

CURRICULUM VITAE of Andrea Perna (August 2020)

Current positions:

- **Full Professor**, Polytechnic University of Marche, Department of Management, Ancona (Italy)
- **Visiting Researcher**, Uppsala University, Department of Engineering Sciences, Uppsala University, Uppsala (Sweden)

Previous academic positions:

- **Associate Professor**, Polytechnic University of Marche, Department of Management, Ancona (Italy)
- **Assistant Professor (Ricercatore tipo B)**, Polytechnic University of Marche, Department of Management, Ancona, Italy (December 2016- November 2018)
- **Assistant Professor (Ricercatore tipo A)**, Polytechnic University of Marche, Department of Management, Ancona, Italy (December 2012- December 2016)
- **Researcher**, Department of Engineering Sciences, Division of Industrial Engineering and Management, Uppsala University (August 2012- August 2014; August 2015-December 2016), Uppsala, Sweden.
- **Post-Doc**, Division of Industrial Marketing, Chalmers University of Technology, Gothenburg, Sweden (November 2011- March 2012)
- **Post-Doc**, Polytechnic University of Marche, Department of Management, Ancona, Italy (2009-2012)

Language skills

Italian: mother tongue

English: fluent

Swedish: basic

Short about Andrea Perna:

From the 1st of August 2020 Andrea Perna was appointed Full Professor at Università Politecnica delle Marche (Ancona, Italy). He's also visiting Researcher at Uppsala University (Sweden) since 2016.

His areas of specialization are innovation, new business formation, and Customer Relationship Management (CRM). In these areas Andrea has been carrying out research since 2005 by adopting the industrial network perspective as conceived by the Industrial Marketing & Purchasing (IMP) group. Moreover, Andrea has experience in the development and implementation of CRM systems as showed by the book he has published in 2014 which is based on his PhD research.

Andrea's academic carrier started in 2005, when he joined the Industrial PhD program at Polytechnic University of Marche initiated together with a manufacturing company named Loccioni Group (www.loccioni.com).

Between 2007 and 2008 Andrea was visiting Ph.D student at Uppsala University at the Department of Business Studies under the supervision of Prof. Enrico Baraldi.

Between 2011 and 2012 Andrea was Post-Doc at Chalmers University of Technology, Division of Industrial Engineering, where he participated in a research project concerning the study of customer involvement in new technology development.

Doctoral degree:

Ph.D. in Business Administration, Department of Management and Industrial Organization, Polytechnic University of Marche, Ancona, Italy.

Phd thesis title: 'CRM strategies in business-to-business setting. The case of Loccioni group.'

Main supervisor: Prof. Gian Luca Gregori.

The thesis has been successfully defended on February, 27th, 2009.

Other Academic degrees:

- 2018: Academic Qualification as Full Professor in Italy
- August 2015: Researcher, Uppsala University
- August 2014: visiting Researcher, Uppsala University
- 2013: Academic Qualification as Associate Professor in Italy
- December 2012: Assistant Professor, Polytechnic University of Marche
- Aug. 2012: Researcher, Uppsala University.
- Nov. 2011: Pdoc, Chalmers University of Technology, Göteborg (Sweden).
- Oct. 2008: Pdoc in Business Administration, Polytechnic University of Marche, Department of Management and Industrial organization.
- 2007-2008: visiting Ph.D student at Uppsala University, Uppsala (Sweden).

Awards:

2018: Certificate of outstanding contribution in reviewing, Industrial Marketing Management.

2018: Certificate of outstanding contribution in reviewing, Journal of Business Research.

2014: Outstanding Article of the Year Award 2014, Journal of Business-to-Business Marketing.

"Customer Involvement in Product Development: An Industrial Network Perspective" co-authored with Jens Laage-Hellman and Frida Lind. Vol. 21, Issue 4, pp. 257-276.

2011: Best paper award. What possible integration is there between business marketing and area development? The "Land of Value" (LOV) Case. Proceedings of the 12th International Conference of the Society for Global Business & Economic Development, Singapore, 21-23 July. Assegnato da: The 12th International Conference of the Society for Global Business and Economic Development, Singapore (co-authors: Temperini, V., Gregori, G.L., Cardinali, S.)

