

CURRICULUM VITAE

PERSONAL INFORMATION

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Date of birth March 27, 1960



CURRENT POSITION

Full Professor at Carlo Bo University of Urbino, Department of Economics, Society and Politics.
Vice-Rector for Knowledge Transfer since 2014.
Chairman of the M.S. in Marketing and Business Communication, School of Economics since 2008.
Teaching: - International Business Management, School of Economics.
- International Marketing (basic and advanced), School of Economics.
- International Strategy, School of Foreign Languages.
Editor in Chief, International Journal of Economic Behavior (IJEB) (<http://ijeb.faa.ro/>) since 2012.
Associate Editor, International Journal of Applied Behavioral Economics (IJABE) (<http://www.igi-global.com/journal/international-journal-applied-behavioral-economics/49170>) (WOS) since 2012.

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SCOPUS Profile <https://www.scopus.com/authid/detail.uri?authorId=55523133600>

Repec profile: <https://ideas.repec.org/f/pmu356.html>

Research gate profile: https://www.researchgate.net/profile/Fabio_Musso

Google Scholar profile: <https://scholar.google.it/citations?user=FNO4OoAAAAJ&hl=it&oi=ao>

EDUCATION

1991 – Master Degree in Tourism Business Management, Scuola Superiore del Commercio, Turismo e Servizi – Milan, Italy.

1987 – Degree in Economics and Trade - Università degli Studi di Urbino, Italy, Faculty of Economics.

WORK EXPERIENCE

1994 – Present: University of Urbino, School of Economics. Researcher until November 2001, then Associate Professor. Qualified for Full Professorship since February 2007.

1991 – 1994: Area Manager at Citroen Italy SpA, Milan, automotive industry.

1988 – 1990: Marketing and Sales Manager at Sigla Srl, Pesaro, furniture industry.

1987 – 1988: Staff member of the Cabinet Bureau, Regional Council of Marche Region, Ancona.

RESEARCH

Research fields: business management, international strategy, international marketing, distribution channels, retailing, logistics, Corporate Social Responsibility, industrial districts, business ecosystems.

Main researches:

2016, in progress. Analysis of industrial policy models for the development of inner areas.

2015, in progress. Research on the relationship between tourist attractiveness and export development in the wine sector.

2014, in progress. Research on "Local Business Networks, Clusters and Business Ecosystems. Factors of influence on firms' competitiveness in global markets" (Coordinator Professor Anotolie Caraganciu, Lucian Blaga University of Sibiu, Romania).

2014–2016. Research on "Prejudice and Discrimination in Retailing. A comparative analysis between Italy and Brazil", co-operation with the Federal University of Parana, Curitiba, Brasile.

2014–2015. Coordinator of the research on "Key factors for economic performance in small sports clubs. An analysis on clay target shooting", in co-operation with the École des sciences de la gestion de l'Université du Québec, Montréal, Canada.

2013. Research on "Corporate strategies, innovation and policies for the consolidation and development of SMEs in the province of Pesaro-Urbino" (Coordinator A. Pagano, University of Urbino) funded by the Savings Bank of Pesaro.

2012–2015. Coordinator of the research on "Role, purpose and forms of alliances between SMEs to penetrate export markets" funded by the Department of Economics, Society, Politics (DESP), University of Urbino.

2012–2014. Coordinator of the research on "sport shooting centers in Italy and profile of the Italian shooters" funded by FITAV (Italian Shooting Federation).

2012–2013. Coordinator of the research on "Mechanical firms in the province of Pesaro and Urbino" funded by the Chamber of Commerce of Pesaro and Urbino.

2011–2012. Participation to the research on "Non-linear internationalization for SMEs" in collaboration with the University of Tartu (Estonia).

2011–2012. Coordinator of the research on "Agreements, alliances and cooperation for the promotion of Made in Italy in Emerging Markets" funded by the Department of Economics, Society, Politics (DESP), University of Urbino.

2011–2012. Participation to the research "A window on Yemen" on the Yemeni crisis and the prospects for stabilization (Coordinator G. Giliberti, University of Urbino), funded by the Italian Ministry of Foreign Affairs.

2010–2012. Coordinator of the research on "The production of arms and ammunition for hunting and sporting use in Italy: Manufacturing companies, economic impact and employment", funded by the National Committee of Hunting and Sport Shooting Activities.

2010. Participation to the research "Marketing & sales beyond the crisis. Organizational and strategic options to regain market" (Coordinator G. Ferrero, the University of Urbino).

2009–2011. Coordinator of a research on market selection criteria and entry mode choice in internationalization processes for SMEs, funded by the Italian Ministry for University and Research.

