERA (International Family Entrepreneurship Research Academy) Conference, 22-25 June 2022, University of Cantabria, Santander, Spain.
- Conz, E., Magnani, G., Zucchella, A., *Family businesses entrepreneurial responses to uncertainty: leveraging slack resources to build resilience*, conferenza annuale (virtuale) della Società Italiana di Management (SIMA), 10-11 June 2021.
- Conz, E., Magnani, G., Zucchella, A., *SMEs responses to Covid-19 uncertainty: leveraging slack resources to build resilience*, EURAM (European Academy of Management) virtual Conference, 16-18 June 2021.
- Conz, E., Magnani, G., Zucchella, A., *Family businesses entrepreneurial responses to uncertainty: leveraging slack resources to build resilience*, IFERA (International Family Entrepreneurship Research Academy) virtual Conference, 14-25 June 2021.
- Conz, E., Denicolai, S., *The Individual, the Family and the Firm: a Multilevel Perspective on the Longevity of Family Businesses*, EURAM (European Academy of Management) virtual Conference, 4-6 December 2020.
- Conz, E., Beck, F., Mucci, D., *The meaning and practice of tradition within long-lasting family businesses: a phenomenographic enquiry*, IFERA (International Family Entrepreneurship Research Academy) virtual Conference, June 2020.
- Conz, E., Sacco, F., *Il caso Montenegro*, SIMA (Società Italiana di Management), 7-8 September 2020, University of Pisa, Pisa, Italy.
- Conz, E., Magnani G., *Transgenerational succession in long standing family firms: the “Huey, Dewey and Louie” pattern*, SIMA (Società Italiana di Management), 7-8 September 2020, University of Pisa, Pisa, Italy.
- Conz, E., Denicolai, S., *The Individual, the Family and the Firm: a Multilevel Perspective on the Longevity of Family Businesses*, EURAM (European Academy of Management) Conference, 4-6 December 2020, Trinity Business School, Dublin, Ireland.
- Conz, E., Beck, F., Mucci, D., *The meaning and practice of tradition within long-lasting family businesses: a phenomenographic enquiry*, IFERA (International Family Entrepreneurship Research Academy) Conference, 22 June 2020, Santander, Spain.
- Conz, E., Sacco, F., *A taxonomy of family businesses’ heritage marketing strategies*, SIM (Società Italiana di Marketing) Conference, 24-25 October 2019, University Cattolica del Sacro Cuore, Piacenza, Italy.
- Conz, E., *Succession as entrepreneurial process in long standing family firms: the “Huey, Dewey and Louie” pattern*, IFERA (International Family Entrepreneurship Research Academy), 18-21 June 2019, University of Bergamo, Bergamo, Italy.
- Conz, E., *Succession as entrepreneurial process in long standing family firms: the “Huey, Dewey and Louie” pattern*, IFERA (International Family Entrepreneurship Research Academy), 18-21 June 2019; University of Bergamo, Bergamo, Italy.
- Conz, E., Magnani, G., *Brand Identity in the wine industry: an exploratory case study on long lasting family firms*, Società Italiana di Management (SIMA) Conference, ‘Strategie in trasformazione e nuovi modelli per la creazione di valore’, 14-15 June 2018, University Ca’Foscari, Venice, Italy.
- Conz, E., Denicolai, S., *The role of individual in sustaining the longevity of family firms*, Latin American and European Organizational Studies (LAEMOS) Conference, ‘Organizing

