

FABRIZIO PERRETTI

PERSONAL

Date of birth: December 1, 1969
Place of birth: Turin, Italy
Nationality: Italian

EDUCATION

☞ DEGREES

Ph.D. in Economics - <i>Università degli Studi di Torino</i>	2001
MSc in Business Administration - <i>Bocconi University</i>	1994
Bachelor of Science - <i>Liceo Scientifico Darwin (Rivoli, Italy)</i>	1988

☞ SCHOLARSHIPS AND RESEARCH FELLOWSHIPS

Harvard University

J.F. Kennedy School of Government	Research fellow 1999-2000
Harvard Business School	Visiting scholar 1998-1999

Massachusetts Institute of Technology (MIT)

Sloan School of Management	Visiting fellow 2006-2007
	Visiting scholar 1998-1999

Banca d'Italia (Central Bank of Italy)

Servizio Studi	Visiting fellow 2001
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University of California - Los Angeles (UCLA)

Anderson School of Management	Research fellow 2003-2004
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Università della Svizzera Italiana

Facoltà di Scienze Economiche	Research fellow 2005-2007
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☞ MILITARY SERVICE

Italian Army

Infantry (Bersaglieri Corp)	1995-1996
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LANGUAGES

Italian (mother tongue)
English (fluent)
Spanish (intermediate)
French (basic)

ACADEMIC POSITIONS

☞ FACULTY

<i>Bocconi University</i>	
Full Professor	2015-current
Tenured Associate Professor	2010-2015
Non-tenured Associate Professor	2009-2010
Assistant Professor	2002-2009
Contract Professor	1996-2002
<i>SDA Bocconi</i>	
Affiliate Faculty (Strategic and Entrepr. Management)	1996-current
<i>Politecnico di Torino</i>	
Contract Professor	2004-2005
<i>Università di Bologna</i>	
Contract Professor	2004
<i>Harvard University</i>	
Contract Professor (Department of Economics)	1999-2000

☞ RESEARCH CENTERS

<i>Bocconi University</i>	
Fellow of CRIOS	2013-current
Fellow of CROMA	2008-2012
<i>SDA Bocconi</i>	
Member of the China Lab observatory	2011-current
<i>ISIMM (Istituto per l'innovazione nei media e per la multimedialità)</i>	
Member of the steering committee	2001-current

☞ ADMINISTRATION ROLES

<i>Bocconi University</i>	
Director of the MSc in International Management	2013-current
Assistant-director of the MSc in International Management	2012-2013
Vice-director of CRIOS	2013-current
Member of the steering committee of CROMA	2008-2012
<i>SDA Bocconi</i>	
Coordinator of the China Lab observatory	2011-current

RESEARCH
INTERESTS

My research interests span the areas of sociology of organizations, media economics and international strategies. I have a specific interest in topics like legitimation, categories, identities applied both at the macro level (industry) and at the micro level (teams), especially in media and creative contexts (television and films).

PUBLICATIONS

☞ ARTICLES IN REFEREED INTERNATIONAL JOURNALS

- Categorical stigma and firm disengagement: Nuclear power generation in the United States, 1970-2000. *Organization Science*, 2015, 26(3): 724-742 (with A. Piazza).
- Challenger Groups, Commercial Organizations, and Policy Enactment: Local Lesbian/Gay Rights Ordinances in the United States from 1972 to 2008. *American Journal of Sociology*, 2013, 119(3): 790-832 (with G. Negro and G. R. Carroll).
- Resource partitioning revisited: Evidence from Italian television broadcasting. *Industrial and Corporate Change*, 2013, 22(2): 459-487 (with S. Reis, G. Negro, O. Sorenson and A. Lomi).
- Hybrids in Hollywood: A study of the production and performance of genre spanning films. *Industrial and Corporate Change*, 2012, 21(6): 1450-1472 (with G. Hsu e G. Negro).
- Micro-costs: Inertia in television viewing. *The Economic Journal*, 2012, 122(September): 867-902 (with C. Esteves-Sorenson).
- Temporary identities: Hybridity and the construction of identities in the U.S. feature film industry. *Advances in Strategic Management*, 2011, 28: 467-499.
- E pluribus unum: Domain framing, candidate matching and organizational form emergence in U.S. television broadcasting, 1940-1960. *Organization Science*, 2008, 19(4): 533-47 (with G. Negro and A. Lomi).
- The structure of consensus: Network ties, legitimation, and exit rates of U.S. feature film producer organizations *Administrative Science Quarterly*, 2008, 53(1): 145-182 (with G. Cattani, S. Ferriani, G. Negro).
- Metabolic implications for the mechanism of mitochondrial endosymbiosis and human hereditary disorders. *Journal of Theoretical Biology*, 2007, 248(1): 26-36 (with B. Lovgren de Bivorta B., C. Chen, G. Negro, T. M. Philip, Y. Bar-Yama).

