

ELISABETTA MERLO

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OFFICE

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CURRENT POSITION

Associate Professor of Economic History, Università Bocconi
(National Scientific Qualification, Full Professor, 2014)

EDUCATION AND TRAINING

1991
PhD in Economic History, Università Bocconi

1984
M.A. in Economics and Social Disciplines, Università Bocconi

PAST POSITIONS

November 2001 – October 2006
Researcher (Assistant Professor), Università Bocconi

1993 - 1995
Post-doc in Economic History, Università Bocconi

TEACHING

Since A.Y. 2001/2002 – present
Economic History, Undergraduate class, 6 Cfu, Università Bocconi

Since A.Y. 2004/2005 – present
Channel Marketing (Trade evolution, analysis and planning), Graduate class, 2 Cfu,
Università Bocconi

A.Y. 2008/2009 – A.Y. 2014/2015
Understanding Consumer (Consumer Behaviour And Cct), Graduate class, 1 Cfù,
Università Bocconi

A.Y. 2005/2006 – A.Y. 2010/2011
Economic History of Fashion, Undergraduate class, 6 Cfù, Università Bocconi.

RESEARCH GRANTS AND PROJECTS

2012 – 2014
MIBACT – Ministero dei Beni Culturali
“Archivi della Moda del Novecento”
Scientific Advisor

2011-2013
EntER - Centre for Research on Entrepreneurship and Entrepreneurs, Università
Bocconi
“Lavazza: an Industrial Story”
Coordinator

2010 - 2012
MIUR – Ministero dell’Istruzione, Università, Ricerca
“Counterfeiting and economic change, 19th and 20th centuries”
Principal Investigator of the Università Bocconi Research Team

2010-2011
EntER - Centre for Research on Entrepreneurship and Entrepreneurs, Università
Bocconi and Infocamere
“Entrepreneurship and enterprises in North West Italy, 2000-2010”
Coordinator

2005-2006
Ricerca di base Università Bocconi
*“The Emergence of Milan as International Capital of Fashion in a Long Term
Perspective (1900-1960)”*
Main investigator

2003 - 2005
MIUR – Ministero dell’Istruzione, Università, Ricerca
*“L’economia della moda in Italia: origini, evoluzione e affermazione di un settore di
successo (1850-1970)”*
Member of the Università Bocconi Research Team

2000
MIUR – Ministero dell’Istruzione, Università, Ricerca
Sviluppo economico e istituzioni intermedie

Member of the research Team, Dipartimento di studi sociali, Università degli Studi di Brescia

1998 – 2000

CNR – Consiglio Nazionale delle Ricerche

“*Sistemi economici locali e dinamiche imprenditoriali in prospettiva storica*”

Member of the Università Bocconi Research Team

PRIZES

2016

Teaching Award (premio eccellenza nella attività didattica), Università Bocconi

2004

Prize for “Excellence in Research”, Università Bocconi

1992

Scholarship “Amici della Bocconi”

SELECTED PUBLICATIONS

Articles in Referred Journals:

- Elisabetta Merlo and Mario Perugini (2017): Making Italian fashion global: Brand building and management at Gruppo Finanziario Tessile (1950s–1990s), *Business History*, pp. 1-28 DOI:10.1080/00076791.2017.1329299
- Elisabetta Merlo and Carlo Marco Belfanti (2016), Patenting Fashion: Salvatore Ferragamo Between Craftmanship and Industry. *Investigaciones De Historia Económica - Economic History Research*, 12(2): 109-119.
DOI: 10.1016/j.ihe.2015.07.010
- Elisabetta Merlo and Mario Perugini (2015), The Revival of Fashion Brands Between Marketing and History, *Journal of Historical Research in Marketing*, 7(1): 91-112.
- Elisabetta Merlo (2015), When Fashion Met Industry. Biki and Gft (1957-1972). *Journal of Modern Italian Studies*, 20(1): 92-110.
- Elisabetta Merlo (2015), Size Revolution. The Industrial Foundations of the Italian Clothing Industry. *Business History*, 2015, 57(6): 1-23.
- Elisabetta Merlo and Mario Perugini (2015), The Revival of Fashion Brands Between Marketing and History, *Journal of Historical Research in Marketing*, 2015, 7(1): 91-112 (with M. Perugini)
- Elisabetta Merlo (2015), When Fashion Met Industry. Biki and Gft (1957-1972). *Journal of Modern Italian Studies*, 2015, 20:1, 92-110.
- Elisabetta Merlo (2011), Italian Fashion Business: Achievements and Challenges (1970s–2000s), *Business History*, 2011, 53 (3): 344-362

Chapters in books with national and international editor:

- Elisabetta Merlo (2017), 'Italian luxury goods industry on the move: SMEs and global value chain's, in Pierre-Yves Donzè & Rika Fujioka (a cura di), *Global luxury. Organizational change and emerging markets since the 1970s*, Palgrave, pp. 39-63.
- Elisabetta Merlo (2014), Da impresa commerciale a impresa industriale (1895-2010). Elisabetta Merlo and Giuseppe Berta (eds.), *Lavazza. Una storia industriale dal 1895*, Milano: Mondadori, pp. 17-68.
- Elisabetta Merlo (2012), The Ascendance of the Italian Fashion Brands (1970-2000). L. Segreto, H. Bonin, A. K. Kozminski, C. Manera, M. Pohl (eds.), *European Business and Brand Building*, Brussels: Pieter Lang s.a., pp. 137-154.
- Elisabetta Merlo (2011), Italy, L. Skov (ed.), *Encyclopedia of World Dress and Fashion*, Vol. 8, Berg: London.
- Elisabetta Merlo (2009), Apprenticeship and Technical Schools in the Formation of IDs. G. Becattini, M. Bellandi, L. De Propriis (eds.), *A Handbook of Industrial Districts*, Cheltenham: Edward Elgar Publishing Ltd., pp. 32-42.

Books:

- Elisabetta Merlo (2013³), *Moda italiana. Storia di un'industria dall'Ottocento a oggi*, Venezia: Marsilio Editori.
- Elisabetta Merlo (2012), *Moda e industria, 1960-1980*, Milano: Egea.

PRESENTATIONS AT SEMINARS AND CONFERENCES

- Business History Erasmus Seminar, Exploring the Fashion Capital in the Long Twenty Century, December 2017 (paper: The rise and fall of Turin as the Italian fashion capital 1900-1950).
- European Business History Association, 2017 Annual Conference (paper: A matter of leadership. The evolution of buyer-supplier relationships in Italy 1950-2000)
- Colloque international *Faire l'histoire de la mode dans le monde occidental* co-organisé par le CERHIO – UMR CNRS Paris, 2015 (paper "*Est-ce-que la mode est un sujet pour l'histoire économique? La mode et l'économie italienne (XIX^e et XX^e siècles*, with C.M. Belfanti)
- Business History Conference Annual Meeting Columbus, Ohio, 2013 (paper *Labels Between Technology and Culture*, with Francesca Polese)
- Business History Conference Annual Meeting Sacramento, California, 2008 (paper *Suiting Up for Easy Street: Armani and the Emergence of Milan as the Capital of Ready-to-Wear*)
- ICCA/SEBH Conference on "Brand and Image in the History of European Business", Warsaw 2007 (paper *Brand and Image in the History of Italian Fashion Business*)
- Association of Business Historians, 2006 Annual Conference, London (paper *The ascendance of the Italian fashion brands, 1970-2000*)

- International Economic History Association Congress, 2006. Helsinki, (paper *Advertising and Selling Fashion: Department Stores' Mail Order Catalogs. Milan, 1880-1920*)
- European Business History Association, 2005 Annual Conference, Frankfurt (paper *Advertising and Selling Fashion. The Bocconi Department Stores' Mail Order Catalogs in the 1880s*)
- European Business History Association, 2004 Annual Conference, Barcelona, (paper *From Artisan Skills to Production of Services? Brands in the 19th Century History of the Italian Fashion System*)
- Business History Conference, Le Creusot, 2004 (paper *The Emergence of Milan as the Capital of the Italian Fashion Industry, with F. Polese*);
- Association of Business Historians, 2002 Annual Conference, University of Reading, (paper *Brands and the Italian Fashion System in the 19th Century*)
- European Business History Association, 2001 Annual Conference, Oslo, (paper: *Knowledge as a Basis for Collective Action: the Case of the Italian Fashion Industry*)

ORGANIZATION OF CONFERENCES AND WORKSHOPS

2013

Workshop *L'impatto della contraffazione sulle aziende moda di alta gamma*,
Università Bocconi

2009 - 2010

Seminars "100minuti", EntER - Centre for Research on Entrepreneurship and
Entrepreneurs, Università Bocconi

2009

Joint meeting European Business History Association - Business History
Conference *Fashions: Business Practices in Historical Perspective*, Università
Bocconi

Member of the Program Committee

INSTITUTIONAL ROLES AND SERVICES

2013 - present

Affiliation to ICRIOS - Centre for research on innovation, organization, and
strategy, Università Bocconi

2012

Member of the Faculty Board for the PhD in Economic and Social History.
Università di Verona

2011 - 2015

Director of the undergraduate course 30067 - Economic History

2009-2013

Member of the managing committee of EntER, Centre for Research on Entrepreneurship and Entrepreneurs, Università Bocconi

2006-2008

Member of CORI - Comitato Ricerca, Valutazione, Sviluppo Risorse Umane, Università Bocconi

2006-2010

Member of the Faculty Board for the PhD in Economic and Social History. Università Bocconi

OTHER INFORMATