

**Michele Simoni**  
Professor of Marketing and Business Model Innovation  
S.S.D. SECS-P/08

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**Short Bio**

Michele Simoni is full professor of Marketing and Business Model Innovation at the Department of Management and Quantitative Studies of the Parthenope University of Naples. He has been visiting scholar at the China Europe International Business School (CEIBS) - Shanghai and at the University of South Wales (UNSW) - Sydney.

He was recently appointed to the board of directors of the Observatory on Local Innovation Systems (SLIOB), created in 2018 by the Department of Management and Quantitative Studies as part of the Department of Excellence project funded by the MIUR.

He is a member of the Scientific Committee of the PhD in Entrepreneurship and Innovation held jointly by Vanvitelli and Parthenope Universities and of the Board of Directors for quality assurance of research and teaching activities of Parthenope University.

Professor Simoni is the coordinator of the thematic division of the Italian Society of Marketing (SIM) on the Marketing of Technology and Innovation. He is also the permanent coordinator of the Technology and Innovation Marketing track at the annual international SIM conference.

He has participated (as principal investigator or team member) in several research projects funded with public funds or sponsored by major private organizations.

**Graduate Education**

University of Catania	Business Administration	PhD
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**Undergraduate Education**

University of Naples Federico II	Economy and Business	MD
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**Main research interests**

- Business model innovation
- Design-driven innovation
- Technological and social entrepreneurship
- Complexity theory

**Main teaching**

University of Naples Parthenope	Business Model Innovation
University of Naples Parthenope	Marketing
University of Naples Parthenope	Technology Management
University of Naples Parthenope	Business Networks

**Honors and Awards:**

- Member of the Editorial Board of *Mercati & Competitività* - The Journal of the Italian

#### Marketing Association

- Best researcher award by Parthenope University (reward research funds) in 2016, based on a competitive comparative analysis among researchers within the same scientific field
- Best researcher award by Parthenope University (reward research funds) in 2015, based on a competitive comparative analysis among researchers within the same scientific field
- Best conference paper finalist in 2013, with the paper “Overcoming the Barriers to the Innovations Diffusion through Diffusion-oriented Policies. The Case of Li-Ion Battery for Electric Vehicles”, Sinergie Conference
- Best paper finalist in 2018, with the paper “New wine in old bottles or new bottles for new wine? Product language approaches in design-intensive industries during technological turmoil”, Creativity and Innovation Journal

#### Research grants:

- Inter-Organizational Networks and Local Innovation Systems. Purpose: mapping of the knowledge management processes within the inter-organizational networks that operate in the local area and design of Local Innovation Systems to support firms’ innovativeness. Regional funds for development. Years 2018 – 2019 (ongoing project).
- Diffusion of technology – DOT project. Purpose: understanding of the diffusion dynamics of technological innovation and identification of policies to support the processes of dissemination of innovations among Italian firms. PRIN (2009F5HEJY\_003). Years 2011 – 2013.
- Hospitality in small historical villages. Purpose: development of innovative business models for hospitality services in small historical villages. Regional Law 135/2001. Year 2011.
- TA / Camp Project. Purpose: identification of policies to sustain the innovation adoption and to improve the competitive advantage of the Campania’s Textile - Clothing sectors. MIUR Agreement Program, run by CUEIM (University Consortium of Industrial and Managerial Economics). Years 2007 – 2010.
- ABACO Project (Lab 4 - DM 23424). Purpose: creation of an innovative e-business platform for a systemic technological solution as a service integrator in the following sectors: tourism, cultural heritage, agro-food production. MIUR PON (2007-2013). Years 2007 – 2010.
- SIVI Project. Purpose: development of a new methodology to support business decision-making processes, based on IT tools. L. 297/99 MIUR, run by CUEIM (University Consortium of Industrial and Managerial Economics). Years 2005 – 2007.

#### Other relevant professional experiences:

- Ad hoc reviewer for international conferences and scientific journals on management
- Member of the most important international scientific societies in the field of management