

# DANILO MESSINESE

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## ACADEMIC POSITIONS

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<b>IE Business School, Department of Strategy</b>	<b>2023 - Present</b>
Assistant Professor	Sep 2024 - Present
Post Doctoral Fellow	Sep 2023 - Sep 2024
<b>SDA Bocconi – ION Management Science Lab</b>	<b>Sep 2023 - Present</b>
Research Affiliate	
<b>Bocconi University, Department of Technology and Innovation Management</b>	<b>Sep 2022 - Sep 2023</b>
Research Fellow	

## EDUCATION

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<b>Bocconi University</b>	<b>2022</b>
<b><i>PhD cum laude in Management and Business Administration</i></b>	
Major in Technology & Innovation Management and Minor in Strategy	
<i>Dissertation: "Essays on predictive and non-predictive strategies: real and simulated experiments"</i>	
Advisor: Alfonso Gambardella, Co-Advisor: Arnaldo Camuffo	
<b>University of Bologna</b>	<b>2015</b>
<b><i>Post Graduate Degree in Mathematical Finance</i></b>	
Awarded summa cum laude for overall performance.	
Major in Stochastic calculus for risk management & Option pricing	
<b>University of Bologna</b>	<b>2014</b>
<b><i>MSc in Theoretical Physics</i></b>	
Academic scholar and awarded special grant to visit the University of Pierre et Marie Curie (Sorbonne University) as part of the program. Awarded 110 out of 110 for overall performance.	
Major in Quantum matter theory – Quantum statistical physics	
<b>University of Bari</b>	<b>2011</b>
<b><i>BSc in Physics</i></b>	
Awarded 105 out of 110 for overall performance.	
Major in Nuclear Fusion Physics	

## WORK EXPERIENCE (INDUSTRY)

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<b>OSense (Milan)</b>	<b>2024-ongoing</b>
<b>Advisor</b>	
Providing strategic guidance to optimize decision-making and support the startup's growth and long-term vision. OSense was featured in <i>Harvard Business Review</i> as a case study derived from my research: <a href="#">Why Entrepreneurs Should Think Like Scientists</a> .	
<b>Bain &amp; Company (Milan office)</b>	<b>2015 - 2017</b>
<b>Consultant</b>	
Worked in the Financial Services practice. Involved in several projects across EMEA region helping C-level make better decisions and convert them in actions.	
<b>UniCredit Group (Milan)</b>	<b>2014 - 2015</b>
<b>Risk Analyst</b>	
Developed models for Group liquidity risk and negative interest rate scenarios. Interacted on daily basis with Group legal entities. Reported directly to UCG top management.	

## RESEARCH INTERESTS

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- Entrepreneurial Strategy: Bayesian and non-Bayesian approaches to entrepreneurship
- Artificial Intelligence in Strategy: the impact of the adoption of AI tools for Innovation
- Experimental economics: Lab & Field experiments

## JOURNAL PUBLICATIONS

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- (1) Camuffo, A., Gambardella A., **Messinese D.**, Novelli E., Paolucci, E. & Spina, C. (2024). A scientific approach to entrepreneurial decision-making: Large-scale replication and extension. *Strategic Management Journal*, 129. <https://doi.org/10.1002/smj.3580>
- (2) Gambardella A., **Messinese D.** (2024). Design-Based and Theory-Based approaches to strategic decisions. *Organization Science*. Forthcoming
  - Designated as a “best paper”, 2022 AOM Annual Meeting, TIM Division

## WORKING PAPERS

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- (3) “Bayesian Entrepreneurship and Unknowns: Experimental Evidence” (with Camuffo A., Gambardella A.).  
*Under Review* at Management Science
  - Finalist Best Conference Paper Prize, 2023 AOM Annual Meeting, STR Division
  - Designated as a “best paper”, 2023 AOM Annual Meeting, STR Division
- (4) Conti A., **Messinese D.** (2024). The Selective Tailwind Effect of Artificial Intelligence. Available at [SSRN](#)

## RESEARCH IN PROGRESS

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- (5) “The Devil is in The Tails. Entrepreneurial Uncertainty and Strategic Changes: Evidence from a field experiment in India” (with Frosi C.)  
In preparation for submission. Target journal: Organization Science
- (6) “Field experiments and A/B test as devices to make strategic decisions: evidence from a real-life case” (with Al-Kharafi B.\*, Santalò J.) \*CEO Zain Group  
set-up stage. Target journal: tbd

## SIDE ACADEMIC PROJECTS

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- Developed a Business Game “Start-up Legend” simulating the launch of a start-up  
<https://startuplegend.unibocconi.it> (on invitation, please contact me)
- Developed a Business Game (“The takeover”) simulating a M&A deal during the pandemic  
<https://out.open-lab.com/thetakeover/>
- Developed a multi-player Business Game (“High Voltage”) simulating the competition among players  
(on invitation, please contact me)

