

MARCO CECCAGNOLI

ASSISTANT PROFESSOR OF STRATEGIC MANAGEMENT
COLLEGE OF MANAGEMENT, GEORGIA TECH
800 WEST PEACHTREE STREET NW
ATLANTA, GEORGIA 30308-0520
TEL. 404-385-2233
marco.ceccagnoli@mgt.gatech.edu

I. EARNED DEGREES

Ph.D., Public Policy and Management, concentration in Industrial Organization and Innovation, Carnegie Mellon University, 1996-2001

Laurea (bachelor + master degree) in Economics and Business, with Summa Cum Laude honors, University of Rome 'La Sapienza,' 1987-1993

II. EMPLOYMENT

A. ACADEMIC

Assistant Professor of Strategy, College of Management, Georgia Institute of Technology, August 2005-
Assistant Professor of Strategy, INSEAD, France, September 2001- May 2005.

B. NON-ACADEMIC

Research consultant, Mediocredito Centrale (UniCredit Group), Rome – Italy, 1994-1996.

Freelance Journalist (giornalista pubblicista), Contributing economic and business writer for the Italian newspaper “La Repubblica” (“Affari & Finanza” supplement) and the magazine “Lavoro Informazione”, 1990-1993.

III. SCHOLARLY ACCOMPLISHMENTS

A. REFEREED PUBLICATIONS

“Productivity and the Role of Complementary Assets in Firms’ Demand for Technology Innovations” (with S. Graham, J. Lee, M. Higgins). Industrial and Corporate Change, Forthcoming.

"Appropriability, preemption, and firm performance". Strategic Management Journal, Vol. 30, No. 1, 2009.

"R&D and the patent premium" (with A. Arora and W. Cohen). International Journal of Industrial Organization, Vol. 26, No. 5 (September), 2008.

"Patent protection, complementary assets, and firms' incentives for technology licensing," (with A. Arora). Management Science, Vol. 52, No. 2 (February), 2006

“Firm heterogeneity, imitation, and the incentives for cost reducing R&D effort.” Journal of Industrial Economics. Vol. 53, No. 1 (March), 2005.

“Globalization and European Regional Integration”, (author of econometric estimations and Appendix; with P.C. Padoan), Economia Internazionale, Vol. 50, n. 4, pp. 597-632, Genoa, 1997.

“Tecnologia e Competitivita’ Internazionale”, (with D. Archibugi e D. Palma), Quaderni di Politica Industriale, n. 8, pp. 9-35, Rome, 1996.

“Innovazione, Produzione e Performance Commerciale nei Settori High-tech nei Principali Paesi Industrializzati”, (with P.C. Padoan), in Rapporto sul Commercio Estero - ICE, pp. 260-277, Rome, 1994.

B. PAPERS UNDER REVIEW

“Participation in a platform ecosystem: Appropriability, competition, and access to the installed base,” (with P. Huang, C. Forman, and D.J. Wu), Revise and resubmit, Management Science.

“Mergers, joint-ventures, and licensing as commercialization strategies for technology-based firms,” (with D. Hicks). Under revision for resubmission, IEEE Transaction in Engineering Management.

“Enhancing research productivity through the markets for technology” (with M. Higgins). Under revision for resubmission, Management Science.

“Start-ups' Commercialization strategy for general purpose technologies,” (with Lin Jiang). Under revision for re-submission, Research Policy.

“Measuring the Business Value of Participation in the SAP Ecosystem: The Case of ISVs” (with P. Huang, C. Forman, and D.J. Wu). Under review, MIS Quarterly.

B. PUBLISHED BOOKS AND PARTS OF BOOKS

“Appropriating the returns from innovation” (with F.T. Rothaermel), Chapter 1 in G. D. Libecap and M.C. Thursby (eds.), “Advances in the Study of Entrepreneurship, Innovation, and Economic Growth,” Elsevier, 2008.

“Intellectual property in the global economy” (with Hallenborg, L. and Clendenin, M.), Chapter 3 in G. D. Libecap and M.C. Thursby (eds.), “Advances in the Study of Entrepreneurship, Innovation, and Economic Growth,” Elsevier, 2008.

“Trading Knowledge: The Determinants of Transactions in Technology and R&D in the US Manufacturing Sector” (with A. Arora and W. Cohen), in N.R. Lamoreaux and K.L. Sokoloff (eds.) “Financing Innovation in the United States, 1870 to the Present,” MIT Press, 2007.

