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Antonio Majocchi is Associate Professor of International business and management at the Faculty of Economics, University of Pavia.

He spends all his professional career as a full time researcher in the field of international business and international management. Since the completion of his PhD thesis in 1996 his main research interests concern firms internationalisation strategies, international marketing, the effects of fiscal policy on firms behaviours, SMEs performance drivers and the internationalisation strategies of European firms within the process of European integration. He carried out research activities with Italian leading firms and banks and with international institutions (OECD, LEED program and European Commission). He is currently member of the Governing body of the [Musing Project](#): Risk management Business intelligence and internationalisation (EU Commission, Sixth framework program Information Society).

1991 (July) Degree in Economics, “Università degli Studi di Pavia”. Submitted thesis: "The international funding of the European local authorities. New perspectives in the framework of the EMU, Graduated *cum laude*

1992 (September) - 2005
Secretary general of the Italian section European Community Study Association (ECSA -Italy)

1992 (September) – 1996 (November)
Università “L. Bocconi”, Milan.
PH. D. in Business Economics and Management science, Title of the thesis: "Economic theories and international firm strategies"

1994 (December) –1996 (December)
Lecturer in business management, Faculty of economics, Università degli Studi dell’ Insubria, Varese

1995 - 2002
Lecturer in International Finance at the Master on: “International Banking and Finance” organised by the Fondazione Giordano Dell’ Amore Milan

1996 (June – October) Visiting scholar at the University of Reading (U.K.), Department

of Economics;

1996 (September)- 2005

Member of the Editorial Board of the «European Union Review»

1996 current

Member of the Academy of international business

1996 (May) –1997 (February)

Member of the OECD research group on «Internationalisation strategies by Italian industrial districts: the case of SMEs in Romania»

1996 current

Lecturer at the Master courses of the Università degli Studi di Pavia- Master in International Finance and Master in co-operation and development, IUSS, Pavia

1997 (January) –2004 (December)

Senior Lecturer in International business and management, Faculty of Economics, Università degli Studi dell' Insubria Varese

2004 (May)

Visiting scholar at the Université Robert Schuman de Strasbourg; CESAG, IECS, Ecole de commerce,

2005 (January) - current

Associate Professor in International business – Università degli Studi di Pavia
Director of the Research Centre of the faculty of Economics CIBIE (Centre for International Business and the International Economy)

2005 (June-July)

Visiting Scholar Dept. of Management, King's College, University of London

2006 (June)

Visiting Professor, IECS, Université Robert Schuman, Strasbourg, Professor of International marketing, Master in Marketing management

2007 (January –February)

Visiting Professor, IECS, Université Robert Schuman, Strasbourg, Professor of International marketing, Master in Marketing management

2007 (May)

Visiting Professor, Università de Alacà de Henares, Facoltà di Economia, (Sp),
Professor of International marketing, Master in Marketing management

2008 - 2009(September - January)

Visiting Scholar Dept. of Management, King's College, University of London

Memberships

Member of the Academy of International Business (AIB), European Community Studies Association (ECSA), Secretary General of AUSE (ECSA-Italy). European International Business Academy (EIBA), Member of the Editorial Board of the European Union Review.

Referee

International Business Review, International Small Business Journal and European Union Review; Academy of International Business World Conference, EIBA annual conference, Management Research News.

Technical skills and professional experiences

- Good knowledge of statistical packages such as Stata; SAS and SPSS and of econometric methods of analysis of cross-section data, panel data and *logit* and *probit* analysis.
- Consulting and training activities with Italian leading banks and European Leasing companies (Bipop, BPM; Unicredit; Unicredit Global Leasing, CR Verona; Banca MPS)
- Consulting activities with OECD, LEED program

Communications at seminars and congresses

The development of a European capital market for local authorities, Università Cattolica del Sacro Cuore di Milano, Faculty of Economics and banking (18 October 1993).

The process of internationalisation of Italian SMEs in Romania. New strategies as an answer to the Euro challenge. National seminar of the Italian Association of business economist, Università di Genova, Faculty of Economics, Genova (December 1997).