Workshops and Conferences organizing:

2019: Organizing committee of the workshop 'SMEs growth in Global Competition', Polytechnic University of Marche, Ancona, Italy

2019: Organizing committee of the workshop (3rd edition) 'Passion and Entrepreneurship', Catholic University of the Sacred Heart, Milan, Italy.

2018: Organizing committee of the IMP Journal Seminar, Department of Marketing, Rennes School of Business, Rennes, France, 3-4 May.

2017: Organizing committee of the workshop 'Passion and Entrepreneurship', University of Florence, Florence, Italy, 8-9 November.

2017: Organizing committee of the IMP Journal Seminar, University of Florence, Campus Prato, Italy, 18-19 May.

2016: Organizing committee of the workshop 'University start-up seminar', Department of Industrial Economics and Technology Management, Norwegian University of Science and Technology (NTNU), Trondheim, Norway, 3-4 February.

2015: Organizing committee of the workshop 'University start-up seminar', Lund University, Lund, 26th of January.

2014: Organizing committee of the workshop 'University start-up seminar', Division of Industrial Marketing, Department of Technology Management and Economics, Chalmers University of Technology, Goteborg, 8 April.

2014: Organizing committee of "Start-Ups and their strategizing in networks: Conforming to established structures and creating new ones" special track at the 30th IMP Conference 2014, Bordeaux, France.

2013: Organizer of the "1st University Start-Up Seminar", Faculty Club, Ekonomikum, Uppsala University.

2013: Organizing committee of "The Industrial", special track at the 22th Nordic Academy of Management Conference 2013 (NFF Conference).

2013: Organizing committee of XXV Annual Conference of Sinergie, Ancona, Italy.

2010: Organizing committee of VII Annual Conference of Italian Marketing Association (SIM), Ancona, Italy

Participation to research centers and projects:

Since 2017: 'Intangibles and Industry 4.0', project granted by the Italian Minister of Education and led by the Department of Management, Polytechnic University of Marche.

Since 2015: 'Who reaps the benefit of Innovation', project granted by Handelsbanken, in collaboration with Prof. Alexandra Waluszewski.

Since 2012: "The Innovating University", project led by Prof. Enrico Baraldi, Uppsala University.

2012-2014: "STandUP for Energy", granted by Swedish Energy Agency.

2009-2012: "Asviloc Plus: Agencies supporting value of innovation systems in regional and local economies", financed by the European Union.

2011-2012: "Developing New Distribution Skills for SMEs and HEI Students- Lifelong Learning Programme" Ref. 518414-LLP-1-2011-1-AT, financed by the European Union.

2010: "Market analysis of the special transport systems for perishable food", project led by Prof. Lucia Montanini, Polytechnic University of Marche, Ancona, Italy.

2009: "The analysis of the business models in the service industry", project led by Prof. Gian Luca Gregori, Polytechnic University of Marche, Ancona, Italy.

2005-2008: "The business marketing laboratory development: an application in the industrial context", project led by Prof. Gian Luca Gregori, Polytechnic University of Marche, Ancona, Italy.

Supervision of doctoral students;

2014-2017: co-supervision of Phd student Marco Pierantonelli. He has successfully defended his thesis on February 2017. Thesis title: CRM system implementation and customer portfolio analysis in micro b2b companies: the case of Antrox.

Since 2015: supervisor of the Phd candidate Andrea Sabatini. Provisional thesis title: New product development and co-creation capabilities: the case of Hyperlean.

Academic duties

2020: member of CUEIM (Consorzio Universitario di Economia Industriale e Manageriale)

2019: secretary general of UNIADRION

2018: member of the Editorial Committee of the Journal 'Piccola Impresa/Small Business'.

2017: member of the evaluation committee of a doctoral student (Dr. Caroline Yeng-Ting Cheng) NTNU Norwegian University of Science and Technology, Trondheim, Norway. The candidate has successfully defended her thesis in June 2018.

From 2016: member of the scientific committee of the Doctoral Course 'Management and Law', Università Politecnica delle Marche.

2014-2016: coordinator of 'scientific WIP seminars', Division of Industrial Engineering & Management, Department of Engineering Sciences, Uppsala University, Uppsala.

Since 2015: Member of the International Economics and Commerce Master development committee, Università Politecnica delle Marche.

