

## **VERONICA BINDA**

### **PERSONAL INFORMATION**

Date of Birth: June 26<sup>th</sup>, 1980

Nationality: Italian

Contact: veronica.binda@unibocconi.it

2018 Italian National Scientific Qualification as Associate Professor in Economic History.

2020 Spanish National Scientific Qualification as Profesor universitario contratado (profesor contratado doctor, profesor ayudante doctor y profesor de universidad privada) in Social and Law Sciences (Economic and Management Sciences).

### **EMPLOYMENT HISTORY**

- 2013 – present: Lecturer, Department of Social and Political Sciences, Università Bocconi (Milan, Italy).
- 2010 – 2013: Visiting Professor, Department of Economics and Business, Pompeu Fabra University (Barcelona, Spain).
- 2008 – 2013: Research Fellow and Adjunct Professor, Department of Policy Analysis and Public Management, Università Bocconi (Milan, Italy).
- 2008 – 2010: Adjunct Professor, Faculty of Political Science, University of Parma (Parma, Italy).

### **EDUCATION**

- 2007 Ph.D. in Economic and Social History, Bocconi University (Milan, Italy).
- 2003 BA in Economic, Statistical and Social Sciences, Bocconi University (Milan, Italy). Final grade: 110/110 *cum laude*.
- 1999 High School: Liceo Classico Giosuè Carducci (Milan, Italy), 100/100.

### **ACADEMIC FUNCTIONS AND RESPONSIBILITIES**

- 2022 – present: Faculty support for the collection of course profiles of the Department of Social and Political Sciences.
- 2015 – present: Treasurer and Secretary of Associazione Studi Storici sull'Impresa (ASSI).
- 2017 – 2018: Coordinator of the Seminar Series of the Department of Policy Analysis and Public Management, Università Bocconi, Milan, Italy.
- 2015 – 2024: Member of the Management Committee of the Master of Science in International Management, Università Bocconi, Milan, Italy.
- 2015 – 2023: Member of the Council of the European Business History Association (EBHA).
- 2011 – 2023: Director of the European Business History Association Summer School.

## ACADEMIC GRANTS AND HONORS

2019	Bocconi Teaching Award (Innovation) (a.y. 2017-2018).
2016	Prize “Model course taught in English for foreign students”, awarded by the Shanghai Education Commission (Shanghai, China).
2008 – 2010	Post-doctoral grant, Università Bocconi (Milan, Italy).
2008	Prize “Best PhD-thesis in Business History in Europe during the years 2006 and 2007”, awarded by the European Business History Association.
2004 – 2007	Doctoral grant, Università Bocconi (Milan, Italy).
2004	Bocconi University Gold Medal for Best Graduates in 2003.

## PUBLICATIONS

### Books

*Globalization: A Key Idea for Business and Society* (with Andrea Colli), Routledge, New York (2024).  
*The Dynamics of Big Business: Structure, Strategy, and Impact in Italy and Spain*, Routledge, New York (2013).

### Articles in Refereed Journals

“China’s Outward Investment in Europe during the “Go Out” Policy Years: Trends, Drivers, and Strategies in the Automotive Industry, 2000–2018”, in “Business History Review”, vol. 98/4, 2025, pp. 821-853 (with Yuan Jia-Zheng).

“Introduction. New Advances in Quantitative Business History”, in “Revista de Historia Industrial/ Industrial History Review”, no. 32/88, 2023, pp. 11-20 (with Anna Spadavecchia).

“Business “Business History in Europe: Opportunities and challenges for young business historians. Some insights from the European job market”, in “Zeitschrift für Unternehmensgeschichte Journal of Business History”, 67 (1), 2022, pp. 107-131 (with Marianna Astore).

“Storia della contabilità e storia d’impresa: convergenze, divergenze e prospettive future”, in “Rivista della Corte dei Conti”, Special Issue 1/2021, pp. 31-39.

“Trends in the fashion business. Spain and Italy in comparison (1973-2013)”, in “Enterprise and Society”, 21 (1), 2019, pp. 79-109 (with Elisabetta Merlo).

“I cartelli come istituzione anticrisi. Il caso italiano 1900-1960”, in “Ricerche di Storia Economica e Sociale”, III, 1-2, 2017, pp. 191-218 (with Mario Perugini).

“A Short History of International Business in Italy: What We Know and How We Know It”, in “Journal of Evolutionary Studies in Business”, Vol. 2, no. 1, 2016, pp. 69-99.

“Strategy and Structure in large Italian and Spanish firms, 1950-2002”, in “Business History Review”, vol. 86/3, 2012, pp. 503–525.

