

Curriculum Vitae

INFORMAZIONI PERSONALI

Nome PAOLO
Cognome ROMA
Recapiti Facoltà di Ingegneria, DICGIM, Viale delle Scienze (Ed. 8)
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FORMAZIONE TITOLI

EDUCATION	
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2009.3 Ph.D. in Industrial Engineering (Management/Economics specialisation) with excellent assessment, three years program, Department of Manufacturing, Industrial Engineering and Management, University of Palermo, Palermo, Italy.

Advisors: Giovanni Perrone, Professor of Management, Department of Manufacturing, Industrial Engineering and Management, University of Palermo, and Rachel R. Chen, Associate Professor of Operations Management, Graduate School of Management, University of California at Davis.

Ph.D. Dissertation: *Models of co-opetition in group-buying and advertising.*

2005.7 MSc. in Industrial Engineering and Management *summa cum laude* (2000-2005 in a 5 years program), University of Palermo, Palermo, Italy.

Master Thesis (developed in collaboration with Fratelli Averna Spa): *"From management control to strategic control: the Balanced Scorecard. A case study from a relevant Italian spirits firm"*.

OTHER EDUCATION & RESEARCH PERIODS ABROAD	
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2011.2-2011.3 Visiting Scholar at the Toulouse School of Economics, Toulouse, France. Research project under the guidance of Prof. Jacques Crémer: *Management of Co-opetition: A comparison of cost-sharing rules in duopoly.*

2010.1-2010.5 Enrolled (as a non-degree student) in the MSIE/MBA Program (Spring Term) of the University of Pittsburgh.

2010.1-2010.5 Visiting Scholar at the Katz School of Business, University of Pittsburgh, Pittsburgh, USA. Research Project under the guidance of Esther Gal-Or, Glenn Stinson Chair in Competitiveness and Professor of Business Administration: *Comparison of Posted Price and NYOP mechanisms in travel industry*.

2007.5-2008.2 Visiting Ph.D. Student at the Graduate School of Management of the University of California at Davis, Davis, USA. Research Project under the guidance of Rachel R. Chen, Assistant Professor of Operations Management: *Group buying mechanisms in B2B markets*.

ATTIVITA' DIDATTICA

TEACHING	
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2010.5-date Lecturer of the *Marketing* class within the Master Program in Industrial Engineering and Management (Academic Year 2009-10, 2010-11, 2011-12, 2012-2013 (taught in English)) of the University of Palermo.

2013.5-date Lecturer of the *Cost Accounting & Management Control* and *Business Plan* modules within the *Business Economics* class within the Bachelor Program in Industrial Engineering and Management (Academic Year 2012-2013) of the University of Palermo.

2012.12 Lecturer of the *Business Economics* class within the University Master (Level II) in "Ricercatore Esperto in Nanotecnologie", Second Edition, University of Palermo.

2012.1 Lecturer of the *Business Economics* class within the University Master (Level II) in "Ricercatore Esperto in Nanotecnologie", University of Palermo.

2011.10-2011.11 Lecturer of the *Marketing* class within the Specialization Course in Traceability, Certification systems and Marketing in the agri-food industry, funded by Consorzio di ricerca per l'innovazione tecnologica, Sicilia AgroBio e Pesca ecocompatibile SCaRL.

2010.5 Lecturer of the *Marketing* class within the Professional Master in "Management of Innovative Start-ups" funded by Consortium ARCA Palermo and Italian Ministry of Economic Development.

2006.1-2009.12 Teaching Assistant for the *Marketing* course held by Prof. Sergio Noto La Diega within the Master Program in Industrial Engineering and Management of the University of Palermo.

2006.1-date Teaching Assistant for the *Business Economics* course held by Prof. Sergio Noto La Diega within the Bachelor Program in Industrial Engineering and Management of the University of Palermo.

ASSOCIAZIONI SCIENTIFICHE

PROFESSIONAL AFFILIATIONS	
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AiIG – Italian Association of Management Engineering (Junior Member)

POMS – Production & Operations Management Society (2012-2013 Member)

PUBBLICAZIONE

PUBLICATIONS	
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Articles in refereed International Journals

1. Roma, P., G. Di Martino, G. Perrone. 2013. What to show on the wine labels: a hedonic analysis of price drivers of Sicilian wines. *Applied Economics*, 45(19), 2765-2778. ISSN 0003-6846
2. Chen, R., P. Roma. 2011. Group buying of competing retailers. *Production and Operations Management* 20(2), 181-197. ISSN: 1059-1478.
3. Roma, P., G. Perrone. 2010. Generic advertising, brand advertising and price competition: an analysis of free-riding effects and coordination mechanisms. *Review of Marketing Science*, Vol. 8, Article 4. ISSN: 1546-5616.
4. Perrone, G., P. Roma, G. Lo Nigro. 2010. Designing multi-attribute auctions for engineering services procurement in new product development in the automotive context. *International Journal of Production Economics* 124(1), 20-31.

