



MARCO FERRETTI

Professor of International Strategy S.S.D. SECS-P/08

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Short Bio

Marco Ferretti holds the chair of Corporate Strategy and Innovation Management at Università degli studi di Napoli Parthenope, Department of Management and Quantitative Studies where he currently is also member of the board and in charge of several research projects for a total budget of more than €8ML. He is team champion of the MIT-Reap program. He previously held the position of deputy dean in his Department and was adjunct professor in International Strategy and Innovation Strategy at Libera Università degli Studi Sociali Guido Carli, Università di Salerno and Boston University (Rome campus).

Marco Ferretti, holds a degree in economics from the Department of Economics of Università degli Studi di Napoli Federico II, a Master of Science in Management from the Sloan School of Management of Massachusetts Institute of Technology and earned a PhD in Engineering from Università di Padova. He also holds the ITP – International Teachers Program – diploma.

His research interests span technology strategy, local innovations systems and blue economy. He is the author of more than 80 publications including top rated scientific journals.

He worked as expert for several national and international institutions including UNIDO, MIT, the Italian Minister of Research, IBM, Grimaldi, Vitrociset/Leonardo, Banco di Napoli, Iilly Caffé, etc.

He is a serial entrepreneur having started up more than 10 innovative companies.

Graduate Education

Università di Napoli Federico II	Economics	1987	Master
Sloan School of Management – Massachusetts Institute of Technology	Business Administration	1991	Master of Science
Department of Engineering – Università di Padova	Engineering	1996	PhD

Main research interests

- Management of technology
- Local Innovation Systems
- Corporate Strategy
- Logistics and Blue Economy

Main teaching

<i>Università degli Studi di Napoli Parthenope</i>	International Strategy	2005-present
<i>Università degli Studi di Napoli Parthenope</i>	Business Management	2005-present
<i>Libera Università degli Studi Sociali Guido Carli</i>	Visiting Professor of International Strategy	2003-2016

Honors and Awards

Guest Editor, International Studies of Management and Organization (ISMO) (fascia B ANVUR) per la realizzazione del numero 2015 dal titolo "Managing Sea-Land Logistics and Ports".

Keynote speaker, Società Italiana di Fisica al XCVIII Congresso Nazionale, Università degli Studi di Napoli Federico II, April 2012. Keynote speaker.

Research grants

- Technology transfer processes, Regione Campania, 2007
- Development of an e-business platform for the promotion of the cultural and food heritage in Regione Campania, 2007-2010
- New management and monitoring systems of the sea-land supply chain, Ministry of Research, 2014-2017
- Management of the safety link of the sealand logistics, Ministry of Research, 2014-2017
- Internationalization processes of the Italian sealand supply chain, Regione Campania, 2016
- Internationalization process of the Italian companies belonging to the sealand cluster Regione Campania, 2016
- Development of a new remotely operated vehicles for deepwater research, Ministry of Research, 2019-2022

- Development of a business model for a new technology aimed at offering nowforecasting (short term weather forecasts) services Ministry of Economic Development, 2019-2022
- Intelligent Transport Systems for 4.0 logistics, Regione Campania, 2019-2020
- Performance evaluation of the main Italian publicly traded utilities companies, Consiglio Nazionale dei Dottori Commercialisti, 2016
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Other relevant professional experiences:

- International Technology Transfer expert for the United Nations Industrial Development Organization.
- Technology transfer expert for Regione Campania and Regione Toscana
- Project evaluator for the Italian Ministry of Research and European Union