- Mixing genres and matching people: A study in innovation and team composition in Hollywood *Journal of Organizational Behavior*, 2007, 28(5): 563-586 (with G. Negro).
- Filling empty seats: How status and organizational hierarchies affect exploration vs. exploitation in team design. *Academy of Management Journal*, 2006, 49(4):759-777 (with G. Negro).
- International competition in the academia: The European challenge *Journal of Management Inquiry*, 2006, 15(3): 318-326 (with E. Marafioti).

☞ ARTICLES SUBMITTED IN REFEREED INTERNATIONAL JOURNALS

- Categorical Stigma, Identity Dynamics and Firm Behavior: The Evolution of Nuclear Power Generation in the United States, 1970-2000 (with A. Piazza) – *Organization Science* (Revise and Resubmit).
- The social construction of rivalry: An analysis of the Palio of Siena from 1861- 2012 (with J. Horwitz) – Submission to *Administrative Science Quarterly*.
- The way we were: Organizational identity formation and evolution in emerging domains (with S. Basaglia) – Submission to *Academy of Management Journal*.

☞ ARTICLES IN REFEREED NATIONAL JOURNALS

- La costruzione della mappa strategica dei campi di forze *Economia e Management*, 2005, 5: 53-59.
- La lunga marcia dell'internazionalizzazione: le imprese italiane e il mancato "balzo in avanti". *Economia e Management*, 2003, 3 (maggio/ giugno): 15-23.
- La competitività del settore cinematografico europeo: evoluzione, ritardi e interventi. *Economia e Politica Industriale*, 2001, 109: 47-79 (with G. Negro).
- Il futuro di Internet e della new economy: scenari e strategie per le imprese. *Economia e Management*, 2001, 4 (luglio/agosto): 16-29 (with C.A. Carnevale).
- Il divario competitivo tra Stati Uniti e Unione Europea nel settore cinematografico: un'analisi secondo l'approccio resource-based view. *Economia e Management*, 2000, 4 (luglio): 107-121 (with G. Negro). Best Article Award (2000-2003)

- L'Italia in Asia orientale: i risultati di un'analisi sul campo. *Economia e Management*, 1998, 4 (luglio): 29-40 (with E. Marafioti).

👉 BOOKS

- *Economia e management della televisione*, (with C. Dematté). RCS-Etas, Milano, 2009.
- *L'espansione internazionale delle imprese: mappe, forze e sequenze*. Egea, Milano, 2005.
- *L'economia del cinema*, (with G. Negro). Etas, Milano, 2003.
- *L'impresa televisiva* (Seconda edizione rivista ed ampliata), (with C. Dematté). RCS-Etas, Milano, 2002.
- *L'Economia di Internet. Analisi delle imprese, delle istituzioni e dei mercati*. RCS-Etas, Milano, 2000.
- *L'impresa televisiva*, (with C. Dematté). RCS-Etas, Milano, 1997.