Articles in refereed International Conference Proceedings

1. Lo Nigro, G., A. Morreale, S. Robba, P. Roma. 2013. Biopharmaceutical alliances and competition: A real options game approach. *Proceedings of ISPIM (International Symposium for Professional Innovation Management) 2013 Conference – Innovating in Global Markets: Challenges for Sustainable Growth*, June 16-19, Helsinki, Finland. ISBN: 978-952-265-420-5.
2. Roma, P., F. Valenti, G. Perrone. 2013. An empirical analysis of revenue drivers in the mobile app market. *Proceedings of POMS (Production and Operations Management Society) 2013 Conference – Integrating Practice in POM Research and Teaching*, May 3-6, Denver, USA. ISBN-10: 0-615-78489-5; ISBN-13: 978-0-615-78489-2.
3. Roma, P., G. Perrone, S. Giardina. 2012. The developers' perspective in Mobile App Markets: an empirical analysis of price drivers. *Proceedings of XX Annual Meeting of AiIG (Italian Association of Management Engineering)*, October 29th-30th, Matera, Italy. ISBN: 978-88-903069-1-4
4. Roma, P., G. Perrone, S. Giardina, C. A. Enea. 2012. Factors influencing prices in the mobile apps' store distribution model: An empirical study, *Proceedings of POMS (Production and Operations Management Society) 2012 Conference – Socially Responsible Operations*, April 20-23, Chicago, USA. ISBN: 9780615618593.
5. Roma, P., M. Bruccoleri, G. Lo Nigro, G. Perrone. 2007. Shaping collaboration in new product development through negotiation and auctions. *Proceedings of ICPR-19 (19th International Conference on Production Research)* (edited by) Josè A. Ceroni, July 29th – August 2nd, Valparaiso, Chile. ISBN 978-956-310-751-7.

6. Quiescenti, M., P. Roma, G. Perrone, M. Cossentino. 2006. Collaboration engineering framework to support new product development in the automobile industry. *Proceedings of MITIP 2006 (8th International Conference on The Modern Information Technology in the Innovation Processes of the Industrial Enterprises)* (edited by) Laszlo Monostori and Elizabeth Ilie-Zudor, September 11th-12th, Budapest, Hungary, 517-523. ISBN: 963-865-86-5-7.
7. Quiescenti, M., P. Roma, M. Bruccoleri, G. Perrone. 2006. A theoretical framework for collaborative engineering in new product development in automobile industry. In *Moving up the value chain Vol. 1 (Proceedings of the EurOMA 2006 International Conference, June 18th-21st)*, (edited by) Kepa Mendibil and Alina Shamsuddin, University of Strathclyde Press, Glasgow, UK, 1005-1014. ISBN: 0-947649-52-2.

Articles in refereed National (Italy) Conference Proceedings

1. Roma, P., G. Perrone, S. Giardina. 2012. The developers' perspective in Mobile App Markets: an empirical analysis of price drivers. *Proceedings of XX Annual Meeting of AiIG (Italian Association of Management Engineering)*, October 11-12, Matera, Italy.
2. Roma, P. 2009. Cooperation and competition strategies in advertising. *Proceedings of XX Annual Meeting of AiIG (Italian Association of Management Engineering)*, October 29-30, Udine, Italy. ISBN: 978-88-903069-1-4
3. Roma, P. 2008. Models of group-buying in competitive markets. *Proceedings of XIX Annual Meeting of AiIG (Italian Association of Management Engineering)*, October 23-24, Palermo, Italy. ISBN 978-88-903795-0-5.

SUBMITTED/REVISED PAPERS	
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- Che, R., E. Gal-Or, P. Roma, 2011. Opaque distribution channels for competing service providers: Posted Price vs. Name-Your-Own-Price Mechanisms. Under revision.

WORKING PAPERS	
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- Roma, P., G. Perrone, 2013. On the economics of cooperation among competitors: Cost-sharing mechanisms and welfare outcomes. Working Paper, DICGIM, University of Palermo.
- Roma, P., S. Giardina, G. Perrone. 2013. Factors influencing prices in the mobile apps' store distribution model: the role of the store. Working Paper, DICGIM, University of Palermo.
- Roma, P. F. Zambuto, G. Perrone. 2013. Price dispersion in the Italian airline industry: the role of competition and online travel agents. Working Paper, DICGIM, University of Palermo.

AMBITI DI RICERCA

RESEARCH AREAS	
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Marketing & Operations Management Interface topics, Industrial Organization.

RESEARCH INTERESTS	
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Distribution Channel Management and Supply Chain Relationships, Pricing and Online Markets, Co-opetition, Procurement Auctions and Game Theory.