“Chi fa da sé fa per tre? Compartecipazioni azionarie tra multinazionali straniere e imprese locali in Spagna (1939-2004)”, in “Imprese e Storia”, no. 42, 2011, pp. 299-318.

“Changing big business in Italy and Spain, 1973-2003: strategic responses to a new context”, in “Business History”, vol. 53, no. 1, 2011, pp. 14-39 (with Andrea Colli).

“Grandes empresas salen fuera de casa: la experiencia española e italiana en el largo plazo”, in “Información Comercial Española – Revista de Economía”, no. 849, 2009, pp. 9-26.

“La internacionalización de las grandes empresas en dos naciones mediterráneas. Italia y España, 1950-2002”, in “Revista de Historia Industrial - Economía y Empresa”, no. 40, 2009, pp. 95-124.

- "Mapping Corporate Europe: business responses to institutional change, 1957-2007", in "European Journal of International Management", vol. 1, no. 3, 2007, pp. 225-238 (with John F. Wilson, Martin Iversen, Harm Schröter, Andrea Colli and Valerie Antcliff).
- "Towards a 'Managerial Revolution' in European Business? The transformation of Danish and Spanish Big Business, 1973-2003", in "Business History", vol. 49, no. 4, 2007, pp. 506-530 (with Martin Iversen).
- "Entre el Estado y las multinacionales: la empresa industrial española en los años de integración a la CEE", in "Revista de Historia Industrial - Economía y Empresa", no. 28, 2005, pp. 117-154.
- "L'accidentato percorso della grande impresa spagnola tra Stato e multinazionali, 1975-2000", in "Imprese e Storia", no. 31, 2005, pp. 79-111.

### Journal Issues Edited

Guest Editor (with Anna Spadavecchia), *Revista de Historia Industrial / Industrial History Review* no. 32/88, 2023 (Special issue on "Quantitative Business History").

### Book Chapters

- "Social perception and corporate image of the largest Italian enterprises (1950-1975)" in Franco Amatori (ed.), *Archives of Italian Economic and Business History. II*, Franco Angeli, Milan, 2018, pp. 122-143.
- "Il settore dell'auto tra multinazionali straniere e imprese locali. Italia e Spagna a confronto (1900-1990)", in Carlos Barciela, Giovanni Luigi Fontana, Rafael Vallejo and Margarita Vilar (eds.), *La industria del automóvil de España e Italia en perspectiva histórica*, Publicaciones de la Universidad de Alicante, Alicante, 2018, pp. 335-365 (with Mario Perugini).
- "Designing highly interactive flipped learning experiences: the case of a Business History course", in *EDULEARN18 Proceedings*, IATED, 2018, pp. 10122-10130 (with Chiara Moscardo and Leonardo Caporarello).
- "Spanish Business Performance in the Twentieth Century", in Youssef Cassis, Andrea Colli, and Harm Schroter (eds.), *The Performance of European Business in the Twentieth Century*, Oxford University Press, Oxford, 2016, pp. 136-150 (with Albert Carreras and Xavier Tafunell).
- "Nella buona e nella cattiva sorte? Le *joint-ventures* tra multinazionali straniere e imprese locali in Italia in una prospettiva di lungo periodo", in Società Italiana degli Storici Economici, *Innovare nella Storia Economica: Temi, metodi, fonti*. F. Datini, Prato, 2016, pp. 57-95 (with Mario Perugini).
- "Changing big business in Italy and Spain, 1973-2003: Strategic responses to a new context", in Andrea Colli, Abe de Jong and Martin Iversen (eds.), *Mapping the European Corporations. Strategy, Structure, Ownership and Performance*, Routledge, Taylor and Francis, London, 2012, pp. 14-39 (with A. Colli).
- "Spagna", in Giangiacomo Nardozzi (ed.), *Privatizzazioni e competitività delle imprese*, Fondazione Ansaldo Editore, Genova, 2011, pp. 135-160.
- "Imprenditorialità e grande impresa nella seconda metà del Ventesimo secolo. Italia e Spagna a confronto", in Società Italiana degli Storici Economici, *Imprenditorialità e sviluppo economico. Il caso italiano (secc. XIII-XX)*, EGEA, Milan, 2009, pp. 281-301.

### Encyclopedia entries

"Sol", in *L'Impresa Italiana*, Vol. 1, Rome, Enciclopedia Treccani, 2021, pp. 346-348.

