

Dr. Simone Guercini

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EDUCATION AND QUALIFICATIONS

- Graduate in Economics and Management in the University of Florence with full marks and honours
- Ph.D. in Competitive Strategies and International Marketing in Scuola Superiore di Studi Universitari e di Perfezionamento S.Anna of Pisa with full marks and honours
- Visiting Fellow in the University of Sussex at Brighton (UK) - Research programme in international R&D management (supervisor: Prof. Keith Pavitt)
- Research Fellow (Business Economics and Management) of the University of Florence from 1997

PREVIOUS EXPERIENCES

- Research activity in the Department of Business Sciences of the University of Florence with Prof. Aldo Burreli
- Research activity in Scuola Superiore di Studi Universitari e di Perfezionamento S.Anna of Pisa with Prof. Massimo Paoli and Prof. Riccardo Varaldo
- Research activity in SPRU - Sussex University with Prof. Keith Pavitt
- Consultancy activity and teaching in the field of Marketing and International Innovation Management
- Didactic activity in Marketing in the Faculty of Economics of the University of Florence
- Visiting Professor in IPAG – Nice (France) in 1997
- Lectures on International R&D Strategy in Scuola Superiore Sant'Anna of Pisa (Master of Innovation Management) from 1998
- Lecturer of Marketing in the University of Florence (Diploma Universitario Operatore di Costume e Moda) from 1998/1999
- Lecturer in Marketing (Service Firms) in the University of Florence from 1999/2000

RESEARCH FIELDS

R&D internationalisation and corporate strategy; entrepreneurial capabilities in small firms; market analysis and strategic marketing