Teaching activities

- 2013-2017 (taught in English, 5 times) - Course 1TE685, Marketing for Industrial Companies, 5 credits, Master in Industrial Management and Innovation (Uppsala University, Uppsala)- Course leader (Examiner) & course developer.
- 2013-2017 (taught in English, 5 times) - Course 1TE712, Economical aspects on solar energy (advanced level), 5 credits, Master Program in Renewable Electricity Production (Uppsala University, Uppsala)- Project supervisor and lecturer.
- 2015-2017 (taught in English, 3 times) - International Sales Management (6 credits), Master in Business Administration & Strategy (Università Politecnica delle Marche, Ancona) - Course leader (Examiner) & course developer.
- 2015-2016 (taught in English, 2 times) - Course 1TG251 Marketing, Supply and Sales in the Industrial Organization, 10 credits (Uppsala University, campus Gotland), Bachelor Program in Quality Engineering & Management- Course leader (Examiner) & course developer.
- 2009-2011 (taught in Italian, 2 times): Course Business Communication, (module 2), 5 credits, Master in Economics & Management, Università Politecnica delle Marche - Course leader (Examiner) & course developer.

Complementary teaching activities:

Thesis supervision:

Master Thesis

2014-2017: 5 supervision and subject reader of 5 master thesis, Uppsala University.

2010-2018: 28 thesis supervised, Università Politecnica delle Marche.

Bachelor Thesis

2010-2016: 6 thesis supervised, Polytechnic University of Marche.

Projects supervisor:

2014-2016: project supervisor, course 'Economical Aspects on solar Energy (advanced level)', 1TE712, 5 credits, Uppsala University.

Reviewer activity:

Since 2012: Editorial Review Board for Industrial Marketing Management, Elsevier.

Since 2016: Editorial Review Board for Piccola Impresa/Small Business.

Other reviewer's activities done for the following Journals: Industrial Marketing Management, Scandinavian Journal of Management, The IMP Journal, Journal of Business & Industrial Marketing, Ephemera, Journal of Business Market Management, Mercati e Competitivita', Piccola Impresa-Small business.

Industrial relations and extra-academic working:

Dec. 2016-April 2017: Confartigianato Imprese per l'Italia. "Implementing cloud CRM systems in micro firms".

Sept. 2014- Jan. 2015: JH CTC, Italy. "The development of a strategic marketing plan concerning the enter in the Chinese market"

Dec. 2010- Oct. 2011: CODIN Srl, Italy. "The commercialization of a new drug: market analysis and price strategies".

2011: Antrox Srl, Italy. "Implementing an open source CRM system in a small entrepreneurial firm".

Apr. 2011- May 2011: Dr Motor Company, Italy. "Analyzing Dr Motor company's reputation in the Italian market".

Feb. 2009- Oct. 2010: Garofoli, Italy. "The internationalization strategy in the solid wood doors market".

Sept. 2008- Feb. 2009: Plastmeccanica Srl, Italy. "Market analysis for new product development in the mold industry".

Nov. 2005- Apr. 2009: Loccioni Group, Italy. "Developing, embedding and adopting a CRM system in a family business".

Scientific profile

My research interests cover the areas of innovation, IT systems and new business venture. During the past seven years I have conducted several empirical studies, cooperate on international research projects and published several articles as below described in more detail.

Throughout the years I have been working with projects in Italy (Polytechnic University of Marche) first and in Sweden (Uppsala University) later on. During my years in Sweden I have been working at both Uppsala University and Gothenburg University Chalmers.

Here below I summarize my research interests, findings and contribution in the above mentioned three areas of research.

In the field of innovation my studies have focused mostly in how and under which circumstances innovation can be developed, produced and then commercialized. By taking a business network perspective I have investigated how the first zero-carbon emission house (named Leaf-House) ever made in Italy, which represents a complex technical solution, has been first developed and then embedded into a network context. Leaf House has been set up by the start-up business of Loccioni Group named "Energy" and it internally combines several cutting-edge technologies. Above all, the study has showed how the process of commercialization of new technologies depends on: (1) the relation between the not-linear processes that take place at the development and production levels; (2) the configuration and combination of heterogeneous resources dispersed in the business network.