- for Resilience: Scholarship in Unsettled Times’, 22-24 March 2018, Buenos Aires, Argentina.
- Conz, E., *The role of the individual in sustaining the longevity of family firms*, European Organizational Studies (EGOS) Conference, ‘Organizing in the shadow of power’, 7-9 July 2016, University of Naples Federico II, Naples, Italy.
 - Conz, E., *The resilience of firms: a conceptualization through inductive content analysis*, British Academy of Management (BAM) Conference 2016, ‘Thriving in turbulent times’, 6-8 September 2016, Newcastle University Business School, UK.
 - Conz, E., Denicolai, S., Zucchella, A., *The innovation strategies of resilient SMEs. A case study in the Italian Wine Industry*, International Wine Business Research (IWBR) Conference, 16-18 February 2016, University of South Australia, Adelaide, Australia.
 - Conz, E., Denicolai, S., Riccardi, M.P., Zucchella, A., *University-Territory interaction models: a case study survey*, The role of universities in promotion of cities and regions, 30-31 May 2014, Faculty of International and Political Studies, University of Lodz, Poland.
 - Conz, E., *How does the ecosystem matter? Insights from the wine industry*, DREAMT Doctoral Workshop, Corporate Entrepreneurship, Innovation and Internationalization: challenges for the renewal of firms, 21 May 2014, Department of Engineering, University of Bergamo, Italy.
 - Conz, E., Bernini, D., Rebay, G., Riccardi, M.P., *Characterization of “Pietra ollare” artifacts: archeometric and petrographic approaches*, IX Forum Italiano Scienze della Terra, 16-18 September 2013, Pisa, Italy.
 - Conz, E., Denicolai, S., Riccardi, M.P., Zucchella, A., *“Sentire la Pietra”: the economic and cultural role of ornamental stones in Piedmont region (Italy)*, IX Forum Italiano Scienze della Terra, 16-18 September 2013, Pisa, Italy.
 - Conz, E., Appolonia, L., Riccardi, M.P., Tarantino, S., Zema, M., *Chromatic alteration of Roman Heritage in Aosta (Italy)*, Youth in Conservation of Cultural Heritage, YOCOCU, 18-20 June 2012, Antwerp, Belgium.

ACTIVITY AS DISCUSSANT, CHAIR AND TRACK CHAIR

- *6 October 2023* Track chair session Track 7 – “Organising organisational succession: changes, structures and relationships in the family business systems”, AIDEA (Associazione Italiana di Economia Aziendale) Conference 2023, University of Salerno, Salerno, Italy.
- *30 June 2023* Track chair session “Small and Family Business”, SIMA (Italian Academy of Management) 2023 Conference, University of Bari, Italy.
- *6 July 2023* Track chair session “Family Business Dynamics beyond the Nuclear family”, IFERA (International Family Enterprise Research Academy) 2023 Conference, Jagiellonian University, Krakow, Poland.
- *25-26 May 2023* Discussant 9th Entering workshop, Entrepreneurship Research Workshop for Young Scholars, Joint paper development workshop, University of Bergamo, Bergamo, Italy.
- *2 December 2022* Discussant AEM Phd Winter paper development workshop, University of Bergamo, Bergamo, Italy.
- *19-20 May 2022* Discussant 8th Entering workshop, Entrepreneurship Research Workshop for Young Scholars, Joint paper online development workshop, University of Napoli Federico II, Napoli, Italy.
- *20 June 2021* Track chair session “The family in the family business”, SIG (Strategic Interest Group) 4 – Family Business Research, nell’ambito del convegno EURAM (European Academy of Management) 2021 ‘Reshaping capitalism for a sustainable world’.

- *18 June 2021* Discussant sessione “Resilience of SMEs and FBs, what can we learn from them in times of crisis?”, SIG (Strategic Interest Group) 4 – Family Business Research EURAM Conference (European Academy of Management) 2021 ‘Reshaping capitalism for a sustainable word’.
- *18 June 2021* Discussant sessione “Critical Events and Resilience in Family Businesses”, SIG (Strategic Interest Group) 4 – Family Business Research, nell’ambito del convegno EURAM (European Academy of Management) 2021 ‘Reshaping capitalism for a sustainable word’.
- *27 May 2021* Discussant 7th Enterying workshop, Entrepreneurship Research Workshop for Young Scholars, Joint paper online development workshop, University of Bergamo, Pavia and Napoli Federico II.
- *A.A. 2018-2019 - today* discussant doctoral AEM workshops (Applied Economics and Management of Technology), University of Pavia and Bergamo, Italy.
- *25-26 maggio 2020* Discussant 3rd TIM & AEM Workshop, Joint paper online development workshop, University of Bergamo, (A.A. 2019-2020).
- *28 giugno 2017* Chair research seminar “Phenomenography: a qualitative method for variance studies”, Management and Research seminar, Department of Economics and Management, University of Pavia, Italy.