## Book Reviews

- "People, Places and Business Cultures: Essays in Honour of Francesca Carnevali", P. Di Martino, A. Popp, P. Scott (eds.), Woodbridge: Boydell and Brewer, 2019, in *Investigaciones de Historia Económica*, vol. 16, no. 2, 2020, pp. 143-144.
- "Capital gains: business and politics in twentieth-century America", R.R. John and K. Phillips-Fein (eds.), Philadelphia, University of Pennsylvania Press, 2017, in *Economic History Review*, 71/3, 2018, pp. 1018-1019.
- "American Big Business in Britain and Germany. A Comparative History of two 'special relationships' in the 20<sup>th</sup> Century", by V.R. Berghahn, New Jersey, Princeton, 2014, in *Revista de Historia Industrial. Economía y Empresa* (vol. 65, 2016, pp. 245-247).
- "From the Iron Hammer Works in Hasloch to Kurtz Ersä", by R. Meier, Essen, Klartext Verlag, 2014, in *Zeitschrift für Unternehmensgeschichte - Journal of Business History* (no. 1/2016, 61, pp. 131-132).
- "Personal Capitalism and Corporate Governance. British Manufacturing in the first half of the 20th century", by J. Myrddin, R. Lloyd-Jones, J. Maltby and M.D. Matthews, Ashgate, Farnham, 2011, in *Revista de Historia Industrial. Economía y Empresa*, vol. 52, 2013, pp. 217-219.
- "Las grandes corporaciones del Siglo XX", by R. Reig, Tirant lo Blanch, Valencia, 2009, in *Revista de Historia Industrial. Economía y Empresa*, vol. 45, 2011, pp. 189-190.
- "Merloni. Da Fabriano al mondo", by E. Sori, Egea, Milano, 2005, in *Passato e Presente*, no. 82, 2011, pp. 195-198.
- "Ricchezza, valore, proprietà in età preindustriale. 1400-1850", by G. Alfani and M. Barbot (eds.), Marsilio, Venezia, 2009, in *Popolazione e Storia*, no. 1, 2010, pp. 141-143.
- "Creating Nordic Capitalism. The Business History of a Competitive Periphery", by S. Fellman, M. Iversen, H. Sjögren and L. Thue (eds.), Palgrave Macmillan, New York, 2008, in *Revista de Historia Industrial. Economía y Empresa*, vol. 42, 2010, pp. 205-206.
- "Las alas de España – Iberia, líneas aéreas (1940-2005)", by J. Vidal, Publicacions de la Universitat de Valencia, Valencia, 2008, in *Enterprise and Society*, vol. 11, no. 1, 2010, pp. 187-188.
- "Nord – Dal triangolo industriale alla megalopoli padana, 1950-2000", by G. Berta, Mondadori, Milano, 2008, in *Sviluppo Locale*, vol. XIII, no. 31, I/2008-2009, pp. 113-119.

## Business Cases

- "Andrea Barbarigo, Merchant of Venice", Bocconi-EGEA Case Study Stories, Milan, 2017 (Multimedia Case Study) (with Andrea Colli).
- "Nestlé: Creating a Global Brand for Switzerland", Bocconi-EGEA Case Study Stories, Milan, 2017 (Multimedia Case Study) (with Andrea Colli and Katja Girschik).
- "Americanization: Supermarkets in Italy", Bocconi Case Study Series, Milan, 2017 (with Andrea Colli and Katja Girschik).
- "A dangerous tango: Repsol in Argentina", Bocconi Case Study Series, Milan, 2017 (with Héctor García Montero).
- "Toyota Motor 1930-1980: The Making of a World Leader", Bocconi Case Study Series, Milan, 2016 (with Mario Perugini).
- "End of a Splendid Journey. Rise and decline of the First Globalization Wave (ca 1870-1913)", Bocconi Case Study Series, Milan, 2014 (with Andrea Colli).

## Business Games

“A dangerous tango. Doing business in Argentina during the Second Global Economy”, Bocconi, Milan, 2018.

“A mine of gold? Doing business in Italy in the “Golden Age””, Bocconi, Milan, 2018 (with Benedetta Crivelli).

“Processing risks. Doing business in Germany in the First Globalization and in the First De-Globalization”, Bocconi, Milan, 2018 (with Andrea Colli).

“Steel Wars: Cooperation and Competition in Italy up to the Great War”, Bocconi, Milan, 2016 (with Mario Perugini).

## **MEMBERSHIP IN SCIENTIFIC COMMITTEES**

Coordinator of the Webinar Series “Percorsi e Approdi”, Department of Social and Political Science, Università Bocconi, Milan, Italy, Spring 2025 (with Franco Amatori).