How an innovation might be commercialized has been also explored by looking at the conditions for embedding a new fully customized technology in the usage context in terms of the necessary

adaptations (e.g., to other customers' needs) as well as the trade-offs necessary to spread the solution on the market.

Related to the study of innovation systems at transnational level I have carried out a three-year research (between 2009 and 2012) within the European project named Asviloc Plus. The countries involved in the Asviloc Plus project referred to the South East Europe area including specific territory in a group of countries (Austria, Bulgaria, Croatia, Greece, Hungary, Italy and Romania). The study has been granted by the European Union and it aimed, at strategic level, at making the economic environment of the involved regions from the South East part of Europe more innovation friendly. Particularly, since the target area was dominated by SMEs, AsviLoc plus has motivated them to innovate, brought them closer to the results of R&D activities and involve them in entrepreneurial networks in partner regions. The study has also contributed in understanding the needs in terms of innovation strategy policy necessary to support the different notions of innovation coming from the regions involved in the South East Europe. I was involved as scientific responsible for investigating the points of weakness emerged and to point out the needs of innovation detected at regional level. Theories from the innovation systems literature have been analyzed in order to build a framework for investigating the relation between the development of regional innovation and policy.

In the field of IT systems, I have been working with the development, implementation and adoption of complex systems, specifically those known as Customer Relationship Management (CRM). This study features the main data collected and the key results obtained over a period of 3 years within my Ph.D. project by means of direct participation in the implementation as well utilization of a CRM system in an Italian family-based and entrepreneurial company named Loccioni Group. Other extra 3 years of data were collected in order to follow-up the entire project.

The interest of carrying out research in the field of CRM in B-to-B settings deals with the explicit aim of contributing to the debate on CRM systems by investigating the process behind their development, implementation, embedding and use. In order to achieve my goal, I have analyzed the inter- and intra-organizational effects of CRM, thus I have contributed to research within the industrial marketing and network studies. Finally, compared to the majority of studies about CRM featuring consumer good companies, this empirical case study represents a unique example in an industrial high-tech sector.

In the field of new business creation, since 2008, I have investigated a case of a new Italian business venture in the automobile industry (Dr Motor Company). The study adopted a resource interaction/business network perspective in new business formation and it also has explored how the combination of resources, controlled by others, has impacted the new business formation process. By means of this study I have contributed to how conceptualize new business formation. In this respect, one intriguing outcome of the research deals with taking as a unit of analysis, when investigating new venture formation, how the new venture relates to, interacts with, and adapts to other businesses with which the new venture becomes involved (i.e., the relevant business network). I am still collecting extensive data with the aim of compare Dr Motor with the journey of Loccioni's Energy start-up business.

I have also investigated the case of Dr Motor for understanding how a new venture seeks to enter an existing business network in order to commercialize its products. I have identified and then discussed the critical issues a new venture faces in "acquiring" a position as a new entrant in the relevant network. The study discusses also how firms' development strategy is always contingent on the involvement of other relevant actors that hold a position into the business network.

Related to the new business creation I have investigated the development of new business relationships and early stages of business relationships with the purpose of understanding the role of the exogenous factors. In particular I have analysed in-depth how circumstances external to the

focal relationship affect its development and examine how this affects marketing management. This has been empirically grounded in a case study of an Italian industrial firm at the beginning of a relationship with a big customer from South-East Asia in the home appliance sector.

Current research areas

My current research deals with the issue of understanding how new ventures, such as start-up companies, deal with business initiation and development. The roots of the project are at Uppsala University within the larger research “The Innovating University: Investigating the Direct and Indirect Effects of Universities’ Efforts to Commercialize Science”. financed by Handelsbankens Forskningsstiftelser and coordinated by Prof. Enrico Baraldi, Department of Engineering Sciences.