The Euro and the small and medium sized enterprises, International symposium on: «Euro and SMEs», Milano, Università Cattolica del S. Cuore, (Milano, 19 marzo 1999).

The internationalisation strategies by Italian industrial district SMEs in the Euro era, 7th European workshop, Spetsae Summer school in European integration (Greece), (8 July 1999).

The European Economic and Monetary Union and the SMEs, paper presented at the Fondazione FinAfrica seminar on: The economic and financial integration of the PECO countries, Milano, (21 September 1999).

Are industrial clusters going international? The case of Italian SMEs in Romania, Asac-Ifsam joint Conference, Montreal, Canada (8-11 July 2000).

Marketing and SMEs: how do you plan marketing strategies in minor firms? Seminar held in Cagliari for Business Innovation Centre, July, 2001.

Internationalisation and performance: findings from a set of Italian SMEs 27th EIBA Annual Meeting, Paris 13-15 December 2001.

Corporate Governance and Social Responsibility: An Analysis of French and Italian SMEs, 29th EIBA Conf., Copenhagen Business School, Dec. 11-13, 2003, with U. Mayrhofer, D. Secchi and S. Urban.

Delocalisation of Italian enterprises in Timisoara: a real cluster? OECD-LEED Conference on: "Clusters of Enterprises and the Internationalisation of SMEs: the Case of the Romanian Region of Timisoara, 24/5/04 – working paper available on: <http://www.oecd.org/dataoecd/36/9/31798578.pdf>.

(with: M. Cocito, R. Gatta, A. Onetti), Subsidiaries within a High-Tech MNC. A reappraisal of the Role of Functions, paper presented at the EISAM workshop on: *Coopetition Strategy: Toward a New Kind of Interfirm Dynamics?* - Catania, September 16-17, 2004.

(with R. Strange), *Economic Liberalisation and FDI Location Decision: Evidence from Italian Firms in Central and Eastern Europe*, 31th EIBA Conf., Dec. 14-16, 2005; Norwegian Management School.

(with L. Dalla Valle), *Country dispersion, risk and international performance. An analysis of a sample of Italian manufacturing SMEs*, in: 32nd EIBA Annual Conference, Fribourg, 2006.

(with M. Presutti), *The Determinants of foreign direct investment location in Italy. An analysis of institutional features.*, in: 32nd EIBA Annual Conference, Fribourg, 2006

(con M. Presutti), *The effect of institutional features and agglomeration economies on MNC location choices: evidence from Italy.*, in AIB UK Chapter Annual Conference, King's College, April 13 - 14th 2007, University of London.

(with Presutti M., Boari C.), (2007) *Start-ups, knowledge acquisition and knowledge exploitation: does proximity really matter?* 2007 Annual Meeting of the Academy of Management; Philadelphia PA; August 3-8, 2007

(with Presutti M., Boari C.), (2007) *The Processes of Knowledge Acquisition and Knowledge Exploitation of High-tech Start-ups: An Empirical Analysis*, San Diego CA, 14-17 October,

(2007) Panel session: *Semantic based knowledge and textual data analysis for internationalisation: Methodologies and applications*, Chair: Pervez Ghauri, Manchester Business School; 33rd EIBA Conference, Catania, 13-15 December

(with Michela Castagna), *The choice among joint ventures and strategic alliances: evidence from Italian firms*, 33rd EIBA Conference, Catania, 13-15 December

Grants and Research project

Member of the Governing body Musing Project: Risk management; Business intelligence and internationalisation (EU Commission, Sixth framework program Information Society)

Head local unit, FIRB 2003, on: "Data mining models and knowledge management for SMEs."

Scientific coordinator of the project: "European Union toward enlargement: integration maturity and adjustments of acceding and non acceding countries of Central and Eastern Europe", ECSA-Italy research project, supported by the EU Commission (Agreement n. 2003-0249).

Italian firm in the PECO countries, Research project co-ordinated by the Università degli Studi dell'Insubria, in co-operation with the universities of: Praha, Budapest, Poznam, Timisoara; Maribor.

