

CURRICULUM VITAE

Birgit Hagen
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Birgit Hagen is Associate Professor of International Entrepreneurship and Marketing at the University of Pavia, in Double Affiliation with the Vorarlberg University of Applied Sciences, Austria. She received her PhDs from the WU - Vienna University of Economics and Business with a thesis at the intersection of International Marketing/International Finance (with honors) and from the University of Pavia with research on strategic types of international small- and medium-sized enterprises.

Her research focuses on international entrepreneurship, in particular entrepreneurial internationalization and the entrepreneurial behaviour underlying internationalization. Her research has been published in the major International Business/International Entrepreneurship journals and in various books and book chapters.

Birgit was and is involved in numerous international and national (competitive) research projects, e.g. Horizon 2020, MISE (Italian Ministry of Innovation and Economic Development, ongoing project on digital and sustainable value chains), PRIN (projects of National Interest), and various Erasmus+ strategic partnership (e.g. ACCENT, ongoing project in international entrepreneurship) projects and Erasmus Blended Intensive Programs.

Her teaching includes courses in the Master program in International Business and Entrepreneurship' (MIBE), and the module in "Entrepreneurship" in the PhD Program in 'Applied Economics and Management'. Birgit is also involved in an international Executive PhD program of the Business Science Institute with entrepreneurship and qualitative research modules. She is the coordinator of the 'Strategic & Global Management' Module in the executive MBA Ticinensis where she also teaches entrepreneurship and strategic agility. In Austria, her teaching includes the Research Colloquium, Marketing and Sales Fundamentals, and International Sales and Service Organizations.

Birgit is the Academic Coordinator of the MIBE Double Degree Programs and the chair of the Agile Lab of the Institute of Transformative Innovation Research. She was a member of the Department's steering committee, the Vice-Head of the Master Program in International Business and Entrepreneurship and the executive Vice-President of the University Foundation Alma Mater Ticinensis. She is a member of the international strategic advisory board of the iae business school - University of Jean-Moulin 3 in Lyon, France and of the research advisory board of the Excelia Business Schools, France and of the editorial advisory board of the International Journal of Organizational Analysis.

In the past, she held marketing positions in Austria, moved to Paris, where she worked as the deputy to the Vice President - Head of (Region) Europe and International Marketing, and then served as the Head of a Therapeutic Unit/Marketing in Italy for a multinational enterprise.

Academic and professional record in short

since Oct 2022	Double Affiliation with the Vorarlberg University of Applied Sciences, Austria
since May 2021	National scientific habilitation - Full Professor according to art. 16 law 240/2010
since Dec 2018	Associate Professor of International Entrepreneurship and Marketing, Dep. of Economics and Management, University of Pavia
Dec 2015-Dec 2018	Tenure Track Research Position – Dep. of Economics and Management, University of Pavia

Dec 2013	National scientific habilitation -Associate Professor according to art.16 law 240/2010
Dec 2013-Dec 2015	Junior Research Position - Dep. of Economics and Management, University of Pavia
June 2009–Dec 2013	Post-doc positions – Dep. of Economics and Management, University of Pavia
Nov 2005 - June 2009	Doctoral studies at the University of Pavia, Faculty of Economics, Dep. of Business Research (winner of a scholarship). Doctoral Thesis on “Strategic types of international small and medium-sized enterprises”
Jan 2002 – Nov 2005	Commercial backup in family-owned business in Austria
Sept 1998 – Dec 2001	Head of Marketing /Therapeutic Unit Manager, Sanofi-Synthelabo Italy, Milan
April 1997 – Aug 1998	Deputy to the Vice President – Head of Europe / International Marketing, Sanofi Headquarters, Paris
March 1994–March 97	Product Manager/Group PM/Deputy Business Unit Manager Sanofi Winthrop Austria, Vienna
Dec 1990-Dec 1993	PhD studies at the Vienna University of Economics and Management Doctoral Thesis on “Using Countertrade as an International Marketing Strategy” (funded by the Austrian National Bank) Graduation with honors
Dec 1990 – Feb 1994	Research and Teaching Assistant at the Vienna University of Economics and Management, Department of International Trade

Publications

Articles in international journals (peer reviewed)

Hagen Birgit, Tarantino Barbara, Liesch Peter W., Zucchella Antonella & Weerawardena Jay (forthcoming), Context-dependence of dynamic capabilities in small, entrepreneurial firm internationalization, *International Business Review*.

Kabbara Diala, Hagen Birgit (2023). A life cycle view on unicorn start-ups: drivers of long-term high-growth. *Journal of Small Business and Enterprise Development*, <https://doi.org/10.1108/JSBED-02-2023-0077>

Mertzanis Theodoros, Hagen Birgit (2022). The impact of entrepreneurial team experience on the speed of new venture internationalization, *Italian Journal of Management*, 40 (2), 191-208.