Coordinator of the Webinar Series “Percorsi e Approdi”, Department of Social and Political Science, Università Bocconi, Milan, Italy, Spring 2024 (with Franco Amatori).

Coordinator of the Webinar Series “Progetti e Proposte”, Department of Social and Political Science, Università Bocconi, Milan, Italy, Fall 2023 (with Franco Amatori).

Panel organizer (with Maiju Wuokko), “Making Business History Relevant to Students”, at the European Business History Association (EBHA) Congress 2024, Oslo, 24-26 August 2023.

Coordinator of the Webinar Series “Progetti e Proposte”, Department of Social and Political Science, Università Bocconi, Milan, Italy, Spring 2023 (with Franco Amatori).

Coordinator of the Webinar Series “Progetti e Proposte”, Department of Social and Political Science, Università Bocconi, Milan, Italy, Fall 2022 (with Franco Amatori).

Workshop organizer (with Anna Spadavecchia), “Quantitative Business History”, at the European Business History Association (EBHA) Congress 2022, Madrid, 22-24 June 2022.

Coordinator of the Webinar Series “Progetti e Proposte”, Department of Social and Political Science, Università Bocconi, Milan, Italy, Spring 2022 (with Franco Amatori).

Coordinator of the Webinar Series “Progetti e Proposte”, Department of Social and Political Science, Università Bocconi, Milan, Italy, Fall 2021 (with Franco Amatori).

Coordinator of the Webinar Series “Progetti e Proposte”, Department of Social and Political Science, Università Bocconi, Milan, Italy, Summer 2021 (with Franco Amatori).

Coordinator of the Webinar Series “Progetti e Proposte”, Department of Social and Political Science, Università Bocconi, Milan, Italy, Spring 2021 (with Franco Amatori).

Member of the Scientific Committee of EBHA (European Business History Association) 2020 E-Congress: Annual Congress “Globalization Challenged”, Hosted by CUNEF – Madrid (Zoom Platform), 10-11 September 2020;

Member of the Scientific Committee of the ASSI (Associazione Studi Storici sull’Impresa) Conference “Competing in international markets. From the world economy to globalization”, Bocconi University, Milan, 11-12 December 2019;

Member of the Scientific Committee of the ASSI (Associazione Studi Storici sull’Impresa) Conference “Companies and organizations in an historical perspective”, Bocconi University, Milan, 20-21 December 2018;

Member of the Scientific Committee of EBHA (European Business History Association) 2018 Annual Congress “The Firm and the Sea: Chains, Flows and Connections”, Università Politecnica delle Marche, Ancona, 6-8 September 2018;

Member of the Scientific Committee of the ASSI (Associazione Studi Storici sull'Impresa) Conference "Entrepreneurs and Managers in Economic History", Bocconi University, Milan, 6-7 October 2017;  
Scientific director of the European Business History Association Doctoral Summer School (2011 – present).

## EDITORIAL ACTIVITIES

2004 – 2023            Member of the Editorial Staff of the *European Business History Association Newsletter*  
2014 – 2023:            Book Reviews Editor for *Business History*;  
2015 – 2024:            Senior Editor for *Management & Organizational History*;  
2020 – present:        Member of the Editorial Board of *Imprese e Storia*;  
2021 – present:        Associated Editor for *Revista de Historia Industrial – Industrial History Review*;  
2022 – present:        Member of the Honorary Scientific Committee of the *Journal of Evolutionary Studies in Business*;  
2023 – present:        Member of the Editorial Board of *Business History*

Referee for journal articles: *Business History*, *Business History Review*, *Enterprise & Society*, *Imprese e Storia*, *Journal of Evolutionary Studies in Business*, *Organization Studies*, *Rivista di Storia Economica*, *Storia e problemi contemporanei*;

Referee for books: *Routledge*;

Book reviewer for: *Economic History Review*, *Enterprise & Society*, *Investigaciones de Historia Económica*, *Revista de Historia Industrial*, *Passato e Presente*, *Popolazione e Storia*, *Sviluppo Locale*, *Zeitschrift für Unternehmensgeschichte*;

## PAPERS PRESENTED AT INTERNATIONAL CONFERENCES AND INVITED SEMINARS

"Blended Learning: What to Learn from the Experience of a Course at the Msc Level", 26th Annual Congress of the European Business History Association, Oslo, Norway, 24-26.08.2023.  
"Aprendizaje Mixto. ¿Qué podemos aprender de la experiencia de un curso a nivel MSc?", 7th Webinar "Prácticas en Historia Económica de la Asociación Española de Historia Económica", 16.05.2023 (invited seminar).  
"La internacionalización de las empresas españolas e italianas", Doctoral School, University of Alicante, Alicante, 25.2.2022 (invited seminar).  
"The "modern enterprise" and its alternatives. Big business in Italy and Spain (1950-2002)", Solvay Business School, Bruxelles, 23.4.2021 (invited seminar).  
"Storia della Contabilità e Storia d'Impresa: Convergenze, Divergenze e Prospettive Future", Plenary Session, 6th Luca Pacioli International Conference in Accounting History "Tra Storia, Economia e Finanza. La contabilità pubblica e privata in Europa nell'Età Moderna e Contemporanea", Naples, 7-9.11.2019.

