

Marica Grego

January 2024

MSc, PhD

marica.grego@gmail.com

[LinkedIn](#) | [Twitter](#) | [Google Scholar](#) | [Web](#)

Current position

01/2024 - **Assistant Professor, Ricercatore a Tempo determinato tipo A (RTDA)**, University of Pavia, Dipartimento di Scienze Economiche e Aziendali (Research project: PNC_Fit4MedRob_PNRR)

Previous work experiences

10/2023 – 12/2023 **Research fellow (Post doc)**, University of Pavia, Dipartimento di Scienze Economiche e Aziendali

Research project: Empowering female and transnational entrepreneurship in Europe: challenges and needs of international researchers and students when founding a “born global”

10/2021 – 09/2023 **Research fellow (Post doc)**, University of Pavia, Dipartimento di Scienze Economiche e Aziendali

Research project: Strategic management and sustainable innovation: leveraging the tools of the digital transformation.

01/2021 – 09/2021 **Teaching Fellow** in International Business, Leeds University Business School

Divisional roles: Divisional Leader on Assessment and Feedback, Leeds University Business School

Modules taught:

- International Trade Environment, Post-graduate level, 15 credits
- International Business Theory, Post-graduate level, 15 credits
- European Business, Post-graduate level, 15 credits

06/2021 – 09/2021 **Visiting Research Fellow**, University of Cà Foscari, Venice

Education

2015 - 2020 **PhD, University of Leeds**

Title of the thesis: *Challenging the ‘cold cognitive’ approach to internationalisation decisions: the unexplored role of affect, experience and ambivalence in export decisions*

The thesis has been selected as a **finalist** in two international dissertation awards:

- 1) Academy of Management, IM Division: D'Amore-McKim School of Business, North-eastern University Dissertation Award
- 2) Academy of International Business, UK&I Chapter: Adam Smith Best Doctoral Dissertation Award

More information here (<https://business.leeds.ac.uk/divisions-international-business/news/article/571/dr-marica-grego-in-dissertation-award-success>)

- 2013 - 2014 **Master of Science in International Business (passed with Distinction)**
University of Leeds
Title of the thesis: *How a British small firm should approach the Italian work-wear market: The case of Dencowear*
- 1996 - 2004 **Laurea magistrale, Political Science, International Studies, (105/110)**
University of Padua, Italy

Teaching Experience

- 2023-2024 Leader of the module “Global Value Chain and sustainability”, postgraduate level, Master International Business and entrepreneurship (MIBE) & Master degree in Economics, Development and Innovation (MEDI)
- 2022-2023 Co-Leader of the module “Global Value Chain and sustainability”, postgraduate level, Master degree in Economics, Development and Innovation (MEDI), Pavia
- 2022 and 2023 Tutor for the Lombardy region for the business competition “Premio Imprenditorialità” AIDEA and Invitalia.
- 2021-2022 Online teaching, Module “European Business”, undergraduate and postgraduate level, Business School, Leeds University.
- 2020-2021 Guest lecturer, Module “Internationalisation in the Fashion Industry Context”, postgraduate level, School of design, Leeds University.
- 2020-2021 Seminar leader, Module “Managing International Business”, undergraduate level, Business School, Leeds University.
- 2020-2021 Seminar leader, Module “International Business management”, undergraduate level, Business School, Leeds University.
- 2019 - 2020 Seminar leader, Module “Principles of International Business”, undergraduate level, Business School, Leeds University.
- 2019 - 2020 Teaching assistant, Module of “International Trade Environment”, postgraduate level, Business School, Leeds University.
- 2020-2020 Teaching assistant, Module of “Emerging Markets”, postgraduate level, Business School, Leeds University.
- 2018-2020 Marking exams and assignments, Module “Principles of International Business”, undergraduate level, Business School, Leeds University.
- 2018 - 2019 “SPSS clinic”, Summer classes providing help with statistical analysis, postgraduate level, Business School, Leeds University.

Research experience

- 2023 - ongoing Research Fellow at **Institute for Transformative Innovation Research (ITIR)**
- 2022- 2023 In my current position as a post-doc, I am involved in the **PASCNET Project**, funded by **Fondazione Cariplo**: The project's aim is to develop a comprehensive network that links local health providers, research

institutions, central health institutions, general practitioners, and universities to fill in the current knowledge gaps about Post-acute Syndrome Covid from epidemiological, clinical, and management standpoint (University of Pavia).