Hennart Jean-François, Majocchi Antonio, Hagen Birgit (2021). What’s so special about born globals, their entrepreneurs or their business model?. *Journal of International Business Studies*, 52 (9), pp 1665–1694.

Macovei Valentina, Hagen Birgit (2021). Entrepreneurial Logics in International Entry Mode Decisions. *International Journal of Applied Behavioral Economics*, 10(2), 1-19.

Miceli, A., Hagen, B., Riccardi, M. P., Sotti, F., & Settembre-Blundo, D. (2021). Thriving, not just surviving in changing times: How sustainability, agility and digitalization intertwine with organizational resilience. *Sustainability*, 13(4), 2052.

Hagen Birgit, Zucchella Antonella, Ghauri Pervez N. (2019). From fragile to agile: marketing as a key driver of entrepreneurial internationalization, *International Marketing Review*, 36 (2), pp 260-288.

Denicolai Stefano, Hagen Birgit, Zucchella Antonella, Cubero-Dudinskaya Emilia (2019). When less family is more: trademark acquisition, family ownership, and internationalization. *International Business Review*. 28, (2), pp 238-251.

Hagen Birgit, Zucchella Antonella, Larimo Jorma, Dimitratos Pavlos (2017). A taxonomy of strategic postures of international SMEs. *European Management Review*, 14 (3), pp 265-285.

Zucchella Antonella, Hagen Birgit, Denicolai Stefano, Masucci Monica, (2016). Early and accelerated internationalization: the role of the niche strategy in a new generation of exporters, *International Journal of Export Marketing*, 1(1), Inaugural Issue, pp. 27–47.

Denicolai Stefano, Birgit Hagen, Alessia Pisoni, (2015). Be international or be innovative? Be both? The role of the entrepreneurial profile, *Journal of International Entrepreneurship*, 13, pp 390-417.

Hagen Birgit, Antonella Zucchella, (2014). Born Global or Born to Run? The Long-Term Growth of Born Global Firms, *Management International Review*, 54 (4), pp 497-525.

Hagen Birgit, Denicolai Stefano, Zucchella Antonella (2014), International entrepreneurship at the crossroads between innovation and internationalization, *Journal of International Entrepreneurship*, 12 (2), pp 111-114.

Latest books and monographs

Zucchella Antonella, Hagen Birgit, Serapio Manuel, (2023). *International Entrepreneurship. Second Edition fully revised and updated*, Edward Elgar: ISBN: 978 1 802204858, <https://www.e-elgar.com/shop/gbp/international-entrepreneurship-9781802204858.html>

Birgit Hagen (ed.), 2021. *Verso una nuovo 'umanità' nel rapporto con la tecnologia. Sfide manageriali e paradigmi emergenti*. G. Giapicchelli Editore, Turin. ISBN 9788892139855

Refereed book chapters

Beatrice Ré, Hagen B., (2023), L'adozione del product-as-a-service per la transizione verso modelli di business circolari, in *Green.it – Sviluppo sostenibile, economia circolare e valore del made in Italy*, III Rapporto del Centro di Ricerca sul Made in Italy (MADEINT), Giapicchelli Editore. ISBN 979 1221100273

Majocchi A., Hagen B., (2022), *Born global e internazionalizzazione rapida: il ruolo del business model*, in Bertoli G., Castaldo S., Cillo P., Troilo G., Verona G. (eds.), *Innovazione e Management*, Bocconi Editore, ISBN 978-88-238-5186-3, pp 245-253.

Hagen B., Zucchella A., (2018), *Entrepreneurial Marketing as a key driver of early and sustained internationalisation*, in: Dominguez N., Mayrhofer U. (eds.), *Key Success Factors of SME Internationalisation: A cross-country perspective*, vol 34, Emerald Publishing Limited, ISBN: 9781787542785, pp 25-40.

Larimo Jorma, Zucchella Antonella, Kontkanen Minnie, Hagen Birgit (2017), *Patterns of SME's Marketing Mix Combinations and Their Characteristics in Export Markets*, in: Leonidou L., Katsikeas C.S., Samiee S., Aykol B (eds), *Advances in global marketing: A research anthology*. Springer International Publishing, Cham, ISBN: 978-3-319-61385-7, pp 333-364.

Zucchella A., Hagen B., (2015), *The internationalization of SMEs in Italy*, in: Ghauri P., Kirpalani M. (eds), *Handbook of Research on International Entrepreneurship Strategy: Improving SME Performance Globally*, Edward Elgar Publishing, Cheltenham:UK; ISBN 978 178347 1577, pp 309-332.

