

## CURRICULUM VITAE

**Birgit Hagen**

Vigna del Pero 2  
I - 27021 Bereguardo  
birgit.hagen@unipv.it  
office +39 0382 986 457

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Birgit Hagen is Associate Professor of International Entrepreneurship and Marketing at the University of Pavia. She received her PhDs from the Vienna University of Economics and Business with a doctoral thesis at the intersection of International Marketing/International Finance and from the University of Pavia with research on strategic types in international small- and medium-sized enterprises.

Her research interests fall at the intersection of small and medium-size firm internationalization, international entrepreneurship, and marketing with particular emphasis on strategic issues. Birgit was and is involved in numerous international and national projects (competitive) research projects, e.g. Horizon 2020, MISE (Italian Ministry of Innovation and Economic Development), PRIN (projects of National Interest), and various Erasmus+ strategic partnership projects related to research and teaching. Her teaching activities include courses on "International Entrepreneurship and Entrepreneurial Marketing" in the Master program in International Business and Entrepreneurship' (MIBE), a module in "Innovation & Entrepreneurship" and a reading group in "IB & IE" in the Doctoral Program of 'Applied Economics and Management', and most recently "Principles of Marketing" course at bachelor level. Birgit is also involved in an international Executive PhD program of the Business Science Institute with entrepreneurship and qualitative research modules and in the EMBAT (executive MBA Ticinensis) with lectures on entrepreneurial-agile marketing.

Birgit is the vice-coordinator of the MSc in International Business and Entrepreneurship, the Academic Coordinator of the MIBE Double Degree Programs, and the executive vice-president of the University Foundation Alma Mater Ticinensis. She is a member of the international strategic advisory board of the University of Jean-Moulin 3 in Lyon, France.

In the past she held various marketing positions in Austria, worked as the assistant to the Vice President - Head of (Region) Europe and International Marketing in Paris, and served as the Head of a Therapeutic Unit/Marketing in Italy for a multinational enterprise.

### Academic record

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since Dec 2018	Associate Professor, Dep. of Economics and Management, University of Pavia
Dec 2015-Dec 2018	Tenure Track Research Position – Dep. of Economics and Management, University of Pavia
Dec 2013	National scientific habilitation (Associate Professor according to art.16 law 240/2010)
Dec 2013-Dec 2015	Junior Research Position - Dep. of Economics and Management,
June 2009–Dec 2013	Post-doc positions – Dep. of Economics and Management

- Nov 2005 - June 2009    Doctoral studies at the University of Pavia, Faculty of Economics, Dep. of Business Research (winner of a scholarship). Doctoral Thesis on “Strategic types of international small and medium-sized enterprises”
- Dec 1990-Dec 1993    PhD studies at the Vienna University of Economics and Business  
Doctoral Thesis on “Using Countertrade as an International Marketing Strategy” (funded by the Austrian National Bank)  
Graduation with honours
- Dec 1990 – Feb 1994    Research and Teaching Assistant at the Vienna University of Economics and Business, Department of International Trade  
Research projects and areas: International Countertrade (Project of the Austrian National Bank), Internationalisation patterns (German Chamber of Commerce in Vienna)  
Teaching in International Marketing (core courses, Master Programme); collaboration in seminars and supervision of Master Theses

## Scientific Publications

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### Articles in international journals

- Hagen Birgit, Zucchella Antonella, Ghauri Pervez N. (2019). From fragile to agile: marketing as a key driver of entrepreneurial internationalization, *International Marketing Review*, Special Issue on International Marketing Agility, 36 (2), pp 260-288.
- Denicolai Stefano, Hagen Birgit, Zucchella Antonella, Cubero-Dudinskaya Emilia (2019). When less family is more: trademark acquisition, family ownership, and internationalization. *International Business Review*. 28, (2), pp 238-251.
- Hagen Birgit, Zucchella Antonella, Larimo Jorma, Dimitratos Pavlos (2017). A taxonomy of strategic postures of international SMEs. *European Management Review*, 14 (3), pp 265-285.
- 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), Inaugural Issue, pp. 27-47.
- Denicolai Stefano, Birgit Hagen, Alessia Pisoni, (2015). 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 (3), pp 369 – 382.

Hagen Birgit, Antonella Zucchella, (2011). A longitudinal look at the international entrepreneurship dimensions: cases and predictions, *International Journal of Management Cases*, 13, 3, pp 484-505.

### **Books and monographs**

Zucchella Antonella, Hagen Birgit, Serapio Manuel, (2018). *International Entrepreneurship*. Edward Elgar: ISBN: 978 1 78536 544 7, <https://www.e-elgar.com/shop/international-entrepreneurship-14988>.

Hagen Birgit (2010), *Business Strategy in International Small and Medium-sized Enterprises*, Pavia University Press, Pavia, ISBN – 978-88-96764-06-0.

### **Refereed book chapters**

Hagen B., Zucchella A., (2018), *Entrepreneurial Marketing as a key driver of early and sustained internationalisation*, in: Dominguez N., Mayrhofer U. (eds.), *Key Success Factors of SME Internationalisation: A cross-country perspective*, vol 34, Emerald Publishing Limited, ISBN: 9781787542785, pp 25-40.

Larimo Jorma, Zucchella Antonella, Kontkanen Minnie, Hagen Birgit (2017), *Patterns of SME's Marketing Mix Combinations and Their Characteristics in Export Markets*, in: Leonidou L., Katsikeas C.S., Samiee S., Aykol B (eds), *Advances in global marketing: A research anthology*. Springer International Publishing, Cham, ISBN: 978-3-319-61385-7, pp 333-364.