- 2021 - ongoing I am involved in a longitudinal study on the role of the **Chief Innovation Officer**. We use a survey methodology to collect and analyse data over an extended period. The aim is contributing significantly to the understanding of this corporate role and its evolution over time (University of Pavia).
- 2021 - ongoing Longitudinal study investigating the evolution of digitalization strategies in Italian **Knowledge-Intensive Business Services (KIBS)**. Utilizing a survey methodology, this study examined the antecedents and performance outcomes of digitalization, with a particular emphasis on the role of agile approaches (University of Pavia).
- 05/2021-09/2021 Research project: “**Digital technologies and new business models for international trade**”. Investigation into the strategic deployment of digital technologies—with a focus on digital platforms—to support and promote the internationalization of production within manufacturing small and medium-sized enterprises (University of Ca’ Foscari, Venice).
- 02/2020 – 12/2021 Research Assistant in the project **Country-of-Origin-Image** as a Country-Specific Advantage: Strengthening Competitive Advantages of UK Firms in Times of Global Economic Uncertainty (Leeds University).
- 10/2020 – 02/2021 Impact translation fellow, Yorkshire Integrated Catchment Solutions Programme (ICASP). Research project: findings will be used to educate and inform key decision makers on how to incorporate a **natural capital** approach into business strategy for a land developer (Leeds University).

Other Activities

2014 - 2015 Programme Excellence Champions, Internship, Leeds University

Grants and Scholarships

2015 University of Leeds 110 Anniversary Research PhD Scholarship

Awards and nominations

-
- 2021 Finalist to the Academy of Management, IM Division D'Amore-McKim School of Business, North-eastern University Dissertation Award.
 - 2021 Finalist to the Academy of International Business, Adam Smith Best Doctoral Dissertation Award.

Conferences

-
- 2017 EIBA-6th Danny Van Den Bulcke Doctoral Symposium, Milan (Italy)
 - 2018 AIB UK&I, Birmingham (UK), Doctoral colloquium
 - 2019 “Beyond cognition: managerial intentionality and internationalization” paper presented at the PDW International Entrepreneurship, AIB 2019, Copenhagen (Denmark)
 - 2021 Dissertation competition, 48th Academy of International Business UK & Ireland Chapter Conference 14-16 April 2021, University of Greenwich, London (UK)

- 2021 Dissertation competition, Academy of Management, 81st Annual Meeting of the Academy of Management, (online event) 29 July - 4 August 2021
- 2022 EIBA – Oslo (Norway) 8-10 December 2022. Presentation of the paper: *Transform to adapt or resilient by design? How organizations foster resilience through business model transformation*
- 2023 5th Digital Transformation Conference, Digital spaces: firms, platforms, ecosystems, and industries, Trento (Italy). 9-10 February. Presentation of the paper: *Digital Technology and Organizational Capabilities: A Critical Review and Extension*

Publications

- 2024 Transform to adapt or resilient by design? How organizations foster resilience through business model transformation, *Journal of Business Research* with S. Denicolai and G. Magnani Vol. 171 p. 114359
<https://www.sciencedirect.com/science/article/pii/S014829632300718X>
DOI: 10.1016/j.jbusres.2023.114359
- 2023 “Il ruolo del Chief Innovation Officer: una nuova figura per guidare l’innovazione, in Penco Lara and Profumo Giorgia (Eds.) *Scritti in Onore di Pietro Genco* with Costanza Baldrighi and Marcin Bartosiak, Torino: Giappichelli (ISBN ISBN/EAN 979-12-211-0401-1).
- 2020 Challenging the 'cold cognitive' approach to internationalisation decisions: the unexplored role of affect, experience, and ambivalence." PhD dissertation, University of Leeds, 2020

Contribution to textbooks

- 2022 Contributor to Buckley P., Enderwick P., and Voss H. *International Business*, 2nd edition, Oxford University Press.

Work in progress

- 2024 Managers and internationalisation decisions: a hot cognitive perspective, with Buckley, P.J., S. Munjal, E.Y. Wang, H. Voss (Journal to be defined)
- 2024 Country Selection for FDI: Insights from the Theory of Planned Behavior with Aurelia Durand, Alfredo Valentino, Hirich Voss (Journal to be defined)
- 2024 Digital Technology and Organizational Capabilities: A Critical Review and Extension, *International Journal of Management Reviews*, with Bartosiak M., Palese B., Piccoli G and Denicolai S. (current status: **revise and resubmit**)

Reviewer for international journals and conferences

- Journal of Engineering & Technology Management
- Journal of Business Research
- International Journal of Management Reviews
- Academy of International Business, New Orleans, 2016
- Academy of International Business, Dubai, 2017
- Academy of International Business, Minneapolis, 2018
- Academy of International Business, Copenhagen, 2019
- Academy of International Business, Miami, 2020, Online event
- European International Business Academy, Oslo, 2022

Memberships

- Academy of International Business
- European International Business Academy
- Academy of Management

Date, 15/11/2023

Signature