👉 BOOK CHAPTERS

- “Studios hollywoodiani e media conglomerates: Tipologie e profili dei gruppi multimediali, in Zecca F. (edited by), *Il cinema della convergenza: Industria, racconto, pubblico*. Mimesis, Milano. 2012.
- Internazionalizzazione e competitività: una teoria dinamica dell'evoluzione dei distretti italiani, in *Dinamiche evolutive nei cluster geografici di imprese* (a cura di C. Boari), 2010, Il Mulino, Bologna (with E. Marafioti and E. Mollona).
- “The consensus issue”, in Airoldi G., Brunetti G., Corbetta G., and Invernizzi G. (edited by), *Economia aziendale e Management - Scritti in onore di Vittorio Coda*. Egea, Milano. 2010.
- “La trilogia di Matrix: un'analisi economica” (with S. Basaglia), in Pescatore G. (edited by), *Matrix: uno studio di caso*. Hybris, Bologna. 2006.
- “La presenza delle imprese italiane in Cina: modalita` di presenza e scelte di localizzazione ” (with E. Marafioti), in Dematté C. and Perretti F. (edited by), *La sfida cinese. Rischi e opportunità per l'Italia*. Laterza, Bari. 2005.
- “L'internazionalizzazione delle imprese: prospettive teoriche”, in Dematté C. and Perretti F. (edited by), *Strategie di internazionalizzazione*. Egea, Milano. 2003.
- “L'internazionalizzazione della produzione”, in Dematté C. and Perretti F. (edited by), *Strategie di internazionalizzazione*. Egea, Milano. 2003.

- “Dal vantaggio comparato al vantaggio competitivo. Le principali teorie sull'internazionalizzazione delle imprese”, in Dematté C. and Perretti F. (edited by), *Strategie di internazionalizzazione*. Egea, Milano. 2002.
- “Profilo macroeconomico degli Stati Uniti”, in Dematté C. (edited by), *Strategie di internazionalizzazione*. Cusl, Milano. 1998.
- “L'integrazione economica regionale: effetti sulle strategie di internazionalizzazione delle imprese”, in Dematté C. (edited by), *Strategie di internazionalizzazione*. Cusl, Milano. 1998.
- “L'internazionalizzazione sul mercato dei capitali”, in Dematté C. (edited by), *Strategie di internazionalizzazione*. Cusl, Milano. 1998.
- “Il settore del software. Un quadro di riferimento”, in Cusumano M. A and Selby R. W., *Codice Microsoft*. Etas, Milano. 1998.
- “Cross-cultural differences in labour conditions perceptions: the effects on global manufacturing strategies”, in Brusati L. G. (edited by), *Managing Across Borders: Cross-cultural Issues in Management Studies*. Cuem, Milano. 1998.

👉 ARTICLES IN NON-REFEREED JOURNALS

- La marcia dell'elefante indiano: le prospettive di sviluppo dell'India nell'economia internazionale *Lecco Economia*, 2005 marzo (1): 11-15.
- La carta e lo spazio digitale (New York Times) e (Wall Street Journal), *Problemi dell'informazione*, 2000, 25 (3): 346-366 (with G. Negro).
- La grande impresa multimediale. Integrazioni, acquisizioni, fusioni: come cambiano le scelte editoriali, *Problemi dell'informazione*, 2000, 25 (1): 74-94.
- Il mercato della televisione tra politica ed economia. *Problemi dell'informazione*, 1998, 23 (1): 162-164.
- L'economia di Internet: una prospettiva aziendale. *Problemi dell'informazione*, 1997, 22 (4): 539-557.
- L'economia delle attività immateriali. *Problemi dell'informazione*, 1997, 22 (3): 455-458.
- L'economia della pay-tv digitale. *Problemi dell'informazione*, 1997, 22 (1): 12-25 (with C. Dematté).

- Le strategie internazionali delle imprese televisive. *Problemi dell'informazione*, 1995, 20 (2): 205-226.

☞ TEACHING CASES

- *Producing the Italian "Big Brother": Il Grande Fratello (A-B-C)* (with G. Negro), European Case Clearing House (ECCH), 2005.
- *The New York Times from printed media to the Web* (with G. Negro), European Case Clearing House (ECCH), 2005.
- *The Wall Street Journal from printed media to the Web* (with G. Negro), European Case Clearing House (ECCH), 2005.
- *Mediaset SpA: il caso Grande Fratello (A-B-C)* (with G. Negro), Sda-Bocconi, Milano. 2001.
- *Dalla carta stampata al Web: il caso New York Times* (with G. Negro), Sda-Bocconi, Milano. 2000.
- *Dalla carta stampata al Web: il caso Wall Street Journal* (with G. Negro), Sda-Bocconi, Milano. 2000.