2009–2010. Research on suppliers' selection criteria adopted by large retailers in international supply chains, in cooperation with the University "Tor Vergata" of Rome, funded by the Italian Ministry for University and Research.

2008. Coordinator of the research "IN-ARGO PMI" on ICT platforms for supply chain management among SMEs within industrial districts, funded by Marche Region and the Italian Government.
2008. Research on the retailing structure in the Province of Macerata, funded by the Province Administration of Macerata, in cooperation with the University of Macerata.
- 2007–2008. Participation to the research "Enterprises, Strategy and Innovation for a District of Excellence" (coordinated by G. Ferrero, University of Urbino) funded by the Chamber of Commerce of Pesaro-Urbino, Sanpaolo Adriatic Bank, Bank of Marche.
- 2006–2007. Coordinator of a research on the retailing structure and Town Center Management in the Province of Pesaro, funded by the Province Administration of Pesaro and Urbino.
2004. Coordinator of the research on "Logistics, ICT and extended supply chains", funded by the Italian Government agency CIPE and Marche Region.
- 2003–2005. Research on the retailing structure in the Chinese market, in cooperation with the Dong Hua University (Shanghai), funded by the Italian Ministry for University and Research.
- 2003–2005. Participation to the research "International trade for the Third World products to developed countries. Role of import centers, price dynamics and financial conditions within international supply chains " (Coordinator D. Depperu, University "Cattolica Sacro Cuore" of Milan), funded by the Italian Ministry for University and Research.
- 2002–2004. Coordinator of the EU funded project "Sisifo" (Sviluppo di un Sistema Integrato Formativo/informativo finalizzato al miglioramento dell'Occupabilità nel territorio provinciale) in cooperation with the Province Administration of Pesaro and Urbino.
2002. Local Unit Coordinator of the research "The challenge of logistics for industrial districts" (coordinator C. Cerruti, University of Macerata), funded by Mediocredito Centrale and Bank of Marche.
2001. Coordinator of the Research proposal to the EU "ECTS - STAR (ECTS Standard in Textile And clothing training and specialisation for Kazakhstan University)", in cooperation with Copenhagen Business School (Institute of Informatics and Centre for Innovation and Entrepreneurship) and Technological University of Almaty (Faculty of Technology for Light Industry).
- 2000–2001. Coordinator of the research "Small enterprises, electronic commerce and marketing channels", funded by the University of Urbino.
1999. Participation to the NEA (Network Enterprise Applications) Project, funded by the European Union and led by the "Dipartimento di Studi sull'Impresa" - Faculty of Economics of "Tor Vergata University" (Rome), on the adoption of ERP systems IT outsourcing services.
- 1997–2001. Research activity funded by Istituto Guglielmo Tagliacarne and Unioncamere, for the redaction of the annual report on the small retailing businesses in Italy.
1996. Research on the growth processes of entrepreneurial small businesses, inside the Adapt DevelopNet Marche project, promoted by Confindustria Marche and in cooperation with Istud.
1996. Research on Retailing Voluntary Chains in Italy.
1995. Research on product specialization determinants inside clusters.
- 1994–1997. Research on channel relations and buying strategies of UK large retailers, in co-operation with the Institute for Retail Studies, University of Stirling (Scotland).
1991. Research on SMEs in the services sector inside the European market.
1990. Coordinator of a research on the Tourism Sector, focusing on hotels management and Congress Tourism.
1988. Research on large retailing firms and international sourcing in the European market.
- 1987–1998. Longitudinal research on exporting channels for Italian manufacturers from the furniture district of Pesaro Province.
1987. Research on turnaround processes within SMEs.

1986. Research on handicraft sector in Fano area, conducted by CE.S.I.T. (Centro Studi Impresa e Territorio) of Urbino University, funded by Fano Municipality.

EDITORIAL ACTIVITY

- Editor in Chief, International Journal of Economic Behavior (IJEB) (<http://ijeb.faa.ro/>) since 2012.
- Associate Editor, International Journal of Applied Behavioral Economics (IJABE) (<http://www.igi-global.com/journal/international-journal-applied-behavioral-economics/49170>) since 2011.
- Member of the Scientific Committee, Cross-Border Journal of International Studies (CBJIS) since 2016.
- Member of the Scientific Committee, Journal of Self-Governance and Management Economics (<http://www.addletonacademicpublishers.com/journal-of-self-governance-and-management-economics/journals/jgme/about-the-journal.html>) since 2013.
- Global Advisor, Buenmafe™ Research & Review-The Business Journal (<http://jms.buenmafe.com/index.php/thebusinessjournal/index>) since 2013.
- Member of the Scientific Committee, Journal of Business Research and Case Studies (<http://ibm-uet.edu.pk/>) dal 2013.
- Member of the Scientific Committee, Acta Universitatis Danubius. Oeconomica (<http://journals.univ-danubius.ro/index.php/oeconomica/pages/view/eboeconomica>) since 2011.
- Member of the Scientific Committee, Public Administration & Regional Studies (PARS) (<http://www.pars.fsjsp.ugal.ro/>) since 2010.
- Member of the Editorial Board: Piccola impresa/Small Business (<http://www.econ.uniurb.it/rivistapiccolaimpresa//index.asp?doc01>) since 1995.

