

**GIANVITO LANZOLLA**

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Professor of *Corporate Strategy* – MBA Core Courses  
Bologna Business School University of Bologna

**OTHER ACADEMIC POSITIONS**

Adjunct Lecturer  
Cass Business School, United Kingdom

Co-Director, MSc in Management  
Cass Business School, United Kingdom

2004 – 2006 Senior Research Fellow  
London Business School, United Kingdom

2003 – 2004 Research Fellow  
London Business School, United Kingdom

**OTHER POSITIONS**

*Executive Development and Consulting*

Coached the UK Managing Director of Allianz on “Developing successful business strategy”, Cass Business School, March 15-16, February 2008

Coached and taught senior managers and directors at Anglo American on “Strategic Innovation”, Anglo American corporate headquarter, London, UK, 24 October 2007

Coached and taught senior managers and directors at Times of India on “Digital strategy and digital trends in the media industry”, Indian School of Business (ISB), Hyderabad, India, 6-8 August 2007

*Other Professional Activities - Cass Business School Service*

September 2007, Deputy Director, MSc in Management

July 2007, Co-Convenor, Lead User Methodology Stream  
EGOS, Vienna, Austria.

2006, Cass MBA and Cass EMBA, Consulting Project Supervisor

*Professional Affiliations*

Since 2004, Academy of Management (BPS, TIM, RM)

*Business Experience*

2001 – 2002 Management consulting and e-business development  
E-Change Srl, Bari, Italy

2000 – 2001 Management consulting and system integration, IBM group

SudSistemi Srl, Bari, Italy

## EDUCATION

2003 PhD in Management  
Università di Roma "Tor Vergata", Italy

2001 – 2003 Visiting PhD Student  
London Business School, United Kingdom

1993 – 1999 MSc. in Mechanical Engineering  
Politecnico di Bari, Italy

## PRINCIPAL PUBLICATIONS

Lanzolla G. (with J. Anderson). 2008. "Digital transformation." *Business Strategy Review*, Summer.

Lanzolla G. (with F. Suarez). 2008. "Towards a better FMA Theory." *Academy of Management Review*, 33(1): 266 -271.

Lanzolla G. (with F. Suarez). 2007. "The role of environmental dynamics in building a First Mover Advantage theory." *Academy of Management Review*, 32(2): 377 – 392.

Lanzolla G. (with F. Suarez). 2005. "The half truth of First Mover Advantage." *Harvard Business Review*, 83 (4), 121 – 127. (also published in Portuguese and Spanish in *Harvard Business Review in Latin America*)

### *Forthcoming:*

Lanzolla G. (with F. Suarez). "The role of user bandwagons in information technology use." *Management Science*

Lanzolla G. (with N. Tsikriktsis). "Acquirer Inertia, Operational Relatedness, and post-merger performance. A longitudinal study in the US airline industry." *Academy of Management*

Lanzolla G. (with N. Tsikriktsis). "Technology adoption in the early phase of diffusion of a new technology. The role of firm's resources and financial markets expectations." *Research Policy*

Lanzolla G. "Do First Mover Advantages exist for service products?", *Academy of Management*

Lanzolla G. (with V. Torlo). "Inter-firm exchanges in online market places", *Academy of Management*

### *Research Reports and Teaching Cases*

Lanzolla G. 2007. "Industry digital transformations in media, telecoms, and technology industries. Implications for corporate strategy." *Research Report, Cass Business School*

Lanzolla G. (with A. Ordanini) 2007. "Rejuvenating e-marketplaces: the case of 1city.biz." *Teaching case, Cass Business School*

### *Presentations and Conference Proceedings*

August 2008 "Do First Mover Advantages exist for service products?", Academy of Management Conference Anaheim, California, U.S.A

August 2007 "The role of user bandwagons in information technology use", *Academy of Management Conference, Philadelphia, Pennsylvania, U.S.A.*

May 2006 MIT Sloan School of Management  
*Cambridge, MA, U.S.A.*

August 2005 Professional Development Workshop (PDW) "Information Technology and Organizational Performance" (co-organizer)  
*Academy of Management Conference, Hawaii, Honolulu, U.S.A.*

*Refereed conference proceedings*

"Technological breakthroughs and (early) technology adoption within firms: empirical evidence from e-procurement technologies" 2003, (with N. Tsikriktsis). *Proceedings EurOMA-POMS conference, Cernobbio, Italy*, ("Honourable Mention")

"The Role of Supplier's Institutional Trustworthiness Signals in e-purchasing in open B2B e-marketplaces: an exploratory study." 2003. (with C. Garavelli and C. Voss), *Proceedings EurOMA-POMS conference, Cernobbio, Italy.*

"Internet Strategies within SMEs." 2001. (with C. Garavelli and G. Schiuma). *Proceedings of the annual EurOMA conference . Bath, UK*