“Corporate Restructuring and R&D: A Panel Data Analysis for the Chemical Industry ” with A. Arora and M. Da Rin, invited chapter in A. Gambardella and W. Garcia-Fontes (eds.) “The European Chemical Industry: Innovation, Performance and Competitiveness,” Kluwer Academic Publishers. 2004.

“Innovazione e Internazionalizzazione nelle Imprese Manifatturiere Italiane”, (with D. Archibugi e D. Palma), in Economia Globale e Innovazione, (eds D. Archibugi and G. Imperatori), Donzelli Editore, pp. 159-237, Rome, 1997.

“Innovazione e Internazionalizzazione”, (with D. Archibugi), in Indagine sulle Imprese Manifatturiere. Sesto Rapporto sull'Industria Italiana e sulla Politica Industriale. Ministero dell'Industria e Mediocredito Centrale, Il Sole 24 Ore Libri, pp. 113-128, Milan, 1997.

C. OTHER PUBLICATIONS

“Study on Evaluating the Knowledge Economy – What Are Patents Actually Worth? The Value of Patents for Today’s Economy and Society” (with A. Gambardella, P. Giuri, G. Licht, and M. Mariani), European Commission Report, DG Internal Market, 2005.

“Essays on the Economics of R&D and Intellectual Property Strategies”, Ph.D. Dissertation (W.M. Cohen, chair; A. Arora; and W. Vogt, advisors), judged as CMU best business and public policy dissertation (Cooper award), July 2001.

“Determinants of Firms’ Patent Propensity in US Manufacturing” (with A. Arora, W.M. Cohen, J. Walsh), Conference proceedings of the International Conference on Innovation, Appropriation Strategies and Economic Policy, Paris, 21 Nov. 1999.

“Innovazione, Crescita, Integrazione Economica e Squilibri Regionali”, Tesi di Laurea (Master Thesis; P.C. Padoan, chair; G. Dosi, advisor), judged as best Laurea dissertation in Economics and Business (Vicarelli award), University of Rome La Sapienza, Rome, December 1993.

D. WORKING PAPERS AND RESEARCH IN PROGRESS

“The productivity of licensing investments,” (with V. Palermo and M. Higgins).

“Corporate venture capital as an ex-ante evaluation mechanism in the markets for technology,” (with H. Kang and M. Higgins).

“Spillover, alliances, and the direction of R&D effort,” with S. Kavadias and N. Oraopoulos.

“Spillovers and R&D productivity: A comparison between the US and Japan,” (with W. Cohen and J. Walsh).

“Research productivity in the U.S. manufacturing industry”. Working paper, 2007.

E. PRESENTATIONS

9th Annual Roundtable for Engineering Entrepreneurship Research (forthcoming), Georgia Institute of Technology, Atlanta, November 2009.

Heinz College, Carnegie Mellon University, Pittsburgh, October 2009 (forthcoming).

Strategic Management Society, Washington, October 2009 (forthcoming).

Academy of Management Conference, Chicago, August 2009.

8th Annual Roundtable for Engineering Entrepreneurship Research (presenter and discussant), Georgia Institute of Technology, Atlanta, November 2008.

Kauffman-Georgia Research Alliance Entrepreneurship Forum, Georgia Tech, October 2008.

Markets for technology and industry evolution, Universidad Carlos III de Madrid, September 2008.

International Workshop on New Directions for Innovation Measurement and its Use for Strategy and Policy (Discussant), Georgia Institute of Technology, May 2008

Atlanta Competitive Advantage conference (Discussant), June 2007

The 14th Doctoral CCC (Consortium on Competition and Cooperation) Colloquium (Discussant), College of Management, Georgia Institute of Technology, April 2007.

Strategic Management Society, Vienna, October 2006.

Stern School of Business, New York University, October 2006.

Academy of Management Conference (discussant), Atlanta, August 2006.

Atlanta Competitive Advantage conference, June 2006

5th Annual Roundtable for Engineering Entrepreneurship Research (discussant), Georgia Institute of Technology, Atlanta, December 2005.

Workshop on “The Role of Intellectual Property Rights in Biotechnology Innovation.” European University Institute. Florence, October 2005.

Conference in tribute to Jean-Jacques Laffont. The Institut d'Economie Industrielle. Toulouse, July 2005.

Conference on ‘Industrial Organization and Innovation’, Laboratoire d'Economie Appliquée, Grenoble, June 2005

Wharton Technology Mini-conference, April 2005.

Rotman School of Management, University of Toronto, March 2005.

College of Management, Georgia Institute of Technology, Atlanta, March 2005.

Universitat Pompeu Fabra, Department of Economics and Business, January 2005.