Member of the research group: An analysis of SMEs investment in Romania, CNR project n. 99.

Main publications

- (2009) (with M. Presutti), *in press*: Majocchi, A., & Presutti, M. Industrial clusters,

entrepreneurial culture and the social, environment: The effects on FDI distribution. *International Business Review*, doi:10.1016/j.ibusrev.2008.12.001.

- (2008) (with C. Boari and M. Presutti), "Proximities, knowledge acquisition and exploitation in high-tech start-ups", *Proceedings of Academy of Innovation and Entrepreneurship*, Edited by We C., Gao G., Gao K, Xie W., Intellectual Property Publishing House, ISBN 978-7-80247-039-2, pp. 174-178. Annual Conference of the Academy of Innovation and Entrepreneurship, Tsinghua University, Beijing, China, March 29-29.
- (2007) (with R. Strange), The FDI Location Decision: does Liberalisation Matter?, *Transnational Corporation Review*, Vol 16. No.2, (August, 2007), pg. 1- 40
- (2007) (with R. Strange), Economic Liberalisation and the FDI Location Decision: Evidence from Italian Firms in Eastern Europe , in "*Market Entry and Operational Decision Making in East-West Business Relationship*", ed. by J. Larimo, *Haworth Press*, New York, pp. 93 - 114.
- (2006),(with R. Strange), Economic Liberalisation and the FDI Location Decision: Evidence from Italian firms in Central and Eastern Europe, *Journal of East-West Business*, Volume: 13 Issue: 2/3, pp. 93 - 114
- (2005) (with U. Mayhofer and Bacchiocchi E.), Firm size, business experience and export intensity in SMEs: a longitudinal approach to complex relationship, *International Business Review*, Vol 14 (6), pp. 719-738.
- (2005) (with U. Mayhofer, D. Secchi and S. Urban), Corporate Governance and Social Responsibility: an Analysis of French and Italian SMEs, *European Union Review*, Vol 14 (6), pp. 719-738.
- (2005), The economic integration of the Central and Eastern European countries: the role of the small and medium enterprises, in *Adjusting to Enlargement*, eds by T. Palánkai, Hungarian European Community Studies Association, Technical Report, Budapest, pp. 57 - 74
- (2003), (with Antonella Zucchella) Internationalization and Performance: findings from a set of Italian SMEs. *International Small Business Journal*, Vol 21(3): 249–266.
- de Luca P., Majocchi A., Pavione E. (2003), Franchising in Italy: Trends and Development, in Alon I. and Welsh D. H. B. (eds), *International Franchising in Industrialized Markets: Northern and Western Europe*, CCH Inc. Publishing, Washington DC.
- Are industrial clusters going international? The case of Italian SMEs in Romania, *Proceedings of the Asac-Ifsam joint conference*, 8-11 July, 2000, Montreal.

Italian publications

- (2007) The transnational model within a High-Technology firm: a reappraisal of the role of functions against subsidiary units, in “Creazione di valore, corporate governance e informative societaria”, (a cura di Mella P. e Velo D.), Giuffrè Editore, Milano, pp. 439-457
- (2006) Le imprese italiane nei Paesi dell’Europa centrale e orientale: le scelte di localizzazione, , pg. 79- 100; in L’internazionalizzazione delle imprese italiane nell’Est Europeo: evidenze e prospettive, (a cura di) Enrico Cotta Ramusino, *Sinergie, rapporti di Ricerca*, n. 24 Dicembre 2006;
- Le imprese estere in India: un’indagine empirica sugli investimenti diretti nell’area, in “Il Politico”, in Press,
- (2005) *L’integrazione economica dei Paesi dell’Europa centrale e orientale: il ruolo delle piccole e*

medie imprese, in: Gli allargamenti della CEE/UE 1961-2004, A. Landuyt e D. Pasquinucci, Il Mulino, Bologna, pp. 1017 – 1040.

