



## Marco Ugo Paiola

AREA – MANAGEMENT  
ASSOCIATE PROFESSOR

### Details

33, Via del Santo, 35123  
Padua, Italy

Italian  
+39 049 8274054  
[marco.paiola@unipd.it](mailto:marco.paiola@unipd.it)

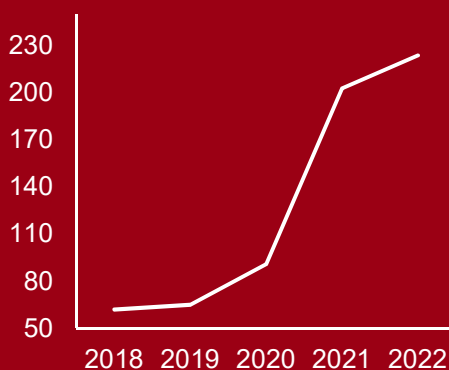
### Research Interests

IoT technologies  
Digital transformation  
Knowledge management  
Ecosystem-based innovation

### Career

- 2015 - Associate Prof., Department of Economics and Management, University of Padova
- 2006 - Assistant Prof., University of Padova
- 1998 - Postdoctoral Fellow, University of Brescia

### Citations Overview (Scopus)



### Education

Ph.D. in Business Strategy, Bocconi University, Milan, Italy, 1997

- Thesis Title: *Servicing: producing innovation in services*

Master's Degree in Economics and Commerce, University of Brescia, Italy, 1990

### Life Long Learning

Introduction to Structural Equation Modeling SEM, by P. Schmidt and E. Davidov, The 26<sup>th</sup> Summer School in Social Science Methods, USI Lugano, 2022

Qualitative Comparative Analysis, by P.A. Mello, The 25th Summer School in Social Science Methods, USI Lugano, 2021

### Visiting

- Visiting Researcher at Centrim, Brighton University, UK, 2011
- Visiting Researcher at CTF, Karlstad, Sweden, 2008
- Visiting Researcher at University Jaume I, Spain, 2008
- Visiting Researcher at University of Gerona, Spain, 2007

### Research projects within the last five years

#### National projects

- *Digital transformation and servitization in manufacturing firms: a roadmapping*, practice oriented project funded by SIT group, 2021

### Teaching

#### School of Economics and Political Science, University of Padua

##### Undergraduate Courses

- Governo e gestione delle aziende, 2018-15

##### Graduate and Master Courses

- Service Management, 2018-21
- Managerial Lab 2, 2018-21

##### Doctoral Courses

- Marketing and innovation in manufacturing services, PhD in Economics and Management, 2006-07

### Public engagement

#### Referee/Reviewer for

- *IJOPM; IMM; JIC*

#### Honors and Awards

- Elsevier, UK, Outstanding Article Award for *Navigating Disruptive Crises through Service-Led Growth: The Impact of COVID-19 on Italian Manufacturing Firms*, 2021
- SIM Società Italiana Marketing, Italy, Best paper Award for *Digital servitization: opportunities and challenges for Italian SMEs*, 2017
- Industrial Marketing Management Journal, UK, Highly Cited Research Award for *Characterizing service networks for moving from products to services*, 2016

- Journal of Intellectual Capital, USA, Highly Commended Paper Award for *Knowledge Protection in Knowledge-Intensive Business Services Companies*, 2014

## Types of publications (last five years)



## International engagement