4th Annual Roundtable for Engineering Entrepreneurship Research, Georgia Tech, Atlanta, December 2004.

Bocconi University, Milan, December 2004.

Swiss Federal Institute of Technology, Lausanne, November 2004.

Copenhagen Business School, November 2004.

Strategic Management Society, Puerto Rico, October 2004.

Academy of Management Conference, New Orleans, August 2004.

International J. A. Schumpeter Society, Bocconi University, June 2004.

London School of Economics, Centre for Economic Performance, January 2004.

IESE, Management Department, March 2003.

Harvard Annual Strategy Research Conference, October 2002.
11th WZB-CEPR Conference on Industrial Organization, October 2002.
American Economic Association Annual Meeting, January 2002.
NBER Productivity Meeting, March 2002.
Academy of Management Conference, Business Policy and Strategy Division, August 2002.
INSEAD, Strategic Management Department, February 2001.
Universidad Carlos III de Madrid, Business Department, January 2001.
Istituto de Impresa-Madrid, January 2001.
University of Amsterdam, FEE-Organization & Finance Department, January 2001
International Conference on Innovation, Appropriation Strategies and Economic Policy, Keynote address, organized by the French Ministry of Industry, Paris, November 1999.
26th European Association of Research in Industrial Economics Annual Conference, University of Turin, September 1999.
Consortium on Cooperation and Competition, Ph.D. Research Colloquium, University of Michigan Business School, April 1997.
European Association for Evolutionary Political Economy, Copenhagen, October 1994.

IV. TEACHING

A. INDIVIDUAL STUDENT GUIDANCE

- 1) P. Huang (Information Technology Management). PhD dissertation (in progress).
- 2) H. Kang (Strategic Management). First and second research paper committee (in progress).
- 3) V. Palermo (Strategic Management). First research paper committee (in progress).
- 4) T. Jung (Public Policy). Member of PhD dissertation committee (defended, May 2009).
- 5) G.F. Ozkan (Operations Management). Member of PhD dissertation committee. "Essays on Knowledge Management Strategies on New Product Development," December 2008.
- 6) L. Jiang (Strategic Management). Second research paper committee. December 2008.
- 7) C.S. McGahey (School of History, Technology, and Society). Member of PhD dissertation committee. "Harnessing Nature's Timekeeper: A History of the Piezoelectric Quartz Crystal Technological Community, 1880-1959," October 2008.
- 8) Wenbin Xiao (Public Policy). Member of PhD dissertation committee: "Determinants of New Technology-Based Firms Performance in Catch-Up Regions: Evidence from the U.S. Biopharmaceutical and IT Service Industries 1996-2005," December 2007.

B1. COURSES TAUGHT: GEORGIA TECH

Undergraduate: MGT 4195, Strategic Management capstone core course (Spring 2006: 2 sections; Spring 2007: 2 sections; Spring 2008: 3 sections). MGT 4803, Technology Strategy (forthcoming, Spring 2010).

MBA: MGT 6125, Strategic Management, and MGT 6126, Integrative Management experience, core courses (Summer 2008, 2009). MGT 8803, Technology Strategy (forthcoming, Spring 2010).

PhD: MGT 8803, Introduction to Industrial Organization (Fall 2007, Spring 2009).

MBA/PhD/JD, TIGER program: MGT 8803, Fundamentals of Innovation, (Fall 2006-2009).

B2. COURSES TAUGHT: INSEAD

MBA: Strategy core course (Spring 2003-2004). Intellectual Property and Business Strategy, elective (Spring 2002-2004). Sections of the Industry and Competitive Analysis, elective (Fall 2001).

PhD: Innovation and Industry Dynamics, core (Spring 2002, 2004). Empirical Issues in Strategy, elective (Spring 2004).

C. TEACHING MATERIAL

Teaching Note for the chapter “Appropriating the returns from innovation” (with F.T. Rothaermel), proceedings of the Kauffman Workshop on “Graduate Education in Technology Commercialization: From Research to Pedagogy,” Georgia Institute of Technology, April 2009.

V. SERVICE

A. PROFESSIONAL CONTRIBUTIONS

Associate editor, *European Management Review* (the official journal of the European Academy of Management), 2005-2009. Editorial Board, 2009-

Referee for *Management Science*, *Strategic Management Journal*, *Journal of the European Economic Association*, *International Journal of Industrial Organization*, *Industrial and Corporate Change*, *Organization Science*, *European Management Review*, *Information Economics and Policy*, *Academy of Management and Strategic Management Society* annual meetings.

Member of *Academy of Management*, *Strategic Management Society*, *European Association for Research in Industrial Economics*.