- "The automotive sector between foreign multinationals and local companies. A comparison between Italy and Spain (1900-1990)", ASSI Conference "Companies and organizations in an historical perspective", Bocconi University, Milan, 20-21.12.2018 (with Mario Perugini).
- "Working conditions of former Summer EBHA PhD Summer School Students. A focus on Southern Europe", 22nd Annual Congress of the European Business History Association, Università Politecnica delle Marche, Ancona, Italy, 06-08.09.2018.
- "Designing highly interactive flipped learning experiences: the case of a business history course", 10th International Conference on Education and New Learning Technologies (Edulearn), Palma de Mallorca, 2-4.7.2018 (with Chiara Moscardo and Leonardo Caporarello).
- "Is it better to be alone than in bad company? International joint-ventures in different economic and political contexts (1900-1970s)", Universidad Pública de Navarra, Pamplona, 2.5.2018 (invited seminar) (with Mario Perugini).
- "L'Impresa Moderna' e le sue alternative. La grande impresa in Italia e Spagna (1950-2002) e le sue implicazioni sul territorio, Università Cattolica del Sacro Cuore, Brescia, 24.04.2018 (invited seminar).
- "L'Europa e la Globalizzazione", La Casa della Cultura, Milan, 27.03.2018 (invited seminar) (with Mario Perugini).
- "The biographical dictionaries of Spanish entrepreneurs. Contents and use", ASSI Conference "Entrepreneurs and Managers in Economic History", Bocconi University, Milan, 6-7.10.2017 (with Héctor García Montero).
- "Las joint-ventures entre multinacionales y empresas locales en el sector del automóvil (1900-1980): una comparación entre España e Italia", X Congreso España-Italia de Historia Económica, Vigo, 20-21.10.2017 (with Mario Perugini).
- "Alla ricerca del Capitalismo Mediterraneo", Seminario "Il capitalismo mediterraneo: porti, territori, Stati", Autorità di Sistema Portuale del Mare Adriatico Centrale, Ancona, 10.06.2017.
- "The "modern enterprise" and its alternatives. Big business in Italy and Spain (1950-2002)", University of Granada, 18.05.2017 (invited seminar).
- "Multinacionales en acción: Un enfoque sobre las joint-ventures en España y Italia", University of Granada, 18.05.2017 (invited seminar).
- "La Prima Globalizzazione", La Casa della Cultura, Milan, 23.02.2017 (invited seminar).
- "Is it better to be alone than in bad company? International joint-ventures in Italy during the Twentieth century", 6th Economic History Workshop, University of Siena, 27-28.10.2016 (invited seminar).
- "Cartels and Competition in Italy: 1900-1945", 20th Annual Congress of the European Business History Association 2016 / 1st World Congress on Business History, Bergen, Norway, 25-27.08.2016 (with Mario Perugini).
- "Strategy and Structure. El caso de las grandes empresas Italianas y Españolas, 1950-2002", Department of Economic Analysis, Universidad de Valencia, Spain, 05.04.2016 (invited seminar).
- "International Joint Ventures in Italy: A Long-Term View", Eleventh European Social Science History Conference, University of Valencia, Spain, 30.03-02.04 2016 (with Mario Perugini).
- "Managing and Escaping Crises: cartels in Italy (1900-1945)", International Conference "Large-scale Crises: 1929 vs 2008", Ancona, Italy, 17-19.12.2015 (with Mario Perugini).
- "International Joint Ventures in Italy: A Long-Term View", 2015 Business History Conference – European Business History Association Meeting, Miami, 24-27.06.2015 (with Mario Perugini).
- "Nella buona e nella cattiva sorte: partecipazioni azionarie tra multinazionali straniere e imprese locali in Italia in una prospettiva di lungo periodo", Società Italiana degli Storici Economici, "Innovare nella Storia Economica: temi, metodi, fonti", Roma, Università Roma Tre, 10-11.10.2014 (with Mario Perugini).