- (2005) (with M.E. Maccarini, and A. Zucchella), (2003), *Governance e strategia delle medie imprese. Le medie imprese dell'Italia nord-occidentale a confronto con quelle europee*, in: Competizione globale e sviluppo locale tra etica e innovazione, Giuffrè Editore, Milano, pp. 195-214
- (with Dario Velo), (2002), *Imprese europee*, Enciclopedia Treccani di Scienze sociali, 2002.
- (with A. Onetti), (2002), *Gli investimenti italiani in Romania. I risultati di una ricerca sulle strategie delle imprese italiane nei distretti industriali romeni*, in: *L'internazionalizzazione delle PMI nell'Europa centro orientale*, ed. by D.Velo and A. Majocchi, Giuffrè Editore, Milano.
- (with Marenzi A e Gavana G.) (2001), *Gli effetti della riforma fiscale sui bilanci delle imprese manifatturiere*, in: *Economia Pubblica*, anno XXXI, n. 2, 2001, pag. 65 – 96.
- (2000), *La dimensione economica della governance europea* in: *L'Europa verso l'Euro*, atti del IV colloquio AUSE, Venezia 2000, (a cura di) A. Majocchi, Cacucci Editore, Bari.
- (1998), *L'internazionalizzazione delle imprese distrettuali in Romania*; "Atti del Convegno dell'Associazione italiana degli economisti di impresa" Genova, 14 Novembre 1998.
- (1997), *Economia e strategia dei processi d'internazionalizzazione delle imprese*, Giuffrè, Milano.
- (1993) *La creazione di una banca europea del mediterraneo e il finanziamento dello sviluppo dell'area mediterranea*, in *Il Risparmio, Rivista dell'Associazione italiana delle Casse di Risparmio*, n. 1, pp. 75 – 89
- (1993), *Il finanziamento degli enti locali in Francia*. in: *Economia Pubblica*, n.6, June, pp. 295-308.
- *Il finanziamento degli enti locali in Francia. Il posizionamento strategico delle istituzioni finanziarie*. in "Il finanziamento degli enti locali nell'Unione economico-monetaria europea", a cura di Dario Velo, Giuffrè Editore, Milano, 1993

Working Papers and Technical Reports

- *Delocalisation of Italian enterprises in Timisoara: a real cluster?* OECD-LEED Conference on: "Clusters of Enterprises and the Internationalisation of SMEs: the Case of the Romanian Region of Timisoara, 24/5/04 – working paper available on: <http://www.oecd.org/dataoecd/36/9/31798578.pdf>
- (with J. Soukup), *Italian direct investment in the Czech Republic: the results of a fields analysis*, Working Paper n. 33, 2004, Dipartimento di Economia, Università degli Studi dell'Insubria.
- with M. Cocito, R. Gatta, A. Onetti, *Subsidiaries within a High-Tech MNC. A reappraisal of the Role of Functions*, paper presented at the EISAM workshop on: "Coopetition Strategy: Toward a New Kind of Interfirm Dynamics?" - Catania, September 16-17 2004; Working Paper n. 21, 2004, Dipartimento di Economia, Università degli Studi dell'Insubria
- (with Bottinelli L. e Pavione E.), *Il franchising come strumento di penetrazione sui mercati esteri: il caso Segafredo Zanetti*, Annual Conference proceedings of the review: Industria e Distribuzione, Roma, 14 - 15 novembre 2003.
- *Are industrial clusters going international? The case of Italian Smes in Romania* Proceedings of the Asac-Ifsam joint conference, 8-11 July, 2000, Montreal, Canada. Pubblicato anche in: Università dell'Insubria, Working paper . n. 12/2000;
- *Gli effetti della riforma fiscale sui bilanci delle imprese manifatturiere* Facoltà di Economia,

Università dell'Insubria, Serie Working paper, n. 2 (con G. Gavana e A. Marenzi), 2000;

- *L'internazionalizzazione delle imprese. Evoluzione del fenomeno e panorama della principale letteratura.*, Working paper, n. 1, Collana del Dipartimento di Economia Aziendale, 1994;