Zucchella A., Hagen B., (2015), *The internationalization of SMEs in Italy*, in: Ghauri P., Kirpalani M. (eds), *Handbook of Research on International Entrepreneurship Strategy: Improving SME Performance Globally*, Edward Elgar Publishing, Cheltenham:UK; ISBN 978 178347 1577, pp 309-332.

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. (2015), *Verbal and pictorial representations of beverage consumption patterns: the wall of pictures protocol*. In: *Research Methods: Concepts, Methodologies, Tools, and Applications*. IGI Global, Hershey PA. DOI: 10.4018/978-1-7456-1.ch033, EISBN13: 9781466674578, pp 719-757.

Zucchella A., Hagen B. (2012) *The international Growth of e-Commerce Ventures*. In: Harris S., Kuivalainen O., Stoyanova V., (eds) *International Business*, The Academy of International Business. Palgrave Macmillan, London, ISBN 978-1-137-007742, pp 137-154.

### **Participation in international and national research projects (competitive, last 5 years)**

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Jan 2020-Jan 2023    MISE – API PON 2018, Ministry of Innovation and Economic Development, Innovation Call 2018, I.E.S.MAN – Internet of Enterprise Sustainable MANufacturing  
Consortium of 2 universities (6 Departments) and two industrial partners  
*Unit Leader Dep. of Economics and Management*

- March 2015-Feb 2019 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*
- Dec 14 – Aug 2017 Erasmus+ Strategic Partnerships, Marketing Communication Innovativeness of European Entrepreneurs. Consortium of 13 European Universities  
*Project leader Pavia unit*
- Oct 14 – Jan 2015 Crowdfunding projects University of Pavia – Testa indipendente. Tutela i tuoi cari da pratiche irresponsabili di marketing (Independent thinking - Protect your loved ones from irresponsible marketing practice)  
*Project leader*

### **Awards and nominations**

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2019 Best paper award nominee at the 46th Conference of the UK Chapter of the Academy of International Business, Sussex, with the paper entitled “Causation, effectuation and bricolage logics in foreign country entry mode decision-making” co-authored with Valentina Macovei.

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

2011 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.

### **Visiting research periods**

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Visiting fellow at the University of Sussex, Department of Business and Management (International Business), August 2013– August 2016

Visiting fellow at the University of Valencia, Faculty of Economics (Internationalization, Innovation, Strategy) May 27<sup>th</sup> – June 21<sup>st</sup>, 2013

## Lecturing in Italy and abroad

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### Teaching in Bachelor, Master and PhD Programs – University of Pavia

Since 2019	<i>Marketing</i> , 2 <sup>nd</sup> year course in the Management bachelors, University of Pavia, 9 ECTS
2016 - 2020	Principles of Marketing, Lecturer at the Master of Regulatory Affairs (Master di secondo livello), University of Pavia
Since 2015	<i>International Entrepreneurship and Entrepreneurial Marketing</i> , 1 <sup>st</sup> year course in the Master programme in International Business and Entrepreneurship, 9 ECTS
since 2012	<i>(International) Entrepreneurship, Qualitative Research Methods</i> , Doctoral Programme in Applied Economics and Management (ex-DREAMT), Joint PhD program University of Pavia/University of Bergamo
2011-2015; 2017- 2019	<i>Advanced Marketing and Simulation</i> , 2 <sup>nd</sup> year course in the Master program in International Business and Entrepreneurship, 6 ECTS
2015-2017	<i>Digital Marketing and Business Modelling</i> , 2 <sup>nd</sup> year course in the Master programme in International Business and Economics, 6 ECTS
since 2007	Principles of Marketing, Lecturer at the Master of Pharmaceutical Marketing (Master di secondo livello)

### Teaching abroad

since 2011	Visiting Professor of International Marketing at the University of Lyon 3, France
2012-2016	Visiting Professor of International Entrepreneurship – Strategic Marketing at the University of Mont Blanc Savoie (Annecy), France; Strategic marketing
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

### Executive Education

since 2019	Entrepreneurial-agile marketing; Strategic agility; executive MBA Ticinensis, Pavia
since 2019	Entrepreneurship and qualitative research modules, executive Doctorate in Business Administration, Business Science Institute

## **Participation in scientific committees & institutional charges**

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since Oct 2019	Member of the international strategic advisory board of the University of Lyon 3, France
since 2019	Member of the Sinergie-SIMA International Business and Entrepreneurship interest groups
since April 2017	Executive vice-president of the Foundation Alma Mater Ticinensis
since Jan 2016	Member of the MAMAF Programme Committee (Master of Pharmaceutical Marketing) at the University of Pavia
since Jan 2015	Scientific Coordinator of the Department's Double Degree Programmes in Management
since 2013	Member of the AEM (ex-DREAMT) Doctoral Programme Committee
since 2011	Vice-coordinator of the Master Programme in International Business and Entrepreneurship
2008 – 2010	Marketing for Double Degrees and the Launch of the English Master programme in International Business and Economics

## **Academic Memberships**

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Member of the Italian Management Association (SIMA)  
Member of the Italian Marketing Association (SIM)  
Member of the Academy of International Business (AIB)  
Member of the European International Business Academy (EIBA)  
Member of the American Marketing Association (AMA)

September 2020