- "In good times and in bad, in sickness and in health? Comparing international joint-ventures in different economic and political contexts: the Italian case", 18<sup>th</sup> Annual EBHA Conference European Business History Association, Utrecht, 21-23.08.2014 (with Mario Perugini).
- "Spanish Business Performance in the 20<sup>th</sup> century", 18<sup>th</sup> Annual EBHA Conference European Business History Association, Utrecht, 21-23.08.2014 (with Albert Carreras and Xavier Tafunell).
- "Multinationals and the local context. The diffusion of joint ventures in Italy and Spain (1950-2002)", Department of Management, Ca' Foscari University of Venice, 05.02.2014 (invited seminar).
- "Alternative Forms of Big Business? The Transformation of Large Companies in Italy and Spain", PhD in Management Program, Department of Management, Ca' Foscari University of Venice, 05.02.2014 (invited seminar).
- "Strategy and Structure in Large Italian and Spanish Firms, 1950-2002", Departament d'Economia i d'Història Econòmica, Universitat Autònoma de Barcelona, 19.01.2012 (invited seminar).
- "Multinationals and local context. The diffusion of joint ventures in Italy and Spain (1950-2002)", Economic and Business History Seminar Series 2010-2011, Universitat Pompeu Fabra, Barcelona, 11.04.2011 (invited seminar).
- "Multinazionali e contesto locale. La diffusione delle joint-ventures in Italia e Spagna (1950-2002)", Incontri di Storia dell'Impresa 2011, Università Bocconi, Milan, 1.04.2011.
- "*Le défi américain* in Southern Europe. The history of big business in Italy and Spain during the second half of the 20<sup>th</sup> century", Università Ca' Foscari, Venice, 28.02.2011 (invited seminar).
- "Strategy and Structure. Big Business Italian and Spanish style", Economic and Business History Seminar Series 2010-2011, Universitat Pompeu Fabra, Barcelona, 4.11.2010 (invited seminar).
- "Strategies and Structures of European Big Business. Comparing Italy and Spain (1973-2003), Workshop "European Business Models: Searching for a New Identity?", Rotterdam School of Management, Erasmus University, Rotterdam, 9.10.2009 (with Andrea Colli).
- "Foreign Direct Investments and National Business Systems: the joint-ventures' role in Italy and Spain during the Second Half of the Twentieth Century", World Economic History Congress 2009, University of Utrecht, Utrecht, 3-7.08.2009.
- "The History of Big Business in Italy and Spain during the second half of the XX<sup>th</sup> century", AISSEC Scientific Conference "Growth and Development patterns: the role of institutions in a comparative perspective", Università di Perugia, Perugia, 25-27.06.2009.
- "The transition from European Periphery to Mediterranean Core: the largest Spanish corporations and the responses to economic integration, 1980-2005", BHC and EBHA Joint Conference, Università Bocconi, Milan, 11-13.06.2009.
- "*'Le défi américain'* in Southern Europe. The History of Big Business in Italy and Spain during the second half of the XX<sup>th</sup> century", I Jornadas de Historia Empresarial, Universitat de Barcelona, Barcelona, 11-12.12.2008.
- "Imprenditorialità e grande impresa nella seconda metà del Ventesimo secolo. Italia e Spagna a confronto", Società Italiana degli Storici Economici, Convegno di Studi "Imprenditorialità e Sviluppo Economico. Il caso italiano (secoli XIII-XX)", Università Bocconi, Milan, 14-15.11.2008.
- "La internacionalización de las grandes empresas en dos naciones Mediterráneas. Italia y España a comparación, 1950-2002", IX Congreso de la Asociación Española de Historia Económica, Universidad de Murcia, Murcia, 9-12.09.2008.
- "National business systems and foreign multinationals - The changing connections among state, entrepreneurs and foreign investors in Italy and Spain during the second half of the XX<sup>th</sup> century", BHC 2008 Annual Meeting, Sacramento, California, 10-12.04.2008.