My task in the project is to understand the conditions and issues that characterize start-up companies and particularly academic spin-offs when approaching the market. Indeed I found in 2012 at Uppsala University a fertile ground for further developing my experience as a researcher into the field of new business venture by exploring the role of Universities in innovation and how Universities become “Entrepreneurial”. Creating a new product and transforming it into a marketable solution is often a long process, time and resource consuming. In order to tackle the issue of commercialization, this project adopts a business network perspective that leads to consider how activities are performed, resources are exploited and actors interact each other when spin-offs and own technologies develop. The study of the network that surrounds spin-offs is in this respect very relevant. Spin-offs such as organizations in general not only create internal structures but also enter in contacts with different types of external actors and establish relationships with them. Reasonably the type of relationships and networks between spin-offs, university and other actors vary depending on the mechanism of commercialization. Besides, commercialization processes are shaped and changed by the evolution of the network around spin-offs. At this light, studying how and under which “network” conditions spin-offs might be able to reach the final market by offering a new technology is the overall goal of my current project.

Methodologically I rely on qualitative case-study approach based on several academic spin-offs created at Uppsala University (among them, Solibro and Chromogenics AB) and at Università Politecnica delle Marche (the case study of Nautes srl). In the last 4 years I have collected data by means of interviews (I’ve carried about 85 interviews) and participant observations.

The contribution of this research draws on the role of networks when spin-offs face the issue of commercialization new technologies. More explicitly, following the evolution of the business network around the focal technology might be possible to define which actors beyond the University play a role to open up commercial opportunities (a need that emerges is to identify the different actors who can make the bridge between the academic and the market). Moreover, could be also possible study how resources for a new ventures are assembled and activities performed to reach the market.

To sum up, here below I list relevant research questions:

- How do start-ups commercialize technologies when facing the barriers and opportunities found in the surrounding network?
- How do start-ups handle the surrounding network during the transition from laboratory scale to large-scale production in order to market the technology?

The outputs of the project have been: (1) participation to seminars organized by Uppsala University’s Science & Technology Studies Centre; (2) the organization, coordination and

participation to workshop series named 'University Start-Up Seminars'. From 2012 up to 2015 4 workshops have been carried out at Uppsala University, Chalmers University of technology, Lund University and NTNU University of Trondheim (3) a special track organized for the upcoming 30th IMP Conference in 2014; (4) publication of 2 scientific articles on Industrial Marketing Management and on the IMP Group Journal; (5) publication of a book titled 'Starting-up in business network. Why relationships matter in Entrepreneurship'. I'm co-editor and the book has been published by PalGrave.

From 2015 I was granted by Handelsbanken with a three-years based research titled 'Who reaps the benefit of innovation'. This project links to the one I was working with since 2012, but it deals with the analysis of the distribution of monetary benefits among the public and private actors investing in innovation processes in Sweden. We have been developing an extensive data collection – between 2015 and 2016 we performed about 30 interviews – based on start-up companies operating within the Swedish Life Science industry. A book chapter has been submitted and one conference paper will be submitted in January 2017.

List of publications

1. Scientific publications

In journals

Baraldi, E., La Rocca, A., Perna, A., Snehota, I. (in press). Connecting IMP and entrepreneurship research: Directions for future research. *Industrial Marketing Management*. , <https://doi.org/10.1016/j.indmarman.2020.04.019>.

Eklinder-Frick, J.O., Perna, A., Waluszewski, A. (accepted for publication). What's smart about smart specialization – a new EU innovation strategy or more of the same? *Journal of Business and Industrial Marketing*.

La Rocca, A., Perna, A., Snehota, I., Ciabuschi, F. (2019). The role of supplier relationships in the development of new business ventures. *Industrial Marketing Management*, Vol. 80, pp. 149-159.

La Rocca, A., Perna, A., Sabatini, A., Baraldi, E. (2019). The emergence of the customer relationship portfolio of a new venture: a networking process. *The Journal of Business & Industrial Marketing*, Vol. 34, No. 5, pp. 1066-1078.

Pascucci, F., Perna, A., Runfola, A., Gregori, G.L. (2018). The Hidden Side of 3d Printing in Management. *Symphony*, vol. 2, p. 91-107, ISSN: 1593-0319

Perna, A., Runfola, A., Temperini, V., Gregori, G.L. (2018). Problematizing customization and IT in the fashion industry: A case study of an Italian shoemaker. *Journal of Global Fashion Marketing*, vol. 9, p. 73-86.

Eklinder-Frick, J.O., Perna, A., Waluszewski, A. (2018). Innovation in a globalized world: Proximity-focused policy and border-crossing innovation projects. *The IMP Journal*, vol. 12, p. 237-257, ISSN: 2059-1403, doi: 10.1108/IMP-05-2017-0021.