Ganassali S., Moscarola J., Mestrallet A.S., Buber R., Laaksonen P., Hellén K., Grunert K., Rosendahl J., Zucchella A., Cerchiello P., Hagen B., Wiedemann K.P., Behrens S., Henning N., Kenyon A. (2015), *Verbal and pictorial representations of beverage consumption patterns: the wall of pictures protocol*. In: *Research Methods: Concepts, Methodologies, Tools, and Applications*. IGI Global, Hershey PA. DOI: 10.4018/978-1-7456-1.ch033, EISBN13: 9781466674578, pp 719-757.

Case studies

Dominguez N., Hagen B., (2021), Case study and teaching notes "WeRoad: shaking the travel industry 'all'italiana", in Ghauri P., Cateora P., *International Marketing*.5thedition, London: McGraw Hill.

Majocchi A., Hagen B., (2021), Case study and teaching notes Luxottica Update "Excellence in Eyewear Distribution", in Ghauri P., Cateora P., *International Marketing*.5th edition, London:McGraw Hill.

Hagen B., Majocchi A., (2021), Case study and teaching notes "FIAT 500. Bye-bye, USA?", in Ghauri P., Cateora P., *International Marketing*.5th edition, London:McGraw Hill.

Hagen B., (2021), Case study and teaching notes, "Blacksocks.com: Bringing sock-scription to feet", in Ghauri P., Cateora P., *International Marketing*.5th edition, London:McGraw Hill.

Participation in international and national projects (competitive)

Feb 2022 – Feb 2025 Erasmus ACCENT Accessible Entrepreneurship – Empowerment for Global Future Making, Consortium of 3 universities led by the University of Cologne, Germany
Co-leader of research unit

Jan 2020- Dec 2023 MISE – API PON 2018, Ministry of Innovation and Economic Development, Innovation Call 2018, I.E.S.MAN – Internet of Enterprise Sustainable MANufacturing
Consortium of 2 universities (6 Departments) and two industrial partners

- March 2015-Feb 2019 Horizon 2020, Call H2020-BG-2014-2, EU Research and Innovation Programme, Developing an Innovative Market Oriented Prediction Toolbox to Strengthen the Economic Sustainability and Competitiveness of European Seafood on Local and Global Markets.
Consortium of 16 international academic and industry partners.
Project leader Pavia unit
- Dec 14 – Aug 2017 Erasmus+ Strategic Partnerships, Marketing Communication Innovativeness of European Entrepreneurs. Consortium of 13 European Universities
Project leader Pavia unit
- Oct 14 – Jan 2015 Crowdfunding projects University of Pavia – Testa indipendente. Tutela i tuoi cari da pratiche irresponsabili di marketing (Independent thinking - Protect your loved ones from irresponsible marketing practice)
Project leader
- Feb 2014 CONSIDER (2013) Erasmus Intensive Programs/French Erasmus Agency, Mixed-method research based on the COBEREN network data and dataset; Consortium of 10 universities/industry partners from 10 European countries;
Project leader Pavia unit
- Nov 2012 - Nov 2015 PRIN 2010, MISURA - Modelli statistici multivariati per la valutazione dei rischi (Multivariate statistical models for risk evaluation),
Member of research group
- Feb 2012 - April 2015 Fondazione Cariplo, International Recruitment Call (2012-2015):
The internationalization of Italian firms: the role of intangibles, managerial resources, and corporate governance.
Collaboration with the University of Sussex, Valencia, Tilburg
Member of research group

Editorial activities and refereeing

Member of the Editorial Advisory Board of the International Journal of Organizational Analysis

Co-editor with Hamid Etemad, Antonella Zucchella and Stefano Denicolai, (2016). The Changing Global Economy and its Impact on International Entrepreneurship, Edward Elgar Conference Series in International Entrepreneurship.

Co-editor with Antonella Zucchella and Stefano Denicolai, Journal of International Entrepreneurship, Special Issue “Innovation and International Entrepreneurship”; (2014); http://link.springer.com/journal/10843/12/2?wt_mc=alerts.TOCjournals

Ad hoc reviewer for Journal of International Business Studies, Journal of Business Venturing, Long Range Planning, International Business Review, Management International Review, International Marketing Review, Small Business Journal, International Journal of Small Business, European Journal of International Management.

Lecturing in Italy and abroad (in English, Italian, and German)

Teaching in Bachelor, Master, and PhD Programs – University of Pavia

2019 -2021	<i>Principles of Marketing</i> , 2 nd year course in the Management bachelors, University of Pavia, 6 ECTS
Since 2021	<i>Managing Research for Business</i> , 3 ECTS module
2016-2020	<i>Principles of Marketing</i> , Lecturer at the Master of Regulatory Affairs (postgraduate education), University of Pavia
Since 2015	<i>International Entrepreneurship and Entrepreneurial/Agile Marketing</i> , 1 st year course in the Master programme in International Business and Entrepreneurship, 9 ECTS
since 2012	<i>(International) Entrepreneurship, Qualitative Research Methods</i> , Doctoral Programme in Applied Economics and Management (ex-DREAMT), Joint PhD program University of Pavia/University of Bergamo
2011-2015; 2017- 2019	<i>Advanced Marketing and Simulation</i> , 2 nd year course in the Master program in International Business and Entrepreneurship, 6 ECTS
2015-2017	<i>Digital Marketing and Business Modelling</i> , 2 nd year course in the Master programme in International Business and Economics, 6 ECTS
since 2007	<i>Principles of Marketing</i> , Lecturer at the Master of Pharmaceutical Marketing (postgraduate education)