- “El proceso de internacionalización de las grandes empresas en España en la segunda mitad del siglo XX”, workshop “La internacionalización de la empresa española en perspectiva histórica”, Universidad Complutense, Madrid, 31.01 – 1.2.2008.
- “Big business internationalization in two Mediterranean countries: A comparison between Italy and Spain, 1950-2002”, 11<sup>th</sup> Annual EBHA Conference European Business History Association, Geneva, 13-15.09.2007.
- “Big Business and Innovation: hints from the Italian and Spanish history, 1950-2002”, International Workshop for PhD Students - Bocconi and Stockholm School of Economics, Università Bocconi, Milan, 27.04.2007.
- “The enigmatic path of Spanish Big Business, 1970-2005”. 10<sup>th</sup> Annual EBHA Conference, Copenhagen Business School, Copenhagen, 17-19.08.2006.
- “Changing Corporate Strategies in an Age of Europeanization - The case of Denmark and Spain, 1973-2003” (with Martin J. Iversen). Association of Business Historians 2006 Conference, Queen Mary University of London, London, 16-17.06.2006.
- “Big Business in Southern Europe, 1950-2000”, 3<sup>rd</sup> European Business History Association Doctoral Summer School, “Business History: tools and methods”, Terni, 4-10.09.2005.
- “The Italian large enterprises: main features and corporate images, 1950-1975”. 9<sup>th</sup> Annual EBHA Conference, Johann Wolfgang Goethe University, Frankfurt-am-Main, 1-3.09.2005.
- “The strategy of Spanish industrial firms in the late Twentieth century: A convergence failure”. 8<sup>th</sup> Annual EBHA Conference, Universitat Pompeu Fabra, Barcelona, 16-18.09.2004.

## **PARTICIPATION IN FUNDED PROJECTS**

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|--------------|---|
| 2018 – 2019  | Principal investigator in the research project “Formation and dynamics of international joint ventures in 20th-century Italy and Spain” in the framework of the grant “Ayuda para la Captación de Talento”, Universidad Pública de Navarra, funded by Obra Social La Caixa and Fundación Bancaria Caja Navarra.   |
| 2006 – 2009: | Participation in the research project “Mapping the European Enterprise. Corporate Response to Institutional Change”, financed by the Danish Research Council. Principal Investigator of the Spanish Unit. Project leaders: Andrea Colli (Bocconi University), Martin Jes Iversen (Copenhagen Business School) and John Wilson (Newcastle University Business School). |
| 2007:        | Participation in the research project: “The internationalization strategy adopted by Mediterranean companies”, financed by Bocconi University. Project leader: Franco Amatori (Bocconi University).   |
| 2005:        | Participation in the research project: “Business History”, financed by Bocconi University. Project leader: Franco Amatori (Bocconi University).   |
| 2002 – 2004: | Participation in the research project “The Performance of European Business in the 20th Century”, financed by the Leverhulme Trust. Project leader: Youssef Cassis (European University Institute).   |

## TEACHING ACTIVITIES

- 2024-2025     *Economic History*; Bachelor of Business Administration and Management, Bocconi University, Milan, Italy (in Italian).  
*Economy and Society – Module 2 (Entrepreneurship, History and Society)*; Master of Science in International Management (CEMS), Bocconi University, Milan, Italy (in English).  
*Global Scenarios – Module 2 (Geopolitics and Business)*; Master of Science in International Management (Global Experience), Bocconi University, Milan, Italy (course director) (in English) (blended course) (in English).
- 2023-2024     *Economic History*; Bachelor of Business Administration and Management, Bocconi University, Milan, Italy (in Italian).  
*Global Scenarios – Module 1 (Geopolitics and Business)*; Master of Science in International Management, Bocconi University, Milan, Italy (course director) (in English) (blended course) (in English).
- 2022-2023     *Economic History*; Bachelor of Business Administration and Management, Bocconi University, Milan, Italy (in Italian).  
*Global Scenarios – Module 1 (Geopolitics and Business)*; Master of Science in International Management, Bocconi University, Milan, Italy (course director) (in English) (blended course) (in English).
- 2021-2022     *Economic History*; Bachelor of Business Administration and Management, Bocconi University, Milan, Italy (in Italian).  
*Global Scenarios – Module 1 (Geopolitics and Business)*; Master of Science in International Management, Bocconi University, Milan, Italy (course director) (in English) (blended course) (in English).
- 2020-2021     *Economic History*; Bachelor of Business Administration and Management, Bocconi University, Milan, Italy (virtual classroom) (in Italian).  
*Global Scenarios – Module 1 (Geopolitics and Business)*; Master of Science in International Management, Bocconi University, Milan, Italy (course director) (in English) (blended course) (in English).
- 2019-2020     *Economic History*; Bachelor of Business Administration and Management, Bocconi University, Milan, Italy (in Italian).  
*Global Scenarios – Module 2 (Geopolitics and Business)*; Master of Science in International Management, Bocconi University, Milan, Italy (course director) (in English) (blended course) (in English).
- 2018-2019     *Economic History*; Bachelor of Business Administration and Management, Bocconi University, Milan, Italy (in Italian).  
*Global Scenarios – Module 2 (Geopolitics and Business)*; Master of Science in International Management, Bocconi University, Milan, Italy (course director) (in English) (blended course) (in English).