Guercini, S., Runfola, A., Perna, A., Milanesi, M. (2018). Editorial. *The IMP Journal*, vol. 12, p. 210-215, ISSN: 2059-1403, doi: 10.1108/IMP-06-2018-079

Waluszewski, A., Baraldi, E., Perna, A. (2017). The role of policy in innovation: the challenging distribution of social, material and monetary benefits. *The IMP Journal*, Vol. 11, Issue 1, pp. 51-71.

Runfola, A., Perna, A., Baraldi, E., Gregori, G.L. (2017). The use of qualitative case studies in top business and management journals: A quantitative analysis of recent patterns. *European Management Journal*, Vol. 35, Issue 1, pp. 116-127.

Gregori, G.L., Perna A., Sabatini, A. (2017). L'efficacia del Customer Relationship Management nei mercati dei servizi tecnologici: il caso di una media impresa italiana. *Economia e Diritto del Terziario*, Vol. 2, pp. 205-224.

La Rocca, A., Moscatelli, P., Perna, A., Snehota, I (2016). Customer involvement in new product development in B2B: The role of sales. *Industrial Marketing Management*, Vol. 58, Issue 1, pp. 45-57.

Perna, A., Baraldi, E., Waluszewski, A. (2015). Is the value created necessarily associated with money? On the connections between an innovation process and its monetary dimension: The case of Solibro's thin-film solar cells. *Industrial Marketing Management*, Vol. 46, pp. 108-121.

Perna, A., Runfola, A., Guercini, S., Gregori, G.L. (2015). Relationship beginning and serendipity: insights from an Italian case study. *The IMP Journal*, Vol. 9, Issue 3, pp. 233-249.

Laage-Hellman, J., Lind, F., Perna, A. (2014). Customer involvement in product development: Insights from a truck manufacturer. *Journal of Business-to-Business Marketing*, Vol. 21, Issue 4, pp. 257-276.

Baraldi E., La Rocca A., Perna A. (2014). Good for science, but which implications for business? An analysis of the managerial implications in high-impact B2B marketing articles published between 2003 and 2012. *Journal of Business & Industrial Marketing*. Vol. 29, Issue 7-8, pp. 574-592.

La Rocca A., Perna A. (2014). New venture acquiring position in an existing network. The case of DR Motor Company. *The IMP Journal*, Vol. 2, Issue 8, pp. 64-73.

Perna A., Cardinali S., Gregori, G.L. (2013). Coping with alternatives in sales organisations: Experiences from an Italian company. *Journal of Business Market Management*, Vol. 3, pp. 107-122.

Runfola A., Guercini S., Gregori G.L., Perna A. (2013). Discontinuity in interaction. Findings from two cases in the Italian context. *Mercati e Competitivita'*, Vol. 2013/1, pp. 53-72.

Baraldi E., La Rocca A., Perna A. (2013). Intra- and inter-organizational effects of a CRM system implementation. *Mercati e Competitivita'*, Vol. 2013/1, pp. 13-34.

Gregori G.L., Temperini V., Perna A. (2013). Quale possibile ruolo delle PMI nello sviluppo del marketing territoriale? Analisi del caso "Land of Value (LOV)". *Piccola Impresa/Small Business*, Vol. 1, pp. 115-134.

Perna, A. Baraldi, E., Gregori, G.L., (2012). Exploring the conditions for marketing an innovative and unique customized solution: Mexus case study. *The IMP Journal*, 6(1), pp. 1-16.

Ciabuschi, F., Perna, A., Snehota, I., (2012). Assembling resources when forming a new business. *Journal of Business Research*, 65(2), pp. 220-229.

Temperini, V., Gregori, G.L., Cardinali, S., Perna, A. (2012). The Possible Convergence Between Business Marketing and Territorial Marketing: The “Land of Value” (LOV) Case. *China-USA Business Review*, 11(5), pp. 654-666.

Gregori, G.L., Temperini, V. Perna, A. (2012). Lo sviluppo del green marketing nelle imprese alberghiere: i principali risultati di una ricerca esplorativa. *Rivista di Studi sulla Sostenibilità*, 1, pp. 79-96.

