

CURRICULUM VITAE

Birgit Hagen

Nationality | Austrian

Place of birth | Lustenau, Austria

Academic record

<u>Associate Professor Dep. of Economics and Management, University of Pavia</u>	since January 2019
<u>Assistant Professor (RTD B) Dep. of Economics and Management, University of Pavia</u>	since December 2015
<u>Assistant Professor (RTD A) Dep. of Economics and Management, University of Pavia</u>	12/2013 - 12/2015
<u>National scientific habilitation (Associate Professor according to art.16 law 240/2010 - Scientific area 13/B2 –SSD SECS – P/08)</u>	December 2013
<u>Visiting fellow at the University of Sussex, UK</u> Department of Business and Management (International Business)	8/2013-8/2016
<u>Visiting fellow at the University of Valencia, Spain</u> Faculty of Economics (Internationalization, Innovation, Strategy)	May– June 2013
<u>Post doc positions, Dep. of Economics and Management, University of Pavia</u>	12/2010 – 12/2013
<u>Collaboration in CIBIE research projects at the University of Pavia</u> Research interests: strategic orientations, international entrepreneurship, SME internationalisation processes and strategies, internet-enabled internationalisation	1/2006 -12/2010
<u>Doctoral studies at the Pavia University, Faculty of Economics, Department of Business Research (with scholarship); Doctoral Thesis on “Strategic clusters in international small and medium-sized enterprises”; Graduation</u>	June 2009
<u>PhD from the Vienna University of Economics and Business Administration</u> in the field of International Marketing/International Finance Doctoral Thesis on “Using Countertrade as an International Marketing Strategy” (financed by the Austrian National Bank) Graduation summa cum laude	December 1993
<u>Research and Teaching Assistant at the Vienna University of Economics and Business Administration, Department of International Business</u>	12/90 – 2/94
<u>Bachelor and Master Program at the Innsbruck University and the Vienna University of Economics and Business Administration;</u> Majors in Marketing/Market Research/Advertising; Master degree	December 1990

Professional career and project management

<u>Strategy/Marketing consultancy with Austrian firms</u>	8/03 – 4/06
<u>Commercial backup in family business in Austria</u>	1/02 – 11/03
<u>Head of Marketing /Therapeutic Unit Manager Sanofi-Synthelabo Italy, Milan</u> Core/major new product portfolio	9/98 – 12/01
<u>Assistant to the Vice President Europe (excl. France, UK) & International Marketing, Sanofi Headquarters, Paris</u>	4/97 – 8/98
<u>Product Manager/Group PM/Deputy Business Unit Manager</u> Sanofi Winthrop Austria, Vienna	3/94 – 3/97

Publications

Articles

- Hagen Birgit, Zucchella Antonella, Larimo Jorma, Dimitratos Pavlos, 2017, A Taxonomy of Strategic Postures of International SMEs. *European Management Review*, doi: [10.1111/emre.12109](https://doi.org/10.1111/emre.12109).
- Zucchella Antonella, Hagen Birgit, Denicolai Stefano, Masucci Monica, 2016, Early and accelerated internationalization: the role of the niche strategy in a new generation of exporters, *International Journal of Export Marketing*, 1(1), pp. 27–47.
- Denicolai Stefano, Hagen Birgit, Pisoni Alessia, Be international or be innovative? Be both? The role of the entrepreneurial profile, *Journal of International Entrepreneurship*, 13, pp 390-417.
- Hagen Birgit, Antonella Zucchella, (2014), Born Global or Born to Run? The Long-Term Growth of Born Global Firms, *Management International Review*, 54, 4, pp 497-525.
- Hagen Birgit, Denicolai Stefano, Zucchella Antonella (2014), International entrepreneurship at the crossroads between innovation and internationalization, *Journal of International Entrepreneurship*, 12 (2), pp 111-114.
- Hagen Birgit, Zucchella Antonella, Cerchiello Paola, De Giovanni Nicolò, (2012), International strategy and performance - Clustering strategic types of SMEs, *International Business Review*, 21, pp 369 – 382.
- Hagen Birgit, Zucchella Antonella, (2011), A longitudinal look at the international entrepreneurship dimensions: cases and predictions, *International Journal of Management Cases*, 13, 3, pp 484-505.