Reviewer for scientific journals: Academy of Economic Studies - ASE Publishing House of Bucharest; Acta Danubius; Annals of the University of Bucharest – Economic and Administrative Series; Economia e Politica industriale; European Journal of Marketing; The International Review of Retail, Distribution and Consumer Research, Mercati e Competitività; PiccolaImpresa/Small Business; Public Administration & Regional Studies; Social Responsibility Journal; Symphonya.

- Reviewer for the following annual conferences of Academic Associations: European Association for Education and Research in the Commercial Distribution (EAERCD), European Academy of Management (EURAM), European Marketing Academy Conference (EMAC), European International Business Academy (EIBA).

ACADEMIC ASSOCIATIONS

- Member of the European International Business Academy (EIBA), since 2013.
- Member of the Italian Academy of Business Administration (AIDEA), since 2003.
- Member of the Italian Society of Marketing (SIMkt), since 2003.
- Member of the Association for the Study of Small and Medium Enterprises (ASPI), since 1995.
- Member of the European Association for Education and Research in Commercial Distribution (EAERCD) from 1999 to 2004.

INTERNATIONAL TEACHING AND RESEARCH

- 2011 Visiting Professor, Dunarea de Jos University of Galati (RO).

- 2000. Lecturer at the Technological University of Almaty (Kazakhstan), within the European Tacis program "Gadet" in cooperation between the Universities of Almaty, Urbino and the Copenhagen Business School.
- 1995. Visiting Research Fellow, Institute for Retail Studies, University of Stirling (UK).

AWARDS

- Best Paper Award at the 12th International Conference of the Society for Global Business & Economic Development (SGBED), Singapore Management University. Paper presented with M. Risso entitled "CSR for Channel Relationships in the Food Sector: Evidence from Italian SME Manufacturers", July 21-23, 2011.
- Award of Excellence, Dunarea de Jos University, Galati (RO), April 2011.

CONFERENCES AND WORKSHOPS PRESENTATIONS

1. 37th European Regional Science Association Congress, Università di Roma "Tor Vergata", Roma, 26-29 August 1997. Presentation title: "The Changing Role of Trade Co-operation in Regional Economies: A Case Study".
2. I processi innovativi nella piccola impresa, Facoltà di Economia, Università degli Studi di Urbino, 21-22 May 1998. Presentation title with C. Pepe: "Internazionalizzazione e distretti industriali: costanti e specificità nei percorsi delle imprese del distretto pesarese del mobile (1985-1997)".
3. La competitività delle piccole imprese all'estero, workshop "Adapt Coment" (Unione Europea e Ministero del Lavoro), Comune di Fano (PU), 11 June 1998. Presentation title: "Le esigenze delle imprese nei rapporti con l'estero".
4. Il futuro dei distretti, Università di Padova, Dipartimento di Tecnica e gestione dei sistemi industriali, Vicenza, 4 June 1999. Presentation title with C. Pepe: "Imprese distrettuali e rapporto col mercato: potenzialità e limiti dei processi di internazionalizzazione del distretto pesarese del mobile".
5. Le relazioni interaziendali nella dinamica competitiva, XXII Convegno dell'Accademia Italiana di Economia Aziendale (AIDEA), Università di Parma, 29-30 October 1999. Presentation title: "Cultura collaborativa e varietà di relazioni nei rapporti industria-distribuzione".
6. Le frontiere del commercio elettronico, I Convegno della Rivista Industria & Distribuzione, Università di Parma, 21 October 2000. Presentation title: "Relazioni di canale e commercio elettronico. Processi di reintermediazione nel settore del mobile-arredamento".
7. Sviluppo, logistica e infrastrutture nell'economia marchigiana, Banca delle Marche, Jesi, 30 November 2002. Presentation title: "La sfida della logistica per le imprese distrettuali".
8. Clusters, Industrial Districts and Firms: the Challenge of Globalization, Università di Modena, 12-13 September 2003. Presentation title with C. Pepe: "The International Opening of Small District Firms. Flexibility Vs. Consolidation in Channel Relations".
9. La strategia della canna da pesca. Politiche sociali e politiche del lavoro: da welfare a workfare, Università di Urbino, 11 December 2003, Presentation title: "Scenari provinciali del mercato del lavoro".
10. Forum Regionale sulla Società dell'Informazione, Università Politecnica delle Marche, Ancona, 2-3 April 2004. Presentation title: "ICT e processi di gestione della logistica distrettuale".
11. La rete locale per competere nel globale, Fano, 17 April 2004. Presentation title: "L'integrazione dei network locali fra ICT e logistica".
12. La grande sfida del distretto del mobile pesarese: per uno sviluppo di qualità e una politica industriale globale, Pesaro, 4 June 2004. Presentation title: "La competitività delle imprese mobiliere fra economie distrettuali e filiere estese".
13. Il progetto Lab.Sel: Economia della Conoscenza e Sviluppo dei Sistemi Locali, Pesaro, 3 December 2004. Presentation title: "Il ruolo delle Istituzioni nell'economia della conoscenza".