Co-organizer, *The Fourteenth Doctoral Colloquium of the Consortium on Competition and Cooperation (CCC)*, College of Management, Georgia Institute of Technology, April 2007.

Co-organizer, *Atlanta Competitive Advantage Conference (annual)*, Emory University’s Goizueta Business School, 2007-.

Program Advisory Committee, *Annual Conference on Corporate Strategy (ACCS)*, Vallendar (Germany), May 2007.

Session Coordinator, *Workshop on “Graduate Education in Technology Commercialization”* (sponsored by the Kauffman Foundation), coordinated by M. Thursby, March 2008.

Member of the scientific committee for the design and implementation of the French statistical survey “*Managing intangible assets: means and methods*,” *Economic statistics and Studies Institute (SESSI)*, French Ministry of Industry, 2004-2005.

Organizer and Moderator, *INSEAD Technology Forum*, “*Intellectual Property*” and “*Biotech and Intellectual Property*” sessions, May 2002.

Reviewer, *National Science Foundation*, 1998, 2009.

B. CAMPUS CONTRIBUTIONS

B1. GEORGIA TECH

Member of the MBA committee, 2007-

Member of the Strategy Area Recruiting Committee, College of Management, Georgia Institute of Technology 2006-.

Chair, PhD comprehensive exam in Strategic Management, July 2007.

Member of the Undergraduate committee, 2005-2007.

Faculty associate, *The Georgia Tech Program in Science, Technology and Innovation Policy (STIP)*, 2006-

Member of the Public Policy School Recruiting Committee, Georgia Institute of Technology 2005-'06.

B2. INSEAD

Member of the Strategy Area Recruiting Committee, 2003-2004.

Member of the PhD comprehensive exam in Strategic Management committee, July 2003.

Member of the Committee for the Measurement of Aggregate Faculty Research Productivity, 2002.

VI. GRANTS AND CONTRACTS

A. AS PRINCIPLE AND CO-PRINCIPAL INVESTIGATORS

Net Institute, "Participation in a platform ecosystem: Appropriability, competition, and access to the installed base," with P. Huang, C. Forman, and D.J. Wu, 2009.

Kauffman Foundation - Roadmap for an Entrepreneurial Economy, "In-Licensing, Acquisitions, and Research Productivity in the Biopharmaceutical Industry," 2007.

Kauffman Foundation, "Innovation Strategies of successful entrepreneurs," with Diana Hicks, 2006.

European Commission, DG Internal Market, "Study on evaluating the knowledge economy - What are patents actually worth? The value of patents for today's economy and society", Tender N. MARKT/2004/09/E, with P. Giuri and A. Gambardella, 2005.

B. AS INVESTIGATOR

Center for International Business Education & Research (2006-2010) (Principle investigator: J. McIntyre).

National Science Foundation, Innovation and Organizational Change Program, "Patenting and its Impact on Innovation", Award N. SES-9976384, 1999-2001. (Principle investigator: W.M. Cohen).

European Commission, DG Research, Targeted Socio-Economic Research (TSER), "From Science to Products", Contract N. SOE1-CT97-1059, 1997-2000. (Principle investigator: W. Garcia-Fontes).

National Bureau of Economic Research and Advanced Technology Program (US Department of Commerce), "Within and Cross Industry Spillovers and Appropriability", 1997. (Principle investigator: W.M. Cohen).

VII. HONORS AND AWARDS

"Best Conference Paper Award," Finalist, "Participation in a platform ecosystem: Appropriability, competition, and access to the installed base," (with P. Huang, C. Forman, and D.J. Wu.) Thirtieth International Conference on Information Systems (ICIS), Phoenix, Arizona, 2009.

"Thank a Teacher" award, sponsored by the Center for the Enhancement of Teaching and Learning (CETL) of Georgia Tech, undergraduate Strategic Management (MGT 4195) capstone course, Spring 2008.

Best Doctoral Dissertation Award, Finalist, Technology and Innovation Management Division, Academy of Management 2003.

William W. Cooper Doctoral Dissertation Award, Carnegie Mellon University 2002.

University fellowships, Carnegie Mellon University, 1998-2001.

Young Economists Essay Competition award, European Association for Research in Industrial Economics 1999.

Technological Research and Innovation NATO Advanced Fellowship 1999.

Marco Fanno e Guido Carli Fellowship, by Mediocredito Centrale of Rome 1996-1997.

Laurea Dissertation Prize Fausto Vicarelli, Economics and Business Faculty of University of Rome 'La Sapienza' 1994.