Teaching abroad

Since Sept 2022	Global Market Expansion Project, Master Program in International Marketing and Sales, Vorarlberg University of Applied Sciences, Austria
	Research Colloquium, Master Program in International Marketing and Sales, Vorarlberg University of Applied Sciences, Austria
Since April 2022	Organizing International Marketing and Sales, 2nd year course in the Master Program in International Marketing and Sales, Vorarlberg University of Applied Sciences, Austria
since 2011	Visiting Professor of International Marketing at the iae School of Management I University of Lyon 3, France
2012-2016	Visiting Professor of International Entrepreneurship – Strategic Marketing at the University of Mont Blanc Savoie (Annecy), France; Strategic marketing
2009 - 2013	Visiting Professor of International Marketing at the University of Clermont-Ferrand, France

2008, 2009 Visiting Professor of International Marketing at the Master in Tourism and the MBA Programme, University of Alcalà, Spain

Executive Education

since 2019 Entrepreneurial-agile marketing; Strategic agility; executive MBA Ticinensis, Pavia, Italy.

since 2019 Entrepreneurship and qualitative research modules, executive Doctorate in Business Administration, Business Science Institute, AMBA accredited, Luxembourg.

Awards and nominations

2023 Best Reviewer 2023 awarded by the Italian Journal of Management, The Italian Association of Management.

2021 'Selected paper' at the Annual Conference of the Italian Association of Management for the paper entitled 'The impact of entrepreneurial team experience on international expansion', co-authored with Theodoros Mertzanis.

2019 Best paper award nominee at the 46th Conference of the UK Chapter of the Academy of International Business, Sussex, with the paper entitled "Causation, effectuation and bricolage logics in foreign country entry mode decision-making" co-authored with Valentina Macovei.

2016 & 2015 Best Instructor Award, X-Culture Project (worldwide experiential learning in International Business) led by Prof. Vas Taras, University of North Carolina – Greensboro, June 2016 and June 2015.

2011 Palgrave Macmillan Award for the Best Paper at the 2011 Conference of the UK Chapter of the Academy of International Business, Edinburgh for the paper entitled "The International Growth of Born Global Firms: Tracking Drivers and Dimensions Along Time", co-authored with Antonella Zucchella.

2009 Young scholars' best paper selection of the AIDEA (Italian Academy of Management) conference 2009 for the paper entitled "Strategic choices of SMES on foreign markets: some evidence from an Italian sample" co-authored with Giada Palamara.

Visiting research periods

Visiting fellow at the University of Sussex, Department of Business and Management (International Business), August 2013– August 2016

Visiting fellow at the University of Valencia, Faculty of Economics (Internationalization, Innovation, Strategy) May 27th – June 21st, 2013

Participation in scientific committees & institutional charges

Since May 2023 Member of the Doctoral Program Committee in Economic Sociology, Organization and Labour Studies, jointly offered by the Universities of Milan, Pavia and Bergamo

Since July 2022	Member of the Research Advisory Board, Excelsia Business Schools, France
Oct 2020-Oct 2023	Member of the Department's Steering Committee
Since July 2020	Member of the European Science Foundation College of Expert Reviewers
Since June 2020	Coordinator of the 'Strategic & Global Management'-Module, executive MBA Ticinensis, Pavia
since Oct 2019	Member of the international strategic advisory board of the iae-Lyon - University of Lyon 3, France
April 2017 - January 2022	Executive vice-president of the Foundation Alma Mater Ticinensis
since Jan 2016	Member of the MAMAF Programme Committee (Master of Pharmaceutical Marketing) at the University of Pavia
since Jan 2015	Scientific Coordinator of the Department's Double Degree Programmes in Management
since 2013	Member of the AEM (ex-DREAMT) Doctoral Programme Committee
2011 - 2022	Vice-coordinator of the Master Programme in International Business and Entrepreneurship

Academic Memberships

Member of the Italian Management Association (SIMA)
Member of the Italian Marketing Association (SIM)
Member of the Academy of International Business (AIB)
Member of the European International Business Academy (EIBA)
Member of the European Academy of Management (EURAM)

Languages

German (mother tongue), Italian (fluent), English (fluent), French (adequate).

June, 2024
Birgit Hagen