INVITED SPEAKER

- *June 1, 2023* Invited speaker at the webinar "*Demystifying Journal Publishing,*" organized by the *European Management Journal*.
- *September 13, 2022* Invited speaker at the Summer School in Sustainable Reporting and Management, University of Pavia. Presentation title (held as a webinar): "Sustainable marketing: a state of the art."
- *April 22, 2022* Invited speaker at the *SIM-SIMA case writing webinar on "Management and Marketing Cases,"* organized by *Pearson Italia*.
- *September 15, 2021* Invited speaker at the Summer School in Sustainable Reporting and Management, University of Pavia. Presentation title (held as a webinar): "Sustainable marketing: tools and key players in the New Normal era."
- *July 31, 2020* Invited speaker to present research on the resilience and longevity of family businesses at the *XX USP International Conference in Accounting*, organized by the School of Economics, Management, Accounting, and Actuarial Sciences - FEA – USP, São Paulo, Brazil. Presentation titled (held as a webinar): "The resilience and longevity of family firms."
- *June 23, 2020* Invited speaker to present research on the resilience of family businesses at the *Management School of Lancaster University, UK*. Presentation titled (held as a webinar): "The resilience of family firms. An investigation through phenomenography."
- *May 25, 2020* Invited speaker to present research on the resilience of family businesses at the *Faculty of Accounting, FURB University, Blumenau, Brazil*. Presentation titled (held as a webinar): "The resilience of family firms. An investigation through phenomenography."
- *March 28, 2019* Invited speaker to present research on marketing in family businesses at the *Faculty of International Studies, University of Lodz, Lodz, Poland*.
- *May 31, 201:* Invited speaker to present research on marketing in family businesses at the *Faculty of Accounting, FURB University, Blumenau, Brazil*. Presentation titled (held as a webinar): "Brand Identity of Long-Lasting Family Firms in the Wine Industry."
- *October 30, 201:* Invited speaker to present research on the resilience of SMEs at the *iaeLyon School of Management (Lyon, France)* as part of the seminar cycles in management and SMEs.

Presentation titled: "A Dynamic Perspective on the Resilience of Firms: A Systematic Literature Review and a Framework for Future Research."

- *March 17, 2018* Invited speaker at the Unionturismo conference held in Sarnano, Macerata. Presentation titled: "An Integrated Approach to 'Wellness Tourism' Marketing for the Recovery of the Marche Region after the Earthquake."
- *May 11, 2017* Invited speaker to present research on marketing in the wine industry at the seminar "Globalization and the Wine Industry," held at the Department of Political and Social Sciences, University of Pavia, Italy.
- *December 12, 2015* Invited speaker to present research on the resilience of SMEs at the UoA Business School, University of Auckland, Auckland, New Zealand. Presentation title: "A Conceptualization on the Resilience of SMEs."

SCIENTIFIC COORDINATOR OF WORKSHOP AND SEMINARS

- Member of the Organizing Committee and speaker at the "Departmental Day" workshop organized by the Department of Political and Social Sciences, University of Pavia, Pavia, May 6, 2022.
- Member of the Scientific Committee, organizational coordinator, and speaker at the *International Winter School "Politics and Political Systems: After Covid - Building the Next Normal,"* held in Pavia from December 3 to 18, 2021, organized by the University of Pavia at the Department of Political and Social Sciences.
- Scientific coordinator of the virtual study day "*Marketing in the New Normal: Brands and Political Activism in the Non-contact Era,*" held in Pavia on April 14, 2021, organized by the University of Pavia at the Department of Political and Social Sciences.
- Scientific coordinator of the study day "*Generational Transition in Family Businesses: Risks, Opportunities, and Solutions*" held in Pavia on March 18, 2019, organized by the University of Pavia in collaboration with Il Sole 24 Ore and Studio Associato GDC Corporate&Tax.
- Scientific coordinator of the Workshop "*Meet the Editor: Publishing in High-Quality Journals*" (Keynote Speaker: Prof. Pervez Ghauri), held on November 18, 2016, at the Department of Economics and Business Studies of the University of Pavia, Pavia, Italy.
- Scientific coordinator of the Workshop "*Research Methods in Business Studies: Wrestling with the Problem and Design*" (Keynote Speaker: Prof. Pervez Ghauri), held on November 17, 2016, at the Department of Economics and Business Studies of the University of Pavia, Pavia, Italy.

