

MASSIMO BERGAMI

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Dean

Professor of *Management and Creativity in the Restaurant Industry* – MBA Food and Wine
Bologna Business School University of Bologna

OTHER ACADEMIC POSITIONS

since 2011 Chair

Emba Consortium for Global Business Innovation

Bologna Business School Università di Bologna; COPPEAD Graduate School of Business at UFRJ (Brasile);
Chapman Graduate School of Business at FIU (Usa); MIRBIS Moscow International Higher Business School
(Russia); School of Business Administration at Chongqing University (Cina); School of Management at
Sabanci University (Turchia); University of Stellenbosch Business School (S. Africa)

since 2011 Coordinator of the Steering Committee

Mast Foundation (Manifattura, Arti, Sperimentazione e Tecnologia), Bologna

since 2007 Member of the Steering Committee

Fulbright BEST (Business Exchange and Student Training), Rome

2007-2009 Member of the Scientific Committee

Nomisma, Bologna

2000-2002 Director

StartCup, Bologna (first business plan competition in Italy)

OTHER POSITIONS

Advisory Boards

since 2011 Advisor

Fondo Pensioni Previlabor, Bologna

2010-2012 Advisor

Università degli Studi della Tuscia, Viterbo

2005-2012 Advisor, member of the Budget Committee and the Control Committee

Lead Independent Director

Ducati Motor Holding spa, Bologna

2001-2005 Advisor, member of the Strategic Committee

Ferretti spa, Forlì

2000-2003 Advisor

AlmaCube, Bologna (Enterprise Incubator for academic spin-offs)

Research and consultation projects

Altagamma, Coesia Group, Confindustria, Dallara, Diocesi di Treviso, Ducati, Edizione Property, Enel,
Ferrarelle, Ferrari Auto, Ferretti, Fiat Auto, Fondazione Isabella Seragnoli, Gruppo Armani, Lamborghini,
Maserati, Ralph Lauren Europe, San Patrignano, Seat Pagine Gialle, Unicredit.

INSTITUTIONAL ROLES

2013 Member of “*Commissione per il rilancio dei Beni Culturali e del Turismo e per la riforma del Ministero in base alla disciplina sulla revisione della spesa*”

Member of the Groupwork “Strategic Plan for Touristic Development”
Ministry of Heritage and Cultural Activities and Tourism

2012 Economic Counselor of the Ministry of Regional Affairs, Tourism and Sport
Presidency of the Council of Ministers

2011-2013 Member of the Evaluation Group (GEV 13)
ANVUR - Agenzia Nazionale di Valutazione del sistema Universitario e della Ricerca

2006-2011 Member of the National Cinema Commission
Ministry of Heritage and Cultural Activities

2000-2001 Coordinator of the “Libro Bianco su Innovazione e Imprenditorialità”
Ministry of Industry

1996-1998 Advisor of the Ministry of Defence
Ministero of Defence

VISITING POSITIONS

1999 Visiting Scholar
School of Business Administration, University of Michigan, Ann Arbor (MI, Usa)

1995 Post Doctoral Associate (Organizational Behavior)
Warrington College of Business, University of Florida, Gainesville (FL, Usa)

1995-2001 Adjunct Professor of Organizational Behavior
Economics, L. Bocconi University, Milan

1993-1994 Visiting Scholar
School of Business Administration, University of Michigan, Ann Arbor (MI, Usa)

1993-2000 Professor
SDA Bocconi, L. Bocconi University, Milan

EDUCATION

2000 ITP – International Teachers Program
Stern School of Business, New York University, New York (NY, Usa)

1996 Phd in Business Management
Business-Economics Department, University of Bologna

1990 Degree in Economics (*cum laude*)
Economics, University of Bologna

HONOURS

2013 Honorary Professor
Mirbis – Moscow International Higher Business School, Moscow (Russia)

2012 Guest Professor
Nankai University Business School, Tianjin (China)

2008 Knight
Order of Merit of the Italian Republic

PRINCIPAL PUBLICATIONS

Morandin G., Bagozzi R. P., Bergami M., 2014. "The second generation of the laddering methodology and its use in studying decision making". In A. Takhar A., Ghorbani A., Market research methodologies: multi-method and qualitative approaches. Hershey, PA: Igi Global, forthcoming

Morandin G., Bergami M., 2014. "Schema-based sensemaking of the decision to participate and its effects on job performance", *European Management Review*, forthcoming.

Morandin G., Bagozzi R. P., Bergami M., 2013. "Brand community membership and the construction of meaning". *Scandinavian Journal of Management*, 29 (2): 173-183

Marzocchi G.L., Morandin G., Bergami M. 2013. "Brand Communities: Loyal to the Community or to the Brand?". *European Journal of Marketing*, 47 (1/2): 93-114

Bergami M., Celli P. L., Soda G. 2012. *National Monopoly to Successful Multinational. The Case of Enel*. New York: Palgrave Macmillan

Bagozzi R.P., Bergami M., Marzocchi G.L., Morandin G. 2012. "Customer-Organizational Relationship: Development and Test of a Theory of Extended Identities". *Journal of Applied Psychology*, 97 (1): 63-76

Morandin G., Bergami M. 2009. "Under-Stress Organizations: The Emotional Resource". *European Journal of Management*, 9 (2): 154-165

Morandin G., Bergami M., Bagozzi R.P. 2007. "The Motivation of Entrepreneurs Toward Private Equity Financing: A Laddering Approach". In B. Clarysse, J. Roure e T. Schamp (Eds.) *Starting Up and Growing New Ventures: The Role of the Financial Community*, pp. 77-90. Cheltenham (UK): Edward Elgar Publishing

Morandin G., Bergami M., Bagozzi R.P. 2006. "The Hierarchical cognitive structure of entrepreneur motivation toward private equity financing". *Venture Capital*, 8 (3): 253-271

Bagozzi R.P., Bergami M., Leone L. 2003. "Hierarchical Representation of Motives in Goal Setting", *Journal of Applied Psychology*, 88 (5): 918-943

Bergami M. 2002. *La decisione di partecipare. Studi organizzativi nell'Esercito Italiano*. Bologna: Il Mulino

Bergami M., Messina E. 2001. *Dialogo sul team. Note di organizzazione da un anno di basket*. Milano: Baldini & Castoldi

Bergami M., Bagozzi R.P. 2000. "Self-categorization, affective commitment and group self-esteem as distinct aspects of social identity in the organization". *British Journal of Social Psychology*, 39 (4): 555-577

Bagozzi R.P., Wong N., Abe S., Bergami M. 2000. "Cultural and Situational Contingencies and the Theory of Reasoned Action: Application to Fast Food Restaurant Consumption". *Journal of Consumer Psychology*, 9 (2): 97-106

Bergami M., 1996. *L'identificazione con l'impresa. Comportamenti individuali e processi organizzativi*. Roma: Nuova Italia Scientifica/Carrocci