Books and refereed book chapters

- Kontkanen Minnie, Larimo Jorma, Zucchella Antonella, Hagen Birgit (2017), Types of marketing mix combinations in export markets, in: *Advances in global marketing: A research anthology*. Eds Leonidou L., Katsikeas C.S., Samiee S., and Aykol B), Springer; forthcoming.

Zucchella A., Hagen B., (2015), Internationalization in Italian SMEs, in: Ghauri P., Kirpalani M. (eds), Handbook of Research on International Entrepreneurship Strategy: Improving SME Performance Globally, Edward Elgar Publishing, Cheltenham:UK; pp 309-333.

Ganassali S., Moscarola J., Mestrallet A.S., Buber R., Laaksonen P., Hellén K., Grunert, K., Rosendahl J., Zucchella A., Cerchiello P., Hagen B., Wiedemann K.P., Behrens S., Henning N., Kenyon A. (2013), Verbal and pictorial representations of beverage consumption patterns: the wall of pictures protocol. In: Rodriguez Santos C., Ganassali S., Casarin F., Laaksonen P., Kaufmann H. R.. Consumption Culture in Europe - Insight into the Beverage Industry. HERSHEY PA: IGI Global, pp 116-165.

Zucchella Antonella, Hagen Birgit, (2012), The international growth of e-commerce ventures in: Harris S., Kuivalainen O, Stoyanova V. (eds), International Business - New Challenges, New Forms, New Perspectives, Palgrave Macmillan, Houndsmill, Basingstoke, vol 19, pp 137-154.

Hagen Birgit (2010), Business Strategy in International Small and Medium-sized Enterprises, Pavia University Press, Pavia.

Hagen Birgit, Palamara Giada, (2009), Strategic choices of SMES on foreign markets: some evidence from an Italian sample, in: L'internazionalizzazione della piccola e media impresa italiana, Cerruti C., Paolini A. (eds), G. Giappichelli Editore, Torino, pp 34-45. Selection of best conference papers.

D'Angelo Alfredo, Hagen Birgit, Palamara Giada, Zucchella Antonella, (2008), International Performance of SMEs: A Strategic Approach, in: Perspectives on Internationalization and International Management, J. Larimo (Ed), Vaasa 2008, pp 103-120.

Editorial activities and refereeing

Co-editor with Hamid Etemad, Antonella Zucchella and Stefano Denicolai, (2016), The Changing Global Economy and its Impact on International Entrepreneurship, The McGill International Entrepreneurship Series, Edward Elgar.

Co-editor with Antonella Zucchella and Stefano Denicolai, Journal of International Entrepreneurship, Special Issue "Innovation and International Entrepreneurship" 2014.

Reviewer for Management International Review, European Management Review, International Marketing Review, Management Decision, Journal of International Entrepreneurship, Management International.

International and national research projects

Horizon 2020, Call H2020-BG-2014-2, EU Research and Innovation Programme,
Developing an Innovative Market Oriented Prediction Toolbox
to Strengthen the Economic Sustainability and Competitiveness
of European Seafood on Local and Global Markets.
Consortium of 16 international academic and industry partners.
Project leader Pavia unit

since March 2015

Erasmus+ Strategic Partnerships, Marketing Communication Innovativeness
of European Entrepreneurs, consortium of 13 European Universities
Project leader Pavia unit

