

# Marica Grego

June 2024

MSc, PhD

marica.grego@gmail.com

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

## Current position

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01/2024 - **Assistant Professor, Ricercatore a Tempo determinato tipo A (RTDA)**,  
University of Pavia, Department of Economics and Management  
(Research project: PNC\_Fit4MedRob\_PNRR)

## Previous work experiences

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10/2023 – 12/2023 **Research fellow (Postdoc)**, University of Pavia, Department of Economics and Management

**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 (Postdoc)**, University of Pavia, Department of Economics and Management

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

01/2021 – 07/2021 **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

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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

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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**

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### Teaching Experience

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- 2023-current      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)
- 2023-2024      Leader of the module “Business Analytics with Excel”, postgraduate level, Master International Business and Entrepreneurship (MIBE)
- 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.

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### Research experience

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- 2024 - ongoing      Project: Fit for Medical Robotics is a 5-year project funded by the Italian Ministry of Health. It is a multidisciplinary study aiming to revolutionize current rehabilitation techniques using innovative tools. Fit for Medical

	Robotics is one of the largest projects on robotics and rehabilitation ever funded, involving more than 20 Italian universities and research centres. Our activity consists of carrying out a detailed analysis of the costs and benefits of such clinical assessments to assess their sustainability.
2023 - ongoing	Research Fellow at the <b>Institute for Transformative Innovation Research (ITIR)</b>
2022- 2023	Project: PASCNET, funded by <b>Fondazione Cariplo</b> : The project aims 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 <b>Chief Innovation Officer</b> . We use a survey methodology to collect and analyse data over an extended period. The aim is to contribute significantly to the understanding of this corporate role and its evolution over time (University of Pavia).
2021 - ongoing	A longitudinal study investigating the evolution of digitalization strategies in Italian <b>Knowledge-Intensive Business Services (KIBS)</b> . 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: “ <b>Digital technologies and new business models for international trade</b> ”. 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 <b>Country-of-Origin-Image</b> 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 <b>natural capital</b> approach into business strategy for a land developer (Leeds University).

#### **Other Activities**

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2014 - 2015	Programme Excellence Champions, Internship, Leeds University
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#### **Grants and Scholarships**

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2015	University of Leeds 110 Anniversary Research PhD Scholarship
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#### **Awards and nominations**

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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 participation

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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: <i>Transform to adapt or resilient by design? How organizations foster resilience through business model transformation</i>
2023	5th Digital Transformation Conference, Digital spaces: firms, platforms, ecosystems, and industries, Trento (Italy). 9-10 February. Presentation of the paper: <i>Digital Technology and Organizational Capabilities: A Critical Review and Extension</i>
2024	50th AIB UK & Ireland Chapter Conference, 3 – 6 April 2024, Aston Business School, Aston University, Birmingham. Chair of the competitive session: “Cross-Border Innovation and Learning”
2024	Sinergie-SIMA Management Conference 13-14 June University of Parma (Italy). Presentation of the paper “Leveraging Data Analytics for Sustainable Innovation: An Affordance Perspective” with Baldrigi C., Bartosiak M., Denicolai S.

### Conferences organisation

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2024	Paper Development Workshop for the Special Issue “Business-to-Business Marketing in the Cultural and Creative Industries: Opportunities and Challenges” Journal: <i>Industrial Marketing Management</i> , 10 June 2024, University of Pavia (Italy) 25-30 participants
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### Publications Journal Articles

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2024	Transform to adapt or resilient by design? How organizations foster resilience through business model transformation, <i>Journal of Business Research</i> with S. Denicolai and G. Magnani Vol. 171 p. 114359 <a href="https://www.sciencedirect.com/science/article/pii/S014829632300718X">https://www.sciencedirect.com/science/article/pii/S014829632300718X</a> DOI: 10.1016/j.jbusres.2023.114359 (Fascia A ANVUR, Impact factor 10.969, ABS 3 stars)
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### Book Chapters

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Baldrighi, C., Bartosiak, M. L., & Grego, M. (2023). Il ruolo del Chief Innovation Officer: una nuova figura per guidare l'innovazione. In L. Penco & G. Profumo (Eds.), *Strategie e Governo dell'Impresa* (pp. 3-11). Torino, Giappichelli.

### Book

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Grego, M., & Bartosiak, M. (2024). *Digital Innovation Management. How to Lead, Transform, and Engage in the Digital Era*. Torino, Giappichelli.

### Contribution to textbooks

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

### Work in progress

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2024 Managers and the decision to internationalise: An affect enacted model, *Global Strategy Journal*, with Buckley, P.J., S. Munjal, E.Y. Wang, H. Voss (Fascia A Anvur, Impact factor 7.393, ABS 4 stars)

Current status: Submitted, under review

2024 No Manager is an Island - The Theory of Planned Behavior and Country Selection for FDI, *Journal of World Business*, with Aurelia Durand, Alfredo Valentino, Hirich Voss (Fascia A Anvur, Impact factor 8.9, ABS 4 stars)

Current status: Submitted

2024 Disentangling the "digital": A critical review of IT/IS capabilities, IT-enabled capabilities, and digital capabilities in business research, *International Journal of Management Reviews*, with Bartosiak M., Palese B., Piccoli G., and Denicolai S. (Fascia A Anvur, Impact factor 8.9, ABS 3 stars)

Current status: revise and resubmit

2024 The effects of digitalization on the performance of knowledge-based firms: The mediating role of data-driven decisions and service innovation *Journal of Service Theory and Practice*, with Capestro M. and Denicolai S. (Fascia A Anvur, Impact factor 1.28, ABS 1 star)

Current status: Submitted

### Reviewer for international journals and conferences

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- 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

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

Date, 04/06/2024

Signature