## TEACHING EXPERIENCE

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### IE University

#### Instructor

Management Principles and Tools: undergraduate level  
(average across 3 classes) Teaching evaluation: 4.34/5

**2024-2025**

Management Principles and Tools: undergraduate level  
(average across 3 classes) Teaching evaluation: 4.22/5

**2023-2024**

## **Bocconi University**

### *Course Director*

Computational application in management: undergraduate level **2023**  
Teaching evaluation 8.48/10  
Data driven analysis and decision-making in business: undergraduate level **2022**  
Teaching evaluation 8.18/10

### *Instructor*

Data driven analysis and decision-making in business: undergraduate level **2022**  
Teaching evaluation 8.22/10  
Decision Analysis in management: Master level **2021; 2022**  
Teaching evaluation 9.10/10  
Management: undergraduate level **2021**  
Teaching evaluation 8.93/10  
Management (ITA): undergraduate level **2020**  
Teaching evaluation 7.94/10

## **Polytechnic of Milan – Bocconi University**

### *Instructor*

Critical thinking and complex decision-making: Master level **2023**

## **Idea Booster Lab**

### *Instructor and Mentor*

Teaching market validation techniques to entrepreneurs (24-hour course) **2022**

## **CONFERENCES, INVITED PRESENTATION AND WORKSHOPS**

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**Economics of AI Research Conference**, IESE Business School (Spain), 2024  
**Advances with Field Experiments (AFE) 2024 Conference**, London School of Economics (UK), September 2024  
**The Workplace of the Future Conference**, Tilburg (NL), September 2024  
**DRUID Conference**, Nice (France), June 2024  
**Strategy Science Conference**, Michigan (US), June 2024  
**Bayesian Entrepreneurship Conference**, MIT Sloan, Boston (US), March 2024  
**CEPR (IMO-ENT)**, Rome (IT), September 2023  
**Academy of Management Annual Meeting**, Boston (US), August 2023  
**Organizational Economics Summer Symposium (OESS)**, Ohlstadt (Germany), July 2023  
**Strategic Management Society Annual Conference**, London (UK), September 2022  
**Academy of Management Annual Meeting**, Seattle (US), August 2022  
**Strategic Management Society Special Conference**, Milan (IT), June 2022  
**Consortium for Competitiveness and Cooperation (CCC) Conference**, ~~Minneapolis (USA)~~, held online, June 2021  
**Smith Entrepreneurship Research Conference (SERC)**, ~~Maryland (USA)~~, held online, May 2021  
**Smith Entrepreneurship Research Conference (SERC) Doctoral Consortium**, ~~Maryland (USA)~~, held online, May 2021  
**Strategic Management Society Annual Conference**, ~~Toronto (Canada)~~, held online, October 2020  
**Strategic Management Society Annual Conference Doctoral Consortium**, ~~Toronto (Canada)~~, held online, October 2020  
**Strategy Entrepreneurship Innovation Doctoral Consortium**, Leuven (Belgium), September 2019  
**Summer School on Plasma and Fusion Energy Physics**, organized by TEC-EURATOM, The Netherlands 2011

## **FELLOWSHIPS, GRANTS AND AWARDS**

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<b>2019</b>	BUILT (Bocconi University Innovations in Learning and Teaching) grant
<b>2017-2021</b>	Bocconi Full PhD Scholarship
<b>2014</b>	University of Bologna grant
<b>2014</b>	Government Scholarship
<b>2013</b>	University of Bologna grant
<b>2011</b>	EURATOM Scholarship

## **SERVICE AND OTHER ACTIVITIES**

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**Reviewer** Management Science (since 2019)  
**Reviewer** Strategic Management Journal (since 2018)  
**Reviewer** Journal of Business Research (since 2022)  
**Reviewer** Industrial and Corporate Change (since 2022)  
**Reviewer**, Strategic Management Society Annual Conference (since 2017)  
**Reviewer**, Academy of Management Annual Meeting (since 2017)  
**Co-founder**, InnoVentureLab, pre-acceleration program in Milan and Turin, Italy (2020)  
**Co-founder**, Idea to Start-up Lab, pre-acceleration program in Hyderabad, India (2020)  
**Co-founder**, Hack4Change, entrepreneurial hackathon in Milan, Italy (2019)  
**Student Advising:** Co-supervising ten MSc dissertations, one Bachelor dissertation.  
**Member**, Strategic Management Society  
**Member**, Academy of Management

## **OTHER SKILLS**

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Computer skills: Stata, Python, BLOOMBERG, VBA, Ucinet, HTML  
Languages: Fluent in English, Italian native speaker, Basic Spanish, Basic French