☞ CONFERENCE PROCEEDINGS

- "Similar, yet distinct": The influence of categorical properties on entry in film production" (with G. Hsu and G. Negro). *Best Paper Proceedings of the 2007 Academy of Management Meeting*, 2007.
- "Organizations Coevolving: System Dependence in the Population of US Commercial Television" (with G. Negro and A. Lomi). *Best Paper Proceedings of the 2006 Academy of Management Meeting*, 2006.
- "Toward an integrated framework of population and network ecology: Evidence from the U.S. motion picture industry, 1912-2003" (with G. Cattani, S. Ferriani and G. Negro). *Best Paper Proceedings of the 2006 Academy of Management Meeting*, 2006.

☞ EDITED BOOKS

- *Strategie di internazionalizzazione*, (with C. Dematté and E. Marafioti). Egea, Milano. 2008.
- *La sfida cinese. Rischi e opportunità per l'Italia*, (with C. Dematté). Laterza, Bari. 2005.
- *Strategie di internazionalizzazione*, (with C. Dematté). Egea, Milano. 2003.

☞ OTHER PUBLICATIONS

- “Impresa radiofonica”, *Enciclopedia della Radio*, Milano, Garzanti. 2003
- “Afterword” in Colombo F. *Per Israele*, Milano, Rizzoli. 1991.

RESEARCH
GRANTS

Bocconi University

- Sociological process of organizational legitimacy: categories and identities (2009-2013)
- An ecology of fads and fashions (2006)
- Bringing the Environment Back In: System-Dependent Selection, Dynamic Resource Constraints and Population Inertia in the Evolution of the Broadcasting Industry (2004)
- International strategies as migration paths across complex landscapes (2003)

SDA Bocconi

- The role of imprinting mechanisms on organizational identity emergence and evolution (2010)
- Category spanning: hybrid versus pure category offerings

MIUR

- Gli effetti dell'internazionalizzazione dei distretti italiani: una prospettiva evolutiva (FIRB - 2005)
- Strategie di internazionalizzazione e declusterizzazione: una teoria dinamica dei cluster d'impresa italiani (PRIN - 2004)

ACADEMIC
AFFILIATIONS

- Academy of Management
- European Group of Organizational Studies
- Strategic Management Society
- Academy of International Business

RESEARCH

- American Sociological Association
- American Economic Association

JOURNALS
SERVICE

✎ EDITORIAL BOARDS

<i>Organization Science</i>	2008-2012
<i>Review of Managerial Science</i>	since 2014
<i>Economia & Management (vice-director)</i>	since 2014

✎ REVIEWER

Organization Science, Strategic Management Journal, Academy of Management Journal, Journal of Organizational Behavior, Industrial and Corporate Change.

ACADEMIC
HONORS

Bocconi University

Excellence in Research Award	2015
Excellence in Research Award	2014
Excellence in Research Award	2013
Excellence in Research Award	2012
Excellence in Research Award	2008
Excellence in Research Award	2006
Excellence in Research Award	2001

SDA Bocconi

Best Management Paper Award	2007
Best Management Paper Award	2003

INTERNATIONAL
MEDIA CITATIONS

- *The Washington Post* “The economics of channel surfing”. Sep. 16, 2012.
- *The Economist* “The irrationality of couch potatoes”. Sep. 13, 2012.
- *The New York Times* “How does the film industry actually make money?”. June 26, 2012.
- *Le Parisien* “La chute de Berlusconi, un coup tres dur pour les affaires de la famille”. Nov. 12, 2011.

- *Newsweek* “Murdoch’s new man”. July 15, 2011.

RESEARCH

- *Associated Press* “Berlusconi locked in battle with the press”. Nov. 6, 2009.
- *International Herald Tribune* “A real-life feud of media titans”. June 15, 2009.
- *Variety* “Pay-as-you-go recharges Italian Tv”. May 22, 2009.
- *Variety* “Berlusconi empire needs rivals”. May 30, 2008.
- *International Herald Tribune* “Free papers draw new audience in Italy”. Dec. 21, 2007.
- *Time* “Berlusconi adjusts his set”. Apr. 25, 2005.
- *International Herald Tribune* “Italian paper offers its news sunny side up”. Oct. 4, 2004.
- *International Herald Tribune* “Italy’s elite battle for control of Corriere”. Aug. 9, 2004.
- *The New York Times* “The Murdoch empire looks to Italian Tv”. Mar. 23, 2004.
- *The New York Times* “Sky Italia, Murdoch’s test case in Europe, has difficult road ahead”. Feb. 2, 2004.
- *The New York Times* “Proposal on Italian media appears headed for passage”. Nov. 28, 2003.
- *International Herald Tribune* “Berlusconi set to tighten media grip”. Nov. 28, 2003.
- *International Herald Tribune* “Plenty of pitfalls confront Berlusconi”. Jul. 9, 2003.
- *Reuters* “Italy bill paves way for bigger Berlusconi Empire”. July 7, 2003.
- *International Herald Tribune* “Murdoch to rule shaky pay-tv market”. Apr. 11, 2003.
- *Reuters* “After U.S. victory, Fox News set to invade Italy”. Apr. 11, 2003.
- *International Herald Tribune* “Murdoch takes on the ‘pirates’ in bid to make pay-tv profitable”. Oct. 28, 2002.