Temperini, V., Gregori, G.L., Cardinali, S., Perna, A. (2012). Common Issues in the Development of “Green Marketing” Practices in Tourism. Experiences from Marche Region, Italy. *Calitatea-access la success (Quality-Access to Success)*, 13(127).

Baraldi, E., Gregori, G.L., Perna, A. (2011). Network evolution and the embedding of complex technical solutions: The case of the Leaf House network. *Industrial Marketing Management*, 40(6), pp. 838-852.

Books

Gregori, G.L., Perna, A. (2019). *BtoB marketing. Il business marketing tra teoria e managerialità*. Egea, Milano. ISBN 9788823837461.

Runfola, A., Perna, A. (2017). *Relazioni business to business e cambiamenti tecnologici. Una prospettiva di marketing industriale*. Franco Angeli, Milano. ISBN 9788891765413.

Aaboen, L., La Rocca, A., Lind, F., Perna, A., Shih, T. (Eds.) (2017). *Starting Up in Business Networks. Why Relationships Matter in Entrepreneurship*. Palgrave Macmillan, Houndmills, England. ISBN 978-1-137-52714-1.

Perna, A., Baraldi, E. (2014). *CRM Systems in industrial companies. Intra- and Inter-Organizational Effects*. Palgrave Macmillan, Houndmills, England. ISBN 978-1-137-33565-4.

Perna, A. (2013). *L’implementazione del Customer Relationship Management in contesti business-to-business. L’analisi degli effetti organizzativi in una media impresa*. Esculapio Editore, Bologna, Italia. ISBN: 978-8-874-88658-6.

Book chapters

De Angelis M., Fiordiponti F., Giorgini E., Lucarelli C., Mazzoli C., Perna A. (2019) *Finance, Law and New Technologies*. In: Longhi S. et al. (eds) *The First Outstanding 50 Years of “Università Politecnica delle Marche”*. Springer, Cham.

Gregori, G.L., Perna, A. (2019). *Le prospettive del business marketing e la loro evoluzione storica*. In Gregori G.L. e Perna, A. *BtoB marketing. Il business marketing tra teoria e managerialità*, Egea, Milano, (pp. 9-23). ISBN: 9788823837461.

Baraldi, E., Perna, A., Pizzichini, L. (2019). Comprendere e gestire il cliente nel contesto business-to-business. Processi, variabili e strumenti operativi. In Gregori G.L. e Perna, A. BtoB marketing. Il business marketing tra teoria e managerialità, Egea, Milano, (pp. 125-149). ISBN: 9788823837461.

Gregori, G.L., Perna, A., Sabatini, A. (2019). L'evoluzione dei processi di vendita e del ruolo dei venditori. In Gregori G.L. e Perna, A. BtoB marketing. Il business marketing tra teoria e managerialità, Egea, Milano, (pp. 257-281). ISBN: 9788823837461.

Marinelli, L., Sabatini, A., Perna, A. (2019). Il Marketing data-driven: dai database alla marketing automation. In Gregori G.L. e Pascucci, F. Il digital marketing come fattore competitivo, Franco Angeli Editore, Milano, (pp. 228-254). ISBN: 889-17-89143.

Bellagamba, A., Gregori, G.L., Pascucci, F. Perna, A., Sabatini, A. (2018). Industria 4.0: non solo una rivoluzione tecnologica. In: AA.VV.. Le competenze per costruire il futuro. p. 59-73, Roma/Ivrea:Edizioni di Comunità, ISBN: 978-88-32005-04-2

Perna, A., Waluszewski, A. (2018). The border-crossing Q-Linea project and its within-border accounting. In Martin Carlsson-Wall, Håkan Håkansson, Kalle Kraus, Johnny Lind, Torkel Strömsten (Eds.). Accounting, Innovation and Inter-Organisational Relationships, Routledge, ISBN 978-1-138-08261-8.

Baraldi, E., Lindahl, M., Perna, A. Start-ups as vessels carrying and developing science based technologies: starting and restarting JonDeTech. In Aaboen, L., La Rocca, A., Lind, F., Perna, A., Shih, T. (Eds.) (2017). Starting Up in Business Networks. Why Relationships Matter in Entrepreneurship. Palgrave Macmillan, Houndmills, England. ISBN 978-1-137-52714-1.

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