



**Marco Bettioli**

AREA - MANAGEMENT  
ASSOCIATE PROFESSOR

## Details

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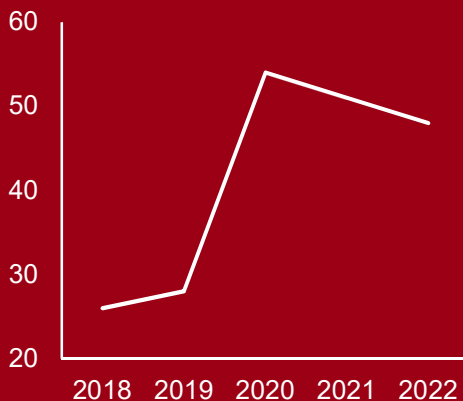
## Research Interests

Industrial Districts  
SMEs  
Industry 4.0

## Career

- 2017 - Associate Prof., Department of Economics and Management
- 2006 - Assistant Prof., Department of Economics and Management, University of Padova

## Citations Overview (Scopus)



## Education

Ph.D. in Business Sciences, University of Udine, 2004  
- Thesis Title:

Master's Degree in Business Administration, Ca' Foscari University, Venezia, 2000

## Visiting

- Visiting scholar at SIMS - School of Information and Management Systems (now School of Information) at the University of California, USA, 2003

## Research projects within the last five years

### National projects

- *Technological innovation in small and medium-sized enterprises*, practice oriented project funded by Confartigianato Imprese Veneto, 2021
- *SOSPAM – Sostenibilità digitale: il ruolo della Pubblica Amministrazione*, academic oriented project funded by Unipd Uni-Impresa, 2020
- *New #TourPMI*, practice oriented project funded by Banca IFIS Spa, 2018
- *Botteghe Digitali*, practice oriented project funded by Banca IFIS Spa, 2017

## Teaching

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

#### Undergraduate Courses

- Marketing esperienziale, 2019-21
- Governo e gestione delle aziende, 2019-21
- Laboratorio di tecniche comunicative, 2019-21
- Internet Marketing, 2011-21
- Marketing, 2011-18

#### Doctoral Courses

- *Strategic and Operation Management*, 2008

## Public engagement

### Assignments

- Coordination of "Art @ Venice International University" unit that runs special projects related to the world of art, VIU-Venice International University, 2004-12

### Referee/Reviewer for

- *California Management Review*, *Journal of Knowledge Management Research & Practice*, *Journal of Knowledge Management*, *International Journal of Project Management*

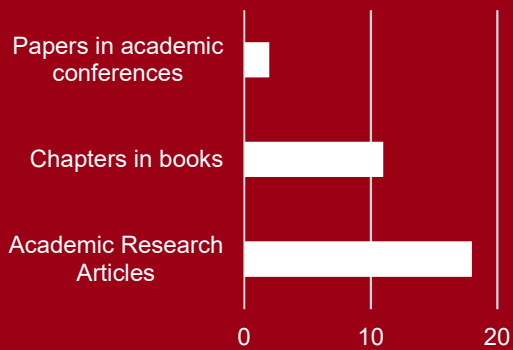
Reviewer for DRUID conference organized by Copenhagen Business School, since 2010

### Service to Community within the last five years

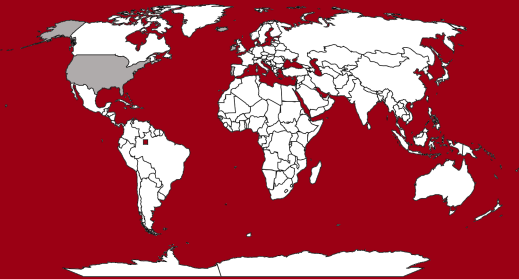
2019 Invited conferences: EURAM Conference, Portugal

Invited workshop: *Erasmus+ SMART FARMING*, Slovenia

## Types of publications (last five years)



## International engagement



2018 Invited conferences: EURAM Conference Reykjavik, Iceland  
Track Chair (with Eleonora Di Maria and Vladi Finotto) of the  
Special Track *Entrepreneurship, open innovation and  
ecosystems: the creation, governance and maintenance of  
innovation networks*, Continuous Innovation Network (CINet)  
Conference, Ireland

Part of the team that designed the Advanced Training on *Made  
in Italy & Italian Style*, Italian Trade Commission

### Honors and Awards

- Best paper Award for *Creativity vs. Standardization? Knowledge Management in KIBS firms* (with Eleonora Di Maria and Roberto Grandinetti)", 6th International Forum IFKAD, Tampere, 2011