

## Curriculum Vitae

### Name, Title and Affiliation

Dr Giuliano Maielli, Reader in Organisation Studies, Department of Business and Society, School of Business and Management, Queen Mary, University of London

### Qualifications

2002: PhD in Economic History, London School of Economics and Political Science.

### Present Appointment

2017 to date: Reader in Organisation Studies, School of Business and Management, Queen Mary, University of London.

### Present Role

Director of the Department of Business and Society, School of Business and Management, Queen Mary, University of London.

### Research Visiting

June-September 2021: Visiting Professor at Dipartimento di Management, Sapienza Università' di Roma.

### Previous Appointments

2008-2017: Senior Lecturer in Operations Management School of Business and Management, Queen Mary, University of London.

2005-2006: Teaching Fellow in Economic History, Department of Economic History, London School of Economics and Political Science. Module taught: Innovation and Finance in the Nineteenth and Twentieth Centuries (third-year undergraduate).

2003-2007: Lecturer in Operations Management School of Business and Management, Queen Mary, University of London.

### Management and Collegiality

July 2021 to date: Director of the Department of Business and Society, School of Business and Management, Queen Mary, University of London.

July 2021 to date: Member of the Executive Committee School of Business and Management, Queen Mary, University of London.

2018-2021 Director of the Organisational Processes and Practices Research Group.

2017-2018: Deputy Director of Teaching and Learning.

2016-2017: Director of the MSc Management and Organisational Innovation. Member of the Teaching and Learning Committee and Student Staff Liaison Committee (Postgraduate).

2013-2016: Chair of the Subject Exam Board.

2013-2016: Member of the Degree Exam Board (as Chair of the Subject Exam Board)

2013-2016: Assessment Offences Officer.

2013-2016: Member of the Student and Staff Liaison Committee (Postgraduate).

2013-2016: Member of the Extenuating Circumstances Committee.

2011 to date: Member of various a selection panels for a Lectureships and Senior Lectureships at the School of Business and Management.

2010-2011: Member of the SBM Management Committee.

2008-2011: Undergraduate Programme Director.

2008-2011: Member of the Faculty Board (as UG Programme Director).

2005-2012: Coordinator of the Erasmus and Associated Students Programme.

2005-2012: Chair of the Student and Staff Liaison Committee (Undergraduate).

#### Membership and Awards

2012-2021: Reviewer for *Business History, Industrial and Corporate Change, Kybernetes, Land Use Policy, Organisation Studies, and Technovation*.

2010-2014: Member of the Editorial Board (Book review editor) of *Management and Organisational History*.

2007: Co-editor of the special issue on “Counterfactual History in Management and Organizations”, *Management and Organisational History* (January–March 2008).

2006: Co-editor of the special issue on “Business History and its Value for Managers”, *Competition and Change*, Vol. 10, No 4, pp. 341-410 (December 2006).

2005: Member of the Association of Business Historians Council and member of the Coleman Prize Panel (as Coleman Prize winner in 2004).

2004: Association of Business Historians – Coleman Prize for the best PhD thesis in Business History for the year 2003. Thesis title: “Managerial Culture and Company Survival: Technological Change and Output-mix Optimisation at Fiat, 1960-1987”.

1997: European Commission. Awarded the TMR (Training and Mobility of Researchers) Marie Curie Fellowship (3 years).

#### Teaching

2013 to date: New Product Development and Business, master level, 15 credits.

2016 to date: New Product Development, 3<sup>rd</sup> year undergraduate, 15 credits.

2005-2013: Innovation and Global Competition

2003-2016: Operations Management, 2<sup>nd</sup> undergraduate, 15 credits.

#### External Examiner Roles

2011-2015: External Examiner at the Manchester Business School.

2018-2021: External Examiner at the Hanley Business School.

#### PhD Supervision

Dr Ramin Nassehi successfully defended his thesis on "The political economy of state-led industrialisation in Iran between 1963 and 1977" in January 2016.

Dr Jorge Marques successfully defended his thesis on "Business Models in Mature Industries: an Empirical Investigation" in June 2016.

Dr Soo Yung Oh successfully defended her thesis titled: "What makes innovation platform open or closed? – Focusing on the absorptive capacity and dynamic capabilities" in June 2021.

Currently supervising Shabee ul Haq's PhD on "Applications of Big data analytics and Industry 4.0 concepts in the improvement of supply chain resilience in wake of Pandemic disruptions: an automobile sector perspective".

#### Conferences

2021: World Organisation of Systems and Cybernetics, Russian Academy of Science, Moscow. Paper: S. Barile, F. Iandolo G. Maielli, C. Simone "Linking Platforms to System Theory: A Conceptual Framework".

