

# Marco Pironti

## University of Torino

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## EDUCATION

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- Degree (cum laude) in Economics and Business Administration at University of Torino (1997)
- Degree (cum laude) in Corporate Finance at Business School - University of Torino (1993)
- Traineeship at Equity Research Department della *Carnegie International* London (1994).

## POSITION

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- Associate professor of Management and Business Administration at University of Torino
- Chief of Smart Factory Lab – IcxT Innovation Lab.
- Scientific Committee PhD in Marketing and Management, University of Milano Bicocca (2012-2017)
- Scientific Committee PhD in Innovation for Circular Economy, University of Torino (2017-...)

## RESEARCH ACTIVITIES

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- Visiting Professor at Westminster Business School, London (2012)
- Visiting scholar at Center for Computational Research & Management Science, MIT, Boston (MA) (2009)
- Visiting scholar at Institute of Management, Innovation and Organization, Haas School of Business, Berkeley (CA) (2008)
- Visiting scholar presso CEBIz (Center for Excellence in E-Business) della Columbia Business School – Columbia University, New York (2005)

On basis of research activities, the skills developed concerning:

- New business models, net economy and innovation impact on strategic management
- Economic and financial evaluation methodologies, with reference to Information and Communication Technologies.
- Knowledge management and firm communication
- Web-based learning: problems and testing
- Enterprise simulation system based on human and artificial agents interaction.

These research objects are part of the E-business Lab's activities, as, for example, an enterprises

simulation software named WAVES (Web Application Virtual Enterprise System) .

Several research activities carried on in collaboration with enterprises:

- Research project “Piemonte”, WantEat business model in collaboration with Telecom Italia, Slow Food Italia, and Università di Scienze Gastronomiche di Pollenzo.
- Project Proposal “Advanced Food Experience and Smart Territory through Internet-enabled services” 7th Framework Programme, Operations for ICT Research and Innovation. Coordinatore: Telecom Italia.
- In 2011 research project in collaboration with Telecom Italia Lab
- In 2009 chief of PRIN research project named “*The impact of innovation diffusion in evolving complex social systems*”
- Project Manager of Research “ERP e sviluppo sistemi IT per le PMI” in partnership with Gruppo Formula and Sirmi.
- Research activity in partnership with Unione Industriali of Torino on SME’s innovation propensity
- In 2006 chief of MIUR research project (60%) named “competiveness and successful factors of family firms”
- In 2005 chief of MIUR research project (60%) named “Information and communication Technology and knowledge management: models to Knowledge creation and Knowledge transfer”
- In 2005 DIADI Project Manager, in partnership with Corep (Università di Torino-Politecnico di Torino) e PMI.
- From 2005 co-responsible of 3 years research project “New learning methodology ICT based Lab” funded by Fondazione Compagnia S. Paolo
- In 2004 chief of MIUR research project (60%) named “Enterprise development based on Information and Communication Technology: Knowledge transfer models”
- From 2004 responsible of 2 years research project “Enterprise simulation models” funded by Fondazione CRT

## ***PUBLICATIONS***

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### ***JOURNALS***

- 1) Marco Pironti, Paola Pisano, Cristina Natoli (2016). Industrial Heritage In The Competitive Strategies Of The Territory. *Organisational Studies And Innovation Review*, Vol. 2, P. 15-29, Issn: 2059-2256
- 2) Pironti Marco, Cautela Cabirio, Christodoulou Joannis (2015). Business Models Innovation Through New Customer Roles: A Design-Driven Case Study. *Symphonya*, Vol. 2, P. 25-41, Issn: 1593-0319, Doi: 10.4468/2015.2.03
- 3) Pisano Paola, Pironti Marco, Rieple Alison (2015). Identify Innovative Business Models: Can Innovative Business Models Enable Players To React To Ongoing Or Unpredictable Trends?. *Entrepreneurship Research Journal*, Vol. 5, P. 181-199, Issn: 2157-5665, Doi: 10.1515/Erj-2014-0032
- 4) Brondoni Silvio M, Pironti Marco (2015). Ouverture De ‘Design Management, Product Engineering And Global Competition’. *Symphonya*, P. 1-12, Issn: 1593-0319, Doi:

- 5) Cautela C., Pisano P., Pironti M., "The emergence of new networked business models from technology innovation: an analysis of 3-D printing design", *International Entrepreneurship and Management Journal*, 2014, DOI 10.1007/s11365-014-0301-z, ISSN: 1554-7191 (print version) ISSN: 1555-1938 (electronic version), Impact Factor 5.053
- 6) Pisano P., Cautela C., Pironti M., "Changing customer roles to innovate business models : an overview of design -intensive industries" *Small Business*, 2/2014, doi: 10.14596/pisb.152
- 7) Pisano P. Pironti M., Christodoulou I.P., "The open long tail model between new culture and digital technology", *Sinergie*, 2014/1
- 8) Rieple A., Pironti M., Pisano P., "Business Network Dynamics and Diffusion of Innovation", *Symphonya - Emerging Issues in Management*, 2/2012 ISSN 1593-0319
- 9) Pisano P., Pironti M., Rieple A., "The 3D-Technology: A New Competitive Arena", *Journal Of Business And Economics*, 2013, ISSN 2155-7950
- 10) Pisano P., Pironti M., Rieple A., "Diffusion of Innovation in competitive networks", 2012, *International Journal of E-Business Development (IJED)*
- 11) Pisano P., Pironti M., Manini D., Gribaudo M "The new model of financial market regulation: how to limit the liquidity crisis" *International Journal Of Trade, Economics, And Finance*, vol. 2/2011; ISSN: 2010-023X
- 12) Pisano P., Pironti M., Manini D., Gribaudo M., "Strategic focus and business model organization : The Main Field Analysis Approach" *Journal Of Modern Accounting And Auditing*, vol. 7/2011, ISSN: 1548-6583
- 13) Pisano P., Vagnani G., Simoni M., Pironti M., Giraudo M. "Understanding the strategic organization propensity through Managerial Discussion and Analysis" *International Journal Of Trade, Economics, And Finance*, vol. 2/2011; ISSN: 2010-023X
- 14) Pironti M., Remondino M., Pisano P. "Diffusione dell'innovazione ed evoluzione dei sistemi locali complessi: un'analisi attraverso la simulazione ad agenti" *Sinergie*, vol. 83/2010, p. 139-158, ISSN: 0393-5108
- 15) Pironti M., Remondino M., Schiesari R., "Dynamics of non-equity Collaborations Among Small and Medium enterprises" *International Journal of Simulation, Systems, Science & Technology (IJSSST)*, 11/2010, ISSN 1473-8031
- 16) Pironti M., Remondino M., Gatti C. "Biased decision making caused by an environmental crisis: a model based on reinforcement learning" *ICTEF 2010 (International Conference on trade, economics, and finance)* vol. 66, ISSN: 2070-3724
- 17) Pironti M., Pisano P., Bertoldi B., "A relationship between propensity to innovation and risk capital: An Empirical analysis" *Journal of US-China Public Administration*, ISSN 1548-6591, USA, 2010.
- 18) Pironti M., Pisano P., Remondino M. "Enterprise Clusters Triggered by Radical Innovation: a Modelistic Approach" *EuroMed Journal of Business*, Vol 5 No. 2 2010, ISSN: 1450-2194
- 19) Remondino M., Pironti M. (2009). *Enterprise Network Dynamics Explored through Computational Modelling*. *Ercim*, vol. 78, ISSN: 0926-4981

#### **CHAPTERS (REFERRED)**

- 1) Pisano P., Pironti M., Rieple A. "Organizational and business strategies in new competitive arena" in Gary Rees and Paul Smith *Strategic Human Resource Management: An International*

*Perspective*, SAGE Publications, London, 2014; ISBN 978-1-4462-5586-5

- 2) Pironti M., Remondino M., Pisano P. "Collaboration Strategies in Turbulent Periods: Effects of Perception of Relational Risk on Enterprise Alliances" *E-Business and Telecommunications*, Volume 130, 2011
- 3) Pironti M., Remondino, M., Pisano P. "Enterprise Networks for Competences Exchange: a Simulation Model" 2009 IFIP I3E, (indicizzazione DBLP) C. Godart & al. editors, Springer publishing, ISBN 978-3-642-04279-9, ISSN 1868-4238
- 4) Pironti M., Schiesari R., Remondino M. "Non-Equity Joints among Small and Medium Enterprises and Innovation Management: an Empirical Analysis Based on Simulation", PRIMA 2009, in LNCS 5925, Springer Publishing, (2009), ISSN 0302-9743
- 5) Remondino M., Pironti M., Pisano P., "Enterprise Cluster Dynamics and Innovation Diffusion: a New Scientific Approach", *Active Media Technology*, LNCS Vol. 5820, Springer publishing, (2009) ISBN 978-3-642-04874-6, ISSN 0302-9743

### ***CONFERENCE PROCEEDINGS***

- 1) Cautela C., Pisano P., Pironti M., "Business Model Innovation Through New Customer Roles. Inspirational cues and insights from a design-driven case study analysis" DMI- Design Management Institute, London 2014, ISBN 978-0-615-99152-8
- 2) Pisano P., Pironti M., Rieple A., Christodoulou I., "Business Model Adaptation to a New Digital Culture" DMI- Design Management Institute, London 2014, ISBN 978-0-615-99152-8
- 3) Cautela C., Pisano P., Pironti M., Rieple A., "From conceptualizing to ready-to-sell designing: creative networks and design entrepreneurship in a digital manufacturing era", DMI- Design Management Institute, Boston 2012, ISBN 978-0-615-66453-8
- 4) Pisano P. Pironti M., Christodoulou I.P., "The open long tail model between new culture and digital technology", Annual Conference Sinergie, 2013, Best Paper Award
- 5) Pisano P., Pironti M., Manini D., Gribaudo M. "The financial asset regulation: a new theoretical framework based on Mean field Analysis" ICEFR 2011, IEEE Index, ISBN 9781424493081
- 6) Pisano P., Pironti M., Vagnani G., Simoni M., Giraudo M. "The propensity to exploration and exploitation strategy: from theory to content analysis" ICEFR 2011, IEEE Index, ISBN: 9781424493081
- 7) Pisano P., Pironti M., Manini D., Gribaudo M. "Open Organization Model Diffusion : The Mean Field Analysis Approach" ECMLG 2010, p. 295-303, ISBN/ISSN: 9781906638818
- 8) Pironti M., Remondino M., Cantino V. "E-Procurement as a Driver for Strategic Management" EMS 2010, Cambridge: UkSim, ISBN 9780769543086
- 9) Pironti M., Remondino M. "Collaboration among Competing Firms: an Application Model about Decision Making Strategy" WEBIST 2010, Insticc Index, ISBN 9789896740252
- 10) Pironti M., Remondino M., Schiesari R. "Influence of Exogenous Phenomena on Strategic Behavior and Organizational Culture: an Empirical Analysis" WETICE-COMETES 2010. Larissa, giugno 2010, -: IEEE, ISBN/ISSN: 9780769540634
- 11) Pironti M., Remondino M., Schiesari R. "Analysis of the Belluno Industrial District by Means of a Questionnaire" UkSim 2010. Cambridge, marzo 2010, Nottingham: The Institute of Electrical and Electronics Engine, ISBN: 978-0-7695-4016-0
- 12) Pironti M., Schiesari R., Remondino M. "Incidence of Market Crisis on Decision Makers' Strategies: an Analysis at the Managerial Level" AMS 2010, ISBN: 978-0-7695-4062-7
- 13) Remondino M., Pironti M., Schiesari R., Innovation Diffusion and Non-equity Networks: The Impact of Biased Perception, ACI, Londra, European Conference on Innovation and

Entrepreneurship, settembre 2010, Atene.

- 14) Pironti M., Remondino M., "A Novel Approach for Simulating Enterprise Networks and Clusters", in Vrontis, D., Weber, Y., Kaufmann, R. and Tarba, S. (2009), "Managerial and Entrepreneurial Developments in the Mediterranean Area", EuroMed Press: Cyprus, 2009. DOI: 10.3292, ISBN: 978-9963-634-76-7
- 15) Pironti M., Remondino M., "Competence Management Leading to Enterprise Networks and Clusters" 2009 Global Management ISBN 978-989-95806-9-5, pp. 229-238
- 16) Pironti M., Pisano P., Bertoldi B., "A relationship between propensity to innovation and risk capital. An Empirical analysis", 5th European Conference on Management Leadership and Governance (2009 ECMLG)
- 17) Remondino M., Pironti M., Schiesari R., "Concentration and Aggregation of Small and Medium Enterprises Analyzed through a Novel Paradigm", in EMS 2009, IEEE publishing, ISBN 978-0-7695-3886-0
- 18) Pironti M., Schiesari R., Remondino M., "Simulating the Perception Bias on Innovation Diffusion: An experimental study", IACSIT-ICAMS 09 (International Conference on Advanced Management Science) ISBN 978-0-7695-3521-0
- 19) Pironti M., Remondino, M., Pisano P. "Impact of Process Innovation on Enterprise Networks for Competences Exchange - E<sup>3</sup>, a Multi Agent Based Model", ICE-B 2009 ISBN 978-989-674-006-1, pp. 167-174
- 20) Pironti M., Remondino, M., Pisano P. "An Agent Based Simulator for Enterprise Cluster Dynamics for Innovation Diffusion" AMT'09, Springer Editor (indicizzazione DBLP)
- 21) Bruno A.M., Pironti M., Remondino M. "Serious Gaming, Management and Learning: an Agent Based Perspective" CSEDU 2009 (indicizzazione DBLP e Inspec) ISBN 978-989-8111-83-8
- 22) Pironti M., Remondino M., Schiesari R. "Evaluating the Role of Individual Perception in IT Outsourcing Diffusion: an Agent Based Model" ICEIS 2009 (indicizzazione DBLP, Thomson Reuters e Inspec) ISBN 978-989-8111-87-6
- 23) Pironti M., Remondino M. "Enterprise Knowledge Management Supported by Agent Based Modelling and Simulation" ESM, 2008 (European Simulation and Modelling Conference), ISBN 978-90-77381-44-1
- 24) Pironti M., Remondino M., Schiesari R. "Word of Mouth and Perception as Biases to ICT Diffusion in SMEs: a Simulation" E-ALT, 2008 ISBN 978-989-95806-3-3
- 25) Pironti M., Remondino M. "A Serious Game for Enterprise Knowledge Transmission: an Agent Based Perspective" CGAMES 2008 ISBN 978-90-77381-45-8
- 26) Pironti M., Remondino M. "Agent Based Models for Knowledge Management" 9th European Conference on Knowledge Management, Southampton Solent University, Southampton, UK 2008
- 27) Pironti M., Schiesari R., Remondino M., "Agent based serious gaming: simulating the perception on innovation diffusion", Game On, 2008 Conferenza Classe C GRIN: codice C(039)
- 28) Pironti M., Remondino M., "Enterprise knowledge management supported by agent based modelling and simulation", European Simulation and Modelling (ESM) LeHavre, 2008
- 29) Pironti M., Remondino M., "Agent based serious games for virtual tutoring and knowledge transmission: an operative framework", International Conference of Education, Research and Innovation (ICERI 2008), Madrid, 2008 (International Conference of Education, Research and Innovation), ISBN 978-84-612-5091-2

### ***BOOKS, OTHER CHAPTERS***

- 1) Pironti M. (a cura di) "Economia E Gestione Delle Imprese E Dei Sistemi Competitivi. Alcuni percorsi di ricerca interdisciplinare nell'ambito delle scienze manageriali", Libreria Universitaria, 2012, ISBN: 978-88-6292-282-1
- 2) Pironti M. "I soggetti pro innovazione: Business Angel e Venture Capital" in Pisano P. Managing Innovation, Creare, gestire e diffondere Innovazione nei sistemi relazionali. p. 77-108, Padova: libreriauniversitaria.it edizioni, 2010, ISBN: 9788862920575
- 3) Pironti M. "Prefazione" in Pisano P. Managing Innovation, Creare, gestire e diffondere Innovazione nei sistemi relazionali. p. 9-10, Padova: libreriauniversitaria.it edizioni, 2010, ISBN: 9788862920575
- 4) Pironti M., Pisano P. "Propensione all'innovazione" in Pisano P. Managing Innovation, Creare, gestire e diffondere Innovazione nei sistemi relazionali. p. 109-124, Padova: libreriauniversitaria.it edizioni, 2010, ISBN: 9788862920575
- 5) Pironti M., Pisano P. "Innovazione sul modello di business: il caso IBM" in Pisano P. Managing Innovation, Creare, gestire e diffondere Innovazione nei sistemi relazionali. p. 149-164, Padova: libreriauniversitaria.it edizioni, 2010, ISBN: 9788862920575
- 6) Pironti M., Pisano P., Remondino M. "Strategie d'impresa e network collaborativi: un modello di simulazione" in Pisano P. Managing Innovation, Creare, gestire e diffondere Innovazione nei sistemi relazionali. p. 169-188, Padova: libreriauniversitaria.it edizioni, 2010, ISBN: 9788862920575
- 7) Remondino M., Pironti M., Pisano P. "Strategie d'impresa e network collaborativi: un modello di simulazione" in Remondino M. "Governo dell'impresa e complessità emergente" Aracne 2009
- 8) Pironti M. "Premessa metodologica" in Remondino M. Governo dell'impresa e complessità emergente, Aracne 2009
- 9) Pironti M., Pisano P. "Balanced Scorecard: un caso concreto" in AA.VV. "Economia Aziendale" Franco Angeli, 2008
- 10) Pisano P., Pironti M., "Innovazione e Family business" in Bruno A.M., Pironti M. (a cura di) Strategie di crescita e di internazionalizzazione delle family SMEs nel contesto globale e distrettuale, Cedam, 2008
- 11) Pironti M., Pisano P. "Il controllo strategico come strumento di sviluppo del family business" in Bruno A.M., Pironti M. (a cura di) Strategie di crescita e di internazionalizzazione delle family SMEs nel contesto globale e distrettuale, Cedam, 2008
- 12) Pironti M., Il processo di controllo per il governo d'impresa, Cedam, 2008
- 13) Pironti M., Schiesari R. "L'evoluzione del mercato e il processo di concentrazione delle imprese: rilevanza nelle decisioni strategiche" in AA.VV., La successione generazionale nelle imprese, Ed. IlSole24Ore, Milano 2002
- 14) Pironti M. "L'evoluzione tecnologica e le strategie d'impresa. Le nuove sfide per le PMI" in Bussolin G., Pironti M. (a cura di) Sotto l'ombrello del Web: nuove tecnologie della comunicazione e dell'informazione per lo sviluppo delle imprese, Cedam, 2003
- 15) Bussolin G., Pironti M. (a cura di), Sotto l'ombrello del Web: nuove tecnologie della comunicazione e dell'informazione per lo sviluppo delle imprese, Cedam, 2003
- 16) Pironti M., E-Business Models, Cedam, 2002
- 17) Pironti M., La valutazione delle commesse nel settore delle telecomunicazioni, Giappichelli, 1999.

### *TEACHING ACTIVITIES*

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- Management and entrepreneurship
- Strategic Management
- Business planning and Corporate finance (evaluation)
- Managing innovation

### *SCIENTIFIC ASSOCIATION*

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- Member of AIDEA- Accademia Italiana di Economia Aziendale
- Member of Cognitive Science Society
- Member of Ideas Innovation, Design, Entrepreneurship and Strategy) Research Group, Westminster Business School, London
- Member of Strategic Management Society