14. Il mercato del lavoro: com'è, come sta cambiando. Strategie innovative, strumenti, ricerche per affrontare il cambiamento, Pesaro, 21 December 2004. Presentation title: "Il mercato del lavoro nella Provincia di Pesaro e Urbino: lo sguardo delle imprese fra forme della tradizione e innovazione tecnologica".
15. L'internazionalizzazione delle imprese e dei distretti industriali, Facoltà di Economia, Università degli Studi di Urbino "Carlo Bo", 14 April 2005. Presentation title: "Strategie di internazionalizzazione fra economie distrettuali e filiere estese".
16. Azienda Locale – Azienda Globale, MGI Conference, Fano, 7 April 2006. Presentation title: "La provincia di Pesaro e Urbino: un'economia in cambiamento".
17. Il marketing dei talenti, IV Convegno Annuale della Società Italiana di Marketing, Roma, 5-6 October 2007. Presentation title: "Centri storici, aree rurali e distribuzione al dettaglio. Il ruolo del commercio minore per la valorizzazione del tessuto socio-economico urbano e periferico".
18. Birmania e Tibet: Sviluppo e libertà dei popoli, Pesaro, 18 April 2008. Presentation title: "Cina: quali sviluppi e quali interessi".
19. 15th International Conference on Recent Advances in Retailing and Services Science, European Institute of Retailing and Services Studies (EIRASS), Zagreb, Croatia, July 14-17, 2008, Presentation title with C. Pepe e M. Risso "SME food suppliers versus large retailers: perspectives in the international supply chains".
20. L'internazionalizzazione delle Imprese Italiane. Competitività e attrattività del made in Italy, Università degli Studi di Pavia, 26 September 2008. Presentation title with C. Pepe "Relazioni di fornitura fra piccoli produttori italiani e grandi distributori. Prospettive di sviluppo nei circuiti internazionali".
21. Cina e oltre. Piccola impresa tra innovazione e internazionalizzazione. Università degli Studi di Pavia, Lodi, 10 October 2008. Presentation title: "La Cina come mercato: prospettive, vincoli, illusioni".
22. Giovani: formazione e lavoro. Fra prospettive territoriali e scenari europei. Provincia di Pesaro e Urbino, sede di Urbino, 30 October 2008. Presentation title: "Il mercato del lavoro in Europa".
23. Tecnologia, Impresa e Territorio, Università degli Studi di San Marino, 15-16 May 2009. Presentation title: "Canali di distribuzione all'estero e competitività delle PMI".
24. 7th EIASM Workshop on International Strategy and Cross Cultural Management, Helsinki, 25-26 September 2009. Presentation title with B. Francioni "International Market Selection: an SME perspective".
25. VI Convegno Annuale della Società Italiana di Marketing, Firenze, 6-7 November 2009. Presentation title with M. Risso and B. Francioni: "Grande distribuzione alimentare e criteri di selezione dei fornitori nella prospettiva dei piccoli e medi produttori".
26. 35th European International Business Academy (EIBA) Annual Conference, Universidad de Valencia/Fundación Universidad-Empresa ADEIT, Valencia, December 13-15, 2009. Presentation title with B. Francioni: "Foreign markets entry mode decision for SMEs. Key factors and role of industrial districts".
27. 10h European Academy of Management (EURAM) Conference, Tor Vergata University, Rome, May 19-22, 2010. Presentation title with B. Francioni: "International Market and Entry Mode Selection: An Sme Perspective".
28. 10h European Academy of Management (EURAM) Conference, Tor Vergata University, Rome, May 19-22, 2010. Presentation title with C. Pepe e M. Risso M.: "Retailer and Small and Medium Supplier Responsibilities in International Supply Chains: Evidences from European and Italian Perspectives".
29. International Conference in Economics and Administration (ICEA), Faculty of Business and Administration, University of Bucharest, June 4-5, 2010. Presentation title with B. Francioni dal titolo: "International strategy for SMEs: Criteria for foreign markets selection".
30. International Conference in Economics and Administration (ICEA), Faculty of Business and Administration, University of Bucharest, June 4-5, 2010. Presentation title with D. Consoli: "Technology in marketing channels: Present and future drivers of innovation".