TEACHING
EXPERIENCE

☞ UNDERGRADUATE COURSES

Bocconi University

Economia della radio e della televisione	<i>since 2001/02</i>
Strategie di internazionalizzazione	<i>1997/98-2009/10</i>
Strategic management	<i>2003/04</i>
Strategia e politica aziendale	<i>1996/97-2001/02</i>
The enterprise and the international markets	<i>2001/02</i>

Indian School of Business (Hyderabad, India)

International business in Asia	<i>winter 2004-2008</i>
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Babson College (Wellesley MA, USA)

International business	<i>summer 2008</i>
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Politecnico di Torino (Turin, Italy)

Economia dei media	<i>2004/05-2005/06</i>
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Università di Bologna (Bologna, Italy)

Economia dei media	<i>2004/05</i>
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University of Texas (Austin TX, USA)

International business	<i>summer 2003</i>
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Institut des hautes Etudes Commerciales (Carthage, Tunisia)

International business in emerging countries	<i>summer 2002</i>
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University of Malaya (Kuala Lumpur, Malaysia)

International business in Asia	<i>summer 2001</i>
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Harvard University (Cambridge MA, USA)

Internet and information economics	<i>1999/2000</i>
Economics of the arts and culture (with Prof. Richard Caves)	<i>1999/2000</i>
Microeconomic theory (with Prof. Jeffrey Wolcowitz)	<i>1999/2000</i>

☞ GRADUATE COURSES

Bocconi University

International business management (advanced)	<i>since 2005/06</i>
Social movements and the competitive strategy of firms	<i>since 2012/13</i>

☞ PH.D. COURSES

Bocconi University

Sociology for business studies	<i>since 2009/10</i>
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TEACHING

☞ POSTGRADUATE COURSES

<i>NIBI - Nuovo Istituto di Business Internazionale</i> (Milan, Italy)	
Strategie di internazionalizzazione (Executive Master)	<i>since 2009/10</i>
L'economia cinese (Executive Master)	<i>since 2009/10</i>
<i>Campus Multimedia - Mediaset IULM</i> (Milan, Italy)	
Economia dei media (Master in Management Multimediale)	<i>2010/11</i>
<i>SDA Bocconi</i> (Milan, Italy)	
The firm and its global environment (Master MIEM)	<i>2003/04-2004/05</i>
Internet economics (Master in Internet Business)	<i>2001/02</i>
<i>Fudan University</i> (Shanghai, China)	
International business (MBA)	<i>2004/05</i>
<i>ISPI - Istituto per gli studi di politica internazionale</i> (Milano, Italy)	
International business in China (Master Business in China)	<i>2001/02-2002/03</i>

☞ EXECUTIVE COURSES

<i>SDA Bocconi</i> (Milan, Italy)	
Le prospettive dell'economia cinese	<i>2011</i>
Competere nel settore editoriale	<i>2011</i>
Competere nei mercati asiatici	<i>2011</i>

ACADEMIC
HONORS

<i>Bocconi University</i>	
Finalist for the Teaching Award	<i>2013/14</i>
Finalist for the Teaching Award	<i>2012/13</i>
Finalist for the Teaching Award	<i>2011/12</i>
Finalist for the Teaching Award	<i>2010/11</i>
Finalist for the Teaching Award	<i>2009/10</i>
<i>CEMS - Community of European Management Schools</i>	
Best Course	<i>2013</i>
Best Teacher Award	<i>2006</i>