2021: Chair and Organiser (with Prof Cristina Simone and DR Francesca Iandolo) of the conference track on Platform Innovation for Post-pandemic Era, R&D Management Conference, Strathclyde University, Glasgow. Paper: C. Simone, G. Maielli, F. Iandolo "The Interface Effect of Digital Platforms in Enabling Technology Adoption".

2019: Chair and Organiser (with Prof Cristina Simone) of the conference track on Industry 4.0 to the R&D Management Conference (Ecole Polytechnique Paris: Trak 31 Theme 8, June 2019). Paper: G. Maielli "Hybrid Platforms, Leadership and Innovation in Humanoid Robotics".

2019: European Meeting on Applied Evolutionary Economics, University of Sussex. Paper: G. Maielli and P. Morlacchi "Life at the Fuzzy Borders: Platform Leadership and Innovation in Humanoid Robotics".

2018: Organiser and Chair of the workshop on "Emerging landscape: new skills new jobs and new organisational challenges Industry 4.0 revolution" (QMUL – 07/11/2018). Guest speakers: Professor Sergio Barile (Dean of the School of Management University

of Rome, IT), Professor Rioli, (Sacramento State University, USA), Professor Conti and Professor Simone (University of Rome, IT).

2018: LAEMOS, Organising for Resilience, IAE Business School, Buenos Aires. Paper: G. Maielli "The fragility of technological cages: hegemony and counter-hegemony between architectural knowledge and architectural innovation".

2017: International Business and Strategy Department Staff Seminar', 04-10-2017  
Henley Business School at University of Reading. Paper Paths and meta-organizations:  
Creating and sharing architectural knowledge within technological platforms.

2016: The International Conference on Business Case Research (ICBCR2016), Centennial College Hong Kong. Paper: Maielli, G. "Leveraging Architectural Knowledge towards Platform Leadership: The Case of Personal and Service Robotics".

2015: Organisation and Management Group's Speaker Series', 24-11-2015. School of Management, University of Liverpool. Paper: Maielli, G. "Hegemony as a Process: From Communities of Practices to the Emergence of System Architectures" The Case of Humanoid Robotics. Invited speaker.

2015: EGOS Annual Colloquium, American College in Athens. Paper: Maielli, G. "Hegemony as a Process: From Communities of Practices to the Emergence of System Architectures". Journal targeted: *Management Learning*.

2015 OLKC, Università Cattolica di Milano. Paper: Maielli, G. "Hegemony as a Process: From Communities of Practices to the Emergence of System Architectures". Journal targeted: *Management Learning*.

2014: Association of Business Historians Annual Conference Colloquium, Newcastle Business School, University of Newcastle. Paper: "Haslam, C., Maielli, G. "Reframing GMs Business Strategy, 1909-1940".

2013: Association of Business Historians Annual Conference Colloquium, Lancashire Business School, University of Central Lancashire. Paper: "Explaining lock-in through the concept of hegemony: Evidence from Fiat's take-over of Lancia in 1969".

2012: Seminaire de la Recherche GERPISA 2012: Histoire de l'Automobile en France et en Europe: Lieu Centre de la Recherche Historique – EHESS, Paris. Paper: "Failing Multi-Brand Integration: The Fiat-Lancia Merger of the 1970s". Invited speaker.

2012: EGOS Colloquium, Aalto University & Hanken School of Economics, Helsinki, 5-7 July 2012. Paper: Maielli, G. "Gramsci and the Antagonistic Nature of the Managerial Process: the Case of Process Design at Fiat, 1960s-1990s.

2011: 2nd International Conference on Path Dependence, Free University of Berlin, Paper: Maielli, G. "Explaining Lock-in Through the Concept of Hegemony".

2010: Economic and Business History Society Conference. Paper: Maielli, G. "Killing an Icon in the Name of Speed: Production Managers and the Decline of Lancia in the 1970s".

2009: Queen Mary, University of London. Beyond Chandler: Intellectual Impulses for Business and Management History Tomorrow. Paper: Maielli, G., "Antonio Gramsci and the Antagonistic Nature of the Managerial Process".

2009: GERPISA Colloquium, Paris. Paper: Ciravegna, L., Maielli, G., "Too lean to run? Outsourcing in the European Automotive Sector During the 1900s: Evidence from the Fiat Case".

2009: European Business History Association, Boccioni University, Milan. Paper: Maielli, G., "Killing an Icon in the Name of Speed: Production Managers and the Decline of Lancia in the 1970s".

2009: Critical Realism in Action Seminar, Cardiff Business School. Paper: Maielli, G., Clark, P., "History Under Cover Encounters Critical Realism".

2008: European Business History Association, Norwegian School of Economics. Paper: Clark, P., Maielli, G., "Time Place Periods as Cases for Comparison: Retroduding America's Refolding Market Empire, Consumer Polity and Colonizing Corporations and Acknowledging the Shaping Role of the Civil War".