- 2017-2018 *Economic History*; Bachelor of Business Administration and Management, Bocconi University, Milan, Italy (in Italian).  
*Evolution of International Business*; Double Degree in International Management organized jointly by Bocconi and Fudan University, School of Management, Fudan University, Shanghai, China (in English).  
*Foundations of Globalization – Module 2 (Comparative evolution of international business)*; Master of Science in International Management, Bocconi University, Milan, Italy (course director) (blended course) (in English).
- 2016-2017 *Business History*, Master of Science in Management, Bocconi University, Milan, Italy (in English).  
*Evolution of International Business*; Double Degree in International Management organized jointly by Bocconi and Fudan University, School of Management, Fudan University, Shanghai, China (in English).  
*Foundations of Globalization – Module 2 (Comparative evolution of international business)*; Master of Science in International Management, Bocconi University, Milan, Italy (course director) (in English) (blended course).
- 2015-2016 *Economic History*; Bachelor of Business Administration and Management, Bocconi University, Milan, Italy (in Italian).  
*Evolution of International Business*; Double Degree in International Management organized jointly by Bocconi and Fudan University, School of Management, Fudan University, Shanghai, China (awarded as “Model course taught in English for foreign students” by Shanghai Education Commission) (in English).  
*International Economics and Business Dynamics – Module 2 (Evolution in International Business)*; Master of Science in International Management, Bocconi University, Milan, Italy (course director) (in English).
- 2014 – 2015 *Business History*; Master of Science in Management, Bocconi University, Milan, Italy (in English).  
*Comparative Business History*; Bocconi Campus Abroad, Keio University, Tokyo, Japan (in English).  
*Economic History*; Bachelor of Business Administration and Management, Bocconi University, Milan, Italy (in Italian).  
*Evolution of International Business*; Double Degree in International Management organized jointly by Bocconi and Fudan University, School of Management, Fudan University, Shanghai, China (in English).  
*International Economics and Business Dynamics – Module 2 (Evolution in International Business)*; Master of Science in International Management, Bocconi University, Milan, Italy (9<sup>th</sup> position in the ranking of Masters in Management in the world, published by the Financial Times, 2015) (in English).
- 2013 – 2014 *Business History*; Master of Science in Management, Bocconi University, Milan, Italy (in Italian).  
*Comparative Business History*; Bocconi Campus Abroad, NUS National University of Singapore, Singapore (in English).  
*Economic History*; Bachelor of Business Administration and Management, Bocconi University, Milan, Italy (in Italian).

*Evolution of International Business*; Double Degree in International Management organized jointly by Bocconi and Fudan University, School of Management, Fudan University, Shanghai, China (in English).

*International Economics and Business Dynamics – Module 2 (Evolution in International Business)*; Master of Science in International Management, Bocconi University, Milan, Italy (in English).

2012 – 2013 *Business History*; BA in Business Sciences; Pompeu Fabra University, Barcelona, Spain (course director) (in Spanish).

*Evolution of International Business*; Double Degree in International Management organized jointly by Bocconi and Fudan University, School of Management, Fudan University, Shanghai, China (in English).

*International Business History*, BA in International Business Economics; Pompeu Fabra University, Barcelona, Spain (course director) (in English).

*International Economics and Business Dynamics – Module 2 (Evolution in International Business)*; Master of Science in International Management, Bocconi University, Milan, Italy (in English).

2011 – 2012 *Business History*; BA in Business Sciences; Pompeu Fabra University, Barcelona, Spain (course director) (in Spanish).

*Business History*; Master of Science in Management, Bocconi University, Milan, Italy (in Italian).

*Evolution of International Business*; Double Degree in International Management organized jointly by Bocconi and Fudan University, School of Management, Fudan University, Shanghai, China (in English).

*International Economics and Business Dynamics – Module 2 (Evolution in International Business)*; Master of Science in International Management, Bocconi University, Milan, Italy (in English).

2010 – 2011 *Business History*; BA in Business Sciences; Pompeu Fabra University, Barcelona, Spain (course director) (in Spanish).

2009 – 2010 *Economic History*; Master of Science in European and International Relations; University of Parma, Parma, Italy (course director) (in Italian).

2008 – 2009 *Business Models in European Capitalism*; Undergraduate Degree in Political Sciences, University of Parma, Parma, Italy (course director) (in Italian).

*Economic History (advanced)*; Master of Science in European and International Studies, University of Parma, Parma, Italy (course director) (in Italian).