Dec 14 – August 2017

<u>Crowdfunding project University of Pavia – Testa indipendente.</u> <u>Tutela i tuoi cari da pratiche irresponsabili di marketing</u> (Independent thinking - Protect your beloved ones from irresponsible marketing practice)	10/2014 – 1/ 2015
<u>CONSIDER (2013) Erasmus Intensive Programs/French Erasmus Agency,</u> <u>Mixed-method research based on the COBEREN network data and dataset;</u> group of researchers/teachers and students from 10 European countries; Project leader Pavia unit	Feb 2014
<u>PRIN 2010, MISURA - Modelli statistici multivariati per la valutazione dei rischi</u> (Multivariate statistical models for risk evaluation), Member of research group, University of Pavia	11/ 2012
<u>CONSIDER (2012) Erasmus Intensive Programs/French Erasmus Agency, Mixed-</u> <u>method research based on the COBEREN network data and dataset; international</u> group of researchers/teachers and students from 10 European countries; Project leader Pavia unit	March 2013
<u>Fondazione Cariplo, International Recruitment Call (2012-2015): The internationalization of</u> <u>Italian firms: the role of intangibles, managerial resources,</u> <u>and corporate governance, 3 year duration;</u> collaboration with the University of Sussex, Valencia, Tilburg Member of research group	2/2012- 4/2015
<u>ARC (Australian Research Council) Dynamic Capabilities Research on SMEs Earning</u> <u>Revenue from Abroad</u> Research project in collaboration with the University of Queensland (Prof. Peter Liesch) and the University of Willamette (Prof. Gary Knight) Member of research group	1/2010-12/2013
<u>International entrepreneurship: from venture creation to venture funding,</u> Cariplo Foundation, in collaboration with the University of Insubria, the University of Glasgow and the Mind-the-Bridge Foundation (US). Member of research group	5/2009 – 5/2013
<u>COBEREN – COnsumer BEhaviour REsearch Network</u> Project funded under the Lifelong Learning Programme of the EU, network of 38 universities from 30 countries. Member of research group	10/2009 – 3/2013
<u>Cross-European research project on internationalisation of manufacturing SMEs</u> (jointly with Universities in Finland, Greece, Spain, Switzerland); special emphasis on strategic issues and policy implications. Member of research group	4/2006 - 2011
<u>MUSING (Multi-industry, semantic-based next generation business Intelligence),</u> Sixth Framework programme, IST initiative of the European Commission, Project duration: 2006 - 2010, 6 countries/ 11 academic and industrial partners. 1) Contribution to the stream “Internationalisation” – pilot country/region selection with Prof. A. Majocchi	

- 2) Development and coordination of training/dissemination activities;
project management for the Pavia unit, scientific and administrative reporting 6/2006 –10/2008

Awards

Palgrave Macmillan Award for the Best Paper at the 2011 Conference of the UK Chapter of the Academy of International Business, Edinburgh for the paper entitled “The International Growth of Born Global Firms: Tracking Drivers and Dimensions Along Time”, co-authored with Antonella Zucchella. April 2011

Best Instructor Award, X-Culture Project (experiential learning in International Business) led by Prof. Vas Taras, University of North Carolina – Greensboro, June 2015, June 2016

Lecturing in Italy and abroad

2016	Visiting Professor of International Entrepreneurship and Marketing, University of Savoie – Annecy, France
Since 2015	International Entrepreneurship and Marketing, 1 st year course in the Master programme in International Business and Economics, 6 ETCS Digital Marketing and Business Modelling, 2 nd year course in the Master programme in International Business and Economics, 6 ETCS
2012-	International Entrepreneurship, Qualitative Research Strategies, Doctoral Programme in Economics and Management, University of Pavia
2011-	Advanced Marketing, 2 nd year course in the Master programme in International Business and Economics, 6 ETCS
2011-	Visiting Professor of International Marketing at the University of Lyon 3, France
2009 - 2013	Visiting Professor of International Marketing at the University of Clermont-Ferrand, France
2008, 2009	Visiting Professor of International Marketing at the Master in Tourism and the MBA Programme, University of Alcalà, Spain
2007-	Lecturer at the Master of Pharmaceutical Marketing at the University of Pavia

Institutional roles/charges

Academic Coordinator of the MIBE Double Degree Programmes	since Jan 2014
Member of the DREAMT Doctoral Programme Committee	since 2013
Vice-coordinator of the Master Program in International Business and Entrepreneurship	since 2011

Languages

German (mother tongue), Italian (fluent), English (fluent), French (adequate).