31. International Federation of Scholarly Associations of Management (IFSAM) Congress: Justice and Sustainability in the Global Economy, Paris, July 8-10, 2010. Presentation title with M. Risso: "CSR in Large Retailers and Food SME Relations: Evidences from Italian Market".
32. 9th International Symposium, Economy & Business. Economic Development and Growth, Bulgarian Academy of Sciences, Sunny Beach, Bulgaria, September 2-6, 2010. Presentation title with D. Consoli: "Marketing 2.0: A New Marketing Strategy".
33. 9th International Symposium, Economy & Business. Economic Development and Growth, Bulgarian Academy of Sciences, Sunny Beach, Bulgaria, September 2-6, 2010. Presentation title with D. Consoli: "Towards the Integration of Enterprise Software: The Business Manufacturing Intelligence".
34. VII Convegno Annuale della Società Italiana di Marketing, Ancona, 23-24 September 2010. Presentation title: "Prospettive di analisi per l'innovazione nei canali di marketing".
35. 5th International Conference of Business Excellence (ICBE 2010), Brasov, Romania, 15-16 October 2010, Presentation title with D. Consoli: "A New Model of Supply Chain Management in a Web Service Oriented Architecture".
36. Una ripresa che viene da lontano. Esportazioni e nuove aree di business, Milano, 22 November 2010, organizzato da Banco Popolare. Presentation title: "Le nuove frontiere della competizione globale per le imprese italiane".
37. Internazionalizzazione d'impresa: perché il Brasile?, Urbino, 15 December 2010. Presentation title: "Internazionalizzazione d'impresa e cambiamenti nella competizione globale".
38. International Conference in Economics and Administration (ICEA), Faculty of Business and Administration, University of Bucharest, June 3-4th, 2011. Presentation title: "Relational Dynamics Within Vertical Business Networks: The Need for a Transdisciplinary Approach".
39. 18th International Conference on Recent Advances in Retailing and Services Science, European Institute of Retailing and Services Studies (EIRASS), San Diego, July 15-18, 2011, Presentation title with M. Risso "Innovation in Marketing Channels: The Perspective of SME Suppliers in Large Retailers' Supply Chains".
40. 12th International Conference of the Society for Global Business & Economic Development (SGBED), Lee Kong Chian School of Business, Singapore Management University, Singapore July 21-23, 2011. Presentation title with M. Risso: "CSR for Channel Relationships in the Food Sector: Evidence from Italian SME Manufacturers".
41. 3° Workshop internazionale su I processi innovativi nelle piccole imprese. Le sfide oltre la crisi, Urbino, Facoltà di Economia, 16-17 September 2011. Presentation title with B. Francioni e A. Pagano: "Accordi, alleanze e cooperazioni per la valorizzazione del Made in Italy. Un'indagine sulle esperienze nel mercato indiano".
42. VIII Convegno Annuale della Società Italiana di Marketing, Roma, 22-23 September 2011. Presentation title with B. Francioni e A. Pagano: "Alleanze e cooperazioni fra imprese per la valorizzazione del Made in Italy. Un'indagine sulle esperienze nel mercato indiano".
43. 37th European International Business Academy (EIBA) Annual Conference, Bucharest, December 8-10, 2011. Presentation title with B. Francioni: "Changes in internationalization strategy of Italian SMEs".
44. 12th European Academy of Management (EURAM) Conference, Rotterdam, June, 6-8. Presentation title with M. Risso "Small suppliers' selection criteria and logistics innovation within large retailers-led supply chains".
45. The International Conference on Administration and Business (ICEA - FAA), University of Bucharest, June 8-9, 2012. Presentation title with B. Francioni: "The Decision-Making Process in International Business Strategies. Factors of Influence on Small and Medium Enterprises".
46. 8th International Strategic Management Conference, Barcelona, June 21-23, 2012. Presentation title with B. Francioni: "The Influence of Decision-Maker Characteristics on the International Strategic Decision-Making Process: An SME Perspective".