RESEARCH SEMINARS

- Conz, E., *The resilience and longevity of family firms*, July 2020, XX USP International Conference in Accounting, School of Economics, Management, Accounting and Actuarial Sciences - FEA – USP, San Paolo, Brazil.
- Conz, E., *The resilience of family firms. An investigation through phenomenography*, June 2020, Management School, Lancaster University, UK (webinar).
- Conz, E., *The resilience of family firms. An investigation through phenomenography*, May 2020, Faculty of Accounting, FURB University, Blumenau, Brazil (webinar).
- Conz, E., *Brand Identity of Long Lasting Family Firms in the Wine Industry*, June 2019, Faculty of Accounting, FURB University, Blumenau, Brazil.
- Conz, E., *Brand Identity of Long Lasting Family Firms in the Wine Industry*, March 2019, Faculty of International Studies, University of Lodz, Lodz, Poland.

- Conz, E., Magnani G., *A Dynamic Perspective on the Resilience of Firms: A Systematic Literature Review and a Framework for Future Research*, IAE School of Management, Lyon, France, October 2018.
- Conz, E., *Variance studies: why and how to choose phenomenography as a research methodology*, Management and DREAMT Research Seminars, Department of Economics and Management, June 2017.
- Conz, E., Invited speaker, *Globalizzazione e industria del vino*, Department of Political and Social Sciences, University of Pavia, May 2017.
- Conz, E., Lamb, P., *The resilience of family firms: an investigation through phenomenography*, Management Research Seminars, Department of Economics and Management, University of Pavia, November 2016.
- Conz, E., *A conceptualization on the resilience of SMEs*, UoA Business School, University of Auckland, Auckland, New Zealand, December 2015.

PARTECIPATION TO INTENSIVE WORKSHOPS AND DOCTORAL COLLOQUIA

- Joint Paper Development Workshop on Internationalization, Entrepreneurship and Innovation: A multilevel perspective 2nd AEM and TIM PhD Programs, University of Napoli, Bergamo and Pavia, 13-14 June 2019, University of Napoli Federico II, Napoli, Italia.
- Workshop in International Entrepreneurship, Innovation and SMEs, 28-29 May 2018, University of Pavia, Department of Economics and Management, Pavia, Italy.
- *Resilience within the context of SMEs, a literature review*, Doctoral Symposium on IB and Strategy, 4-5 June 2015, University of Valencia, Faculty of Economics, Valencia, Spain.
- *The concept of resilience within the context of SMEs*, "Entrepreneurship and Innovation", 3rd DREAMT_CYFE Doctoral and Young Researcher Workshop, 12-13 May 2015, Department of Engineering, University of Bergamo, Italy.
- *Resilience strategies of SMEs set in mature clusters*, Doctoral Workshop DREAMT, 6 April 2015, Department of Engineering, University of Bergamo, Italy.

SUMMER AND WINTER SCHOOLS

- 2nd AIDEA (Accademia Italiana di Economia Aziendale) Capri Summer School on Research Qualitative Methodologies for Management Studies, University of Naples, Italy (09-2015).
- 6th Intensive School on Conservation Science, University of Evora, Portugal. Hercules Laboratory for the Study and Conservation of Cultural Heritage, European Chemistry Thematic Network Association (06-2012).
- LLP (Lifelong Learning Programme) Intensive Programme: Chermat (Cultural Heritage Materials), Department of Earth Science, University of Modena and Reggio Emilia, Italy (01-2011).

EDUCATION

- Doctor of Philosophy (PhD) in Economics and Management of Technology, University of Pavia, Department of Economics and Management, April 2017.
Dissertation Title: Small Firms Resilience and Longevity: an enquiry in the Wine Industry. Supervisor: Prof. Stefano Denicolai (University of

Pavia).

- Master Degree, Science and Technology of Cultural Heritage, University of Torino, April 2009.
- Bachelor Degree, Science and Technology of Cultural heritage, University of Torino, April 2006.