2008: Association of Business Historians Conference, University of Birmingham. Paper: Maielli, G., "Creating Hegemony and Transferring Dependency: comparing the rise of Operations Management and Strategic Marketing in Italy and the US from 1900 to 1999".

2007: EGOS Colloquium, Vienna. Paper: Maielli, G., Clark, P., "National Specificities and the Boundedness of Path-Dependence: Design Hierarchies in Italy and the US. Limited Zone of Manoeuvre".

2006: Association of Business Historians Conference, Queen Mary, University of London. Paper: Maielli, G., "Can Historians Now Prove What Economists Could not Prove at the Time? Competition in the EC Car Market, 1966-1980". The paper was also presented at the Economic History Conference, University of Reading, April 2006.

2006: International Conference on Organisational Learning, Knowledge and Capabilities, University of Warwick. Paper: Clark, P., Maielli, G., Blundel, R., "The Limit to Universalism in OLKC: National Cultural Repertoires, Intangible Specialisation and Penrosian Learning".

2005: Counterfactual History in Management and Organizations, University of Warwick. Paper: Maielli, G., "Counterfactuals, Superfactuals and the Problematic Relationship Between Business Management and the Past".

2005: First International Conference COM-ICI, Brest. Paper: Clark, P., Maielli, G., "From the Ship Chronometer to Digitalising the North Atlantic: Making and Missing the Evolution of Timed-Space".

2005: European Business History Association Conference, Frankfurt. Paper: Maielli, G., "Between Italy and Europe: Tariff Abolition and the Development of the Common Market through a Company's Eyes and Words".

2004: Associations of Business Historians Conference, University of Nottingham. PhD thesis submitted for the Coleman Prize: "Managerial Culture and Company Survival: Technological Change and Output-mix Optimisation at Fiat, 1960 1987".

## Research

### Work in progress

S. Barile, F. Iandolo G. Maielli, C. Simone "Linking Platforms to System Theory: A Conceptual Framework".

C. Simone, G. Maielli, F. Iandolo "The Interface Effect of Digital Platforms in Enabling Technology Adoption".

G. Maielli, P. Morlacchi "Opening Platform Innovation by Closing it Down? Leading Innovation in Humanoid Robotics by Organising the Fuzzy Boundary"

S. Y. Oh, G. Maielli, M. Prevezer "Matching Boundaries of GVC's to Boundaries of Technological Platforms: Explaining Geographical Dispersion of Value Chains in the Case of South Korea.

## Publications

Maielli, G. (2017), "Path-dependent product development and Fiat's takeover of Lancia in 1969: meta-routines for design selection between synergies and brand autonomy", *Business History*, Vol. 59 Issue 1, 101-120.

Maielli, G., & Haslam, C. (2017). "General motors: A financialized account of corporate behaviour 1909–1940". *Accounting Forum*. doi:10.1016/j.acfor.2016.10.001.

Maielli, G. (2015). "Explaining Lock-in through the Concept of hegemony: Evidence from the Italian car industry". *Organisation Studies*, Vol. 36(4) 491-511.

Ciravegna, L., Maielli, G. (2011), Outsourcing of New Product Development and the Opening of innovation in mature Industries: A Longitudinal Study of Fiat During Crisis and Recovery, *International Journal of Innovation Management*, Vol. 15 Issue 1, p. 69-93.

Maielli, G., Booth, C. (2008) "Counterfactual History, Management and Organisation: Reflections and New Directions", *Management and Organisational History*, Vol. 3(1), pp. 46-61 (March).

Maielli, G. (2008) "Counterfactuals, Superfactuals and the Problematic Relationship Between Business Management and the Past", *Management and Organisational History*, Vol. 2, No. 4, pp. 275-294 (January).

Clark, P., Maielli, G. (2008) "The Evolution of Strategic Timed-Space in Organisations: Theory and Research", in R. A. Roe, M. J. Waller, and S.R. Clegg (eds), *Time in Organisational Research*, pp. 255-275, Routledge.

Maielli, G. (2007) "Tariffs Removal and Output-mix Optimisation: The Case of Fiat", in M. Moguen Tournel (ed.), *Firms Strategies and Public Policy in Integrated Europe (1950 -1980)*, pp. 142-163, PIE- Peter Lang.

Maielli, G. (2006) "History Undercover: The Problematic Relationship Between Business Management and the Past", *Competition and Change*, Vol. 10, No 4, pp. 341-356 (December).

Maielli, G. (2006) "The Machine That Never Changed: Intangible Specialisation and Output-mix Optimisation at Fiat, 1960s-1990s", *Competition and Change*, Vol. 9, No 3, pp. 249-276 (September).

Maielli, G. (2005) "Spot-Welding Technology and the Development of Robotics at Fiat, 1972-1987. A Case Managerial Discontinuity?", *Business History*, Vol. 47, No 1, pp 102-121 (January).