47. Workshop Società Italiana di Economia Agraria (SIDEA) "Il sistema agroalimentare italiano di fronte alle sfide poste dai paesi emergenti", Capri, 26 June 2012. Presentation title with B. Francioni e A. Pagano: "Il ruolo dei consorzi nel settore agroalimentare per lo sviluppo dei mercati emergenti".
48. International Conference on Technology Management. Driving the Economy through Innovation and Entrepreneurship: Emerging Agenda for Technology Management, Bangalore July 18-20, 2012, Presentation title with M. Risso: "ICT Innovation for Buyer-Seller Relationships in international Supply Chains".
49. 15th McGill International Entrepreneurship Conference, Department of Management Studies, University of Pavia, 21-23 September, 2012. Presentation title with B. Francioni: "Decision-Making Process for SMEs Internationalization. The Influence of Decision-Maker Characteristics".
50. 38th Annual Conference of the European International Business Academy (EIBA), University of Sussex, Brighton, 7th- 9th December, 2012. Presentation title with B. Francioni e T. Vissak: "Nonlinear Internationalization: The Case of MVM Meccanica Valle Metauro s.r.l.".
51. 9th International Conference of the Romanian Regional Science Association, Danubius University, Galati (RO), April 26-27, 2013. Presentation title: "Is Industrial Districts Logistics suitable for Industrial Parks?".
52. The International Conference on Administration and Business (ICEA - FAA), University of Bucharest, June 7-8, 2013. Presentation title: "Industrial Districts: Past, Present and Future. The Italian Experience, the Case of Romania, the Emergence of New Industrial Paradigms".
53. *X Annual Conference of the Società Italiana di Marketing "Smart Life. Dall'innovazione tecnologica al mercato"*. Università degli Studi di Milano Bicocca, 3-4 October 2013, Paper presented with Cioppi M., Pencarelli T., Savelli E. entitled "Crisi economica e comportamenti delle PMI. Un'indagine nel settore consumer della provincia di Pesaro-Urbino".
54. *The International Conference on Economics and Administration (ICEA – FAA)*, Faculty of Administration and Business, University of Bucharest, June 20-21st, 2014): "Regional Business Networks, Business Ecosystems and Extended Value Chains: The Challenge of Globalization".
55. *Consumer Behavior in Tourism Symposium 2014 (CBTS 2014)*, Brunico, 3-6 December 2014, paper presented with Francioni B. e Vissak T. entitled "The role of wine tourism in internationalization of Italian SMEs".
56. *Contemporary Trends and Perspectives in Wine and Agrifood Management*, Conference of the Euromed Academy of Business, Università del Salento, Lecce, 16-17 January 2015. Papers presented: "The influence of wine tourism on the internationalization of Italian SMEs", with Francioni B., and Vissak T., and "Agrifood Firms' Responsible Initiatives in the Italian Regions", with Risso M. and Santovito S.
57. *42nd Academy of International Business UK & Ireland Conference*, Manchester Metropolitan University Business School, Manchester, UK, April 16-18. Paper presented: "The role of network relationships in Italian wine producers' internationalization: six cases", with Francioni B., and Vissak T.
58. *22nd International Economic Conference - IECS 2015*, May 15-16, Lucian Blaga University of Sibiu (Romania). Paper presented: "Agri-Food Clusters, Wine Tourism and Foreign Markets. The Role of Local Networks for SMEs Internationalization".
59. *7th International Conference on Economics and Administration (ICEA – FAA)*, Faculty of Administration and Business, University of Bucharest, 5-6 June, 2015. Paper presented: "Ageism, Sexism, Lookism and Sexual Orientation Prejudice in Retailing. A Comparative Analysis on Tourist Destinations in Brazil and Italy", with M. Palmeira.
60. *Academy of Marketing Science World Marketing Congress*, July 14–18, 2015, Bari, Tourism and Hospitality Track. Paper presented: "The Role of Wine Tourism in Italian SMEs' Internationalization: Eight Cases", with Francioni B., and Vissak T.
61. *22nd Recent Advances in Retailing & Services Science Conference - EIRASS 2015*, July 27-30, 2015, Montreal. Paper presented: "Prejudice and Discrimination in Seaside Retailing", with M. Palmeira.

62. *29th British Academy of Management (BAM) Conference*, University of Portsmouth, 8th-10th September 2015, Portsmouth, Paper presented: "Prejudice and Discrimination in Seaside Retailing Comparative Analyses Between Brazil and Italy", with Palmeira M.
63. *XII annuale conference of the Società Italiana Marketing*, Università degli Studi di Torino, Dipartimento di Management, Torino, 22-23 October 2015. Paper presented: "L'approccio all'internazionalizzazione del piccolo e medio imprenditore: un'analisi sui birrifici artigianali", with B. Francioni.
64. *23rd International Economic Conference - IECS 2016*, Lucian Blaga University of Sibiu (Romania), May 20-21, 2016. Paper presented: "The Management of Small Sport Clubs", with B Francioni e A. Richelieu.
65. *10th American Association of Wine Economists (AAWE) Annual Conference*, June 21-25, 2016, Bordeaux, France. Paper presented: "The Italian Craft Beer Revolution and the Case of Marche" with E.Viganò, M. Fastigi, R. Esposti, B. Francioni.
66. *9th Annual Conference of the EuroMed Academy of Business. Innovation, Entrepreneurship and Digital Ecosystems*, Digital Economy Lab (DELab), University of Warsaw, 14–16 September 2016. Paper presented: " Industrial Districts and International Supply Chains: The Case of Italy, with A. Caraganciu e B. Francioni.
67. *Workshop Cultura, creatività e Made in Italy: quali opportunità per le imprese?*, Università degli Studi di Urbino Carlo Bo, 21 Septmber 2016, paper presented: "Il ruolo del turismo e del territorio nel processo di internazionalizzazione delle PMI vitivinicole", with B. Francioni.
68. *XIII Convegno annuale della Società Italiana Marketing – Marketing & Retail nei mercati che cambiano*, Università degli Studi di Cassino, 20-21 October 2016. Paper presented: "Distretti industriali e approvvigionamenti internazionali", with B. Francioni.
69. *8th International Conference on Economics and Administration – ICEA 2016*, Faculty of Administration and Business, University of Bucharest, 4-5 November 2016. Paper presented: "Institutional Sustainability of Industrial Policies for Inequalities Reduction at the Regional Level", with G.F. Esposito.
70. *24th International Economic Conference – IECS 2017*, 12-13 May, Sibiu, Romania. Paper presentato con A. Caragangiu e B. Francioni dal titolo “The influence of business ecosystems on innovation based industries. A research on the mechanical sector in Italy”.
71. *9th International Conference on Economics and Administration (ICEA – FAA) 2017*, 9 June, Bucarest, plenary session. Paper presentato con M. Angioni e B. Francioni dal titolo “The Senior Cohousing Model for the Sustainability of the Health Care System in Disadvantaged Areas. A Case Study from Italy”
72. *Convegno Sinergie-SIMA*, 15-16 June 2017, Università di Napoli Federico II. Paper presentato con B. Francioni e G. Masili dal titolo “Il processo di internazionalizzazione delle born global a conduzione familiare”.
73. *10th Annual Euromed Academy of Business Conference*, 13-15 Septmber 2017, Università di Roma la Sapienza. Paper presentato con B. Francioni e G. Masili dal titolo “Born Global Family Firms”.
74. *XIV Convegno Annuale Società Italiana di Marketing*, 26-27 October 2017, Università di Bergamo. Paper presentato con B. Francioni e G. Masili dal titolo “ L'internazionalizzazione delle imprese Born global a conduzione familiare: un'indagine esplorativa”
75. *43rd European International Business Academy (EIBA) Conference*, 14-16 December 2017, Milano. Paper presentato con B. Francioni e G. Masili dal titolo “Born global family firms: evidence from an exploratory study”

CONFERENCE ORGANIZATION AND SESSION COORDINATION

1. Conference Manager: L'internazionalizzazione delle imprese e dei distretti industriali, Facoltà di Economia, University of Urbino “Carlo Bo”, 14 April 2005.
2. Session Coordinator at the Conference: L'internazionalizzazione della piccola e media impresa italiana, Accademia Italiana di Economia Aziendale, University of Macerata, 25-26 January 2008.