TRAINING COURSES

- *Presentation Making/Communication and writing skills for Academics*, PhD Course, University of Pavia, Italy (03/2015).
- *Business Economics Course* (9CFU), University of Pavia, Italy (10-12/2012).
- *Management of Cultural Heritage*, promoted by Artedata-Palazzo Spinelli, Florence, Italy (04-06/2013).
- *Innovation Management for Young Researchers*, promoted by the Aosta Valley Region, Aosta, Italy (11- 12/2009).
- *Nuclear physic techniques applied to cultural heritage*, promoted by INFN (National Institute of Nuclear Physic), Turin, Italy, (11/2009).

GRANTS

- Erasmus+ Teaching Programme 2021-2022, grant for a teaching mobility at the Cork Business School, University College Cork, Cork, Irlanda.
- University of Pavia InROAD – Linea 1 grant for supporting and strengthening ERC starting grant proposals.
- Overseas Teaching Programme 2019 and 2020, grant for a teaching mobility to the University of Blumenau, Department of Accounting, Blumenau, Brazil.
- Erasmus+ Teaching Programme 2019-2020, grant for a teaching mobility to the University of Lancaster, Business School, Lancaster, UK.
- Erasmus+ Teaching Programme 2018-2019, grant for a teaching mobility to the University of Lodz, Faculty of International Studies, Lodz, Polland.
- University of Pavia Scholarship for Doctoral Students (2013-2016).

AWARDS

- Nominee for the Best Reviewer Award, International Family Enterprise Academy (IFERA) 2021 Conference.
- 2020 Schulze Publication Award for the article “Winemakers Provide Lessons on Resilience” published on familybusiness.org.
- Best Paper Award 2020, European Management Journal.
- Best Reviewer Award, International European Management Academy (EURAM) 2020 online Conference, Dublin, Ireland.
- Best Reviewer Award, International Family Enterprise Academy (IFERA) 2020 online Conference, Santander, Spain.
- Best oral presentation at Youth in Conservation of Cultural Heritage, YOCOCU, Antwerp, June, 18th-20th, 2012.
- Best final dissertation of the Master programme on Creative Industries, in collaboration with the CSS-EBLA study center, Turin, and the Pistoletto Foundation, Biella, Italy, 2010.

ISTITUTIONAL CHARGES

- Co-coordinator of the SIMA Thematic Group "Small and Family Businesses." and Member of the SIMA Thematic Group "International Business." (*From January 1, 2023, to the present*)
- Representative of the Department of Political and Social Sciences in the Technical-Scientific Committee of the Career Guidance Center (COR) at the University of Pavia (*From October 1, 2022, to the present*)
- Head of Promotion for orientation and placement at the Department of Political and Social Sciences, University of Pavia (*From October 1, 2021, to the present*)
- Representative of the Bachelor's Degree program in Communication, Innovation, and Multimedia in the Technical-Scientific Committee of the "Language Center" at the University of Pavia (*From September 2020 to March 2023*).
- Member of the AQ (Quality Assurance) commission for the Bachelor's Degree program in Communication, Innovation, and Multimedia (CIM) at the University of Pavia (*From November 2019 to the present*).
- Member of the Academic Board for the Bachelor's Degree program in Communication, Innovation, and Multimedia (CIM) at the University of Pavia (*From October 2019 to the present*)
- Member of the student selection committee for the Double Degree Programme at the Department of Business Economics, University of Pavia (*Academic Years 2017-2018 and 2018-2019*)
- Representative of Post Doc Research Fellows, Department of Economics and Management, University of Pavia (*2018-current*).
- Representative of PhD Students, Department of Economics and Management, University of Pavia (*2013- 2015*).

MEMBERSHIPS

- EURAM (European Academy of Management)
- IFERA (International Family Enterprise Research Academy)
- SIM (Società Italiana di Marketing)
- SIMA (Società Italiana di Management)

PERSONAL INTERESTS

- Member of AIS (Italian Sommelier Association).
- Member of AVIS (Italian Association of Volunteer Blood Donors).
- Member of CAI (Italian Alpine Club).

Autorizzo il trattamento dei dati personali contenuti nel mio curriculum vitae in base art. 13 del D. Lgs. 196/2003

Pavia, 13 may 2024

Elisa Conz