3. Conference Manager and Coordinator: L'impresa italiana in Romania: la nuova fase. Dalla delocalizzazione allo sviluppo del mercato, University of Urbino "Carlo Bo", Facoltà di Economia, sede distaccata di Fano "Fano Ateneo", 18 June 2008.
4. Session Coordinator at the Conference: Russia e oltre. Relazioni economiche ed equilibri politici. Università degli Studi di Pavia, Lodi, 23 October 2009.
5. Conference Manager and Coordinator: Le nuove sfide dell'internazionalizzazione. Il valore del Made in Italy: moda, gusto e tecnologia, University of Urbino, Facoltà di Economia, 11 March 2010.
6. Conference Manager and Coordinator: Internazionalizzazione d'impresa: perché il Brasile?, University of Urbino, Facoltà di Economia, 15 December 2010.
7. Session Coordinator at the Conference: International Conference in Economics and Administration, ICEA - FAA 2012, University of Bucharest, 8 - 9 June 2012.
8. Coordinator of the Workshop: Decision Making in International Business Strategies, University of Bucharest, 8 June 2012.
9. Session Coordinator at the Conference: 15th McGill International Entrepreneurship Conference, University of Pavia, 21-23 September 2012.
10. Session Coordinator at the Conference: 9th International Conference of the Romanian Regional Science Association, Danubius University, Galati (RO), April 26-27, 2013.
11. Coordinator of the Workshop on Retailer-Consumer Relationships, within *The International Conference on Administration and Business (ICEA - FAA)*, University of Bucharest, June 8, 2013.
12. Coordinator of the Workshop on "Piccole e medie imprese: innovazione e internazionalizzazione", within the conference on *Una Regione intelligente sostenibile e inclusiva: confronto dibattito sul futuro della Marche in vista della programmazione FESR 2014/2020*, Università degli Studi di Urbino, 19 December 2013.
13. Conference Manager and Coordinator of the Workshop: *Il Programma Operativo Regionale FESR 2014-2020 a sostegno dell'efficienza energetica e della mobilità sostenibile*, Urbino, 23 October 2014.
14. Session Coordinator of the *International Conference on Technology Transfer*, Urbino, October 30th – 31st, 2014.
15. Conference Manager and Coordinator: *Università e Territorio: una sinergia necessaria per cogliere nuove opportunità*, Urbino, Università degli Studi Carlo Bo, 10 November 2014.
16. Conference Manager and Coordinator: *Il Programma Operativo Regionale FESR 2014-2020 a sostegno del patrimonio culturale*, Urbino, Università degli Studi Carlo Bo, 11 December 2014.
17. Conference Manager and Coordinator: *Presentazione bandi POR FESR Marche 2014-2020. Ricerca e Innovazione*, Urbino, Università degli Studi Carlo Bo, 7 May 2015.
18. Conference Manager and Coordinator: *III Workshop on Retailer-Consumer Relationships*, University of Bucharest, 5 June 2015, within the *International Conference on Administration and Business (ICEA - FAA)*.
19. Session Coordinator of the conference: *22nd Recent Advances in Retailing & Services Science Conference - EIRASS 2015, July 27-30, 2015, Montreal*.
20. Session Coordinator of the conference *XXXVII Convegno Nazionale AIDEA (Accademia Italiana di Economia Aziendale)*, Piacenza, 10-12 September 2015, Track 7, Session II: Strategy and finance.
21. Session Coordinator of the *4th Workshop Innovative Processes in SMEs. Repositioning of SMEs in the Global Value System*, Urbino, 24-25 September 2015, Track F: PMI e mercati internazionali.
22. Session Coordinator of the *9th Annual Conference of the EuroMed Academy of Business. Innovation, Entrepreneurship and Digital Ecosystems*, Digital Economy Lab (DELab), University of Warsaw, 14–16 September 2016. Session 2 - Marketing (3): Marketing Theory and Practice.

23. Conference Manager and Coordinator: *Internazionalizzazione e oltre. Il Sistema Paese per la competitività delle imprese italiane nei mercati esteri*, Urbino, Università degli Studi Carlo Bo, 18 November 2016.
24. Session Coordinator of the workshop “Il ruolo della consulenza a servizio dell’innovazione strategica: case studies”, within the conference *Evolversi per competere. I tratti comuni delle aziende di successo nel contesto di forte cambiamento*, Urbino, Università degli Studi Carlo Bo, 10 November 2017.
25. Member of the Scientific Board, *First International Conference in Smart Tourism*, Torino, Università degli Studi, Dipartimento di Management, 23-24 November 2017.

PUBLICATIONS

Books

1. Musso F. (1999), *Relazioni di canale e strategie di acquisto delle imprese commerciali. Potere e stabilità nella grande distribuzione britannica*, Lint, Trieste, ISBN: 88-8190-071-8.
2. Musso F. (2000), *Economie distrettuali e canali di distribuzione all'estero. Varietà di percorsi delle imprese pesaresi del mobile*, INS-EDIT, Genova.
3. Musso F. (2003), *Le relazioni con i mercati esteri delle imprese produttrici di mobili. Sistemi distrettuali e canali distributivi*, Edizioni Goliardiche, Trieste, ISBN: 88-88171-30-4.
4. Musso F. (2004), *Le relazioni con i mercati esteri delle imprese produttrici di mobili. Nuova edizione*, Edizioni Goliardiche, Trieste, ISBN: 88-88171-94-0
5. Cerruti C., Musso F. (2004), *L'integrazione dei distretti industriali fra ICT e logistica. Esperienze di imprese marchigiane «eccellenti»*, Edizioni Goliardiche, Trieste, ISBN: 88-88171-82-7.
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14. Musso F., Zucchella A., Pissavino P.C. (2016) (eds.) *Internazionalizzazione e oltre. Le imprese italiane e il Sistema Paese fra strategie e realtà competitiva*, Cacucci, Bari, ISBN: 978-88-6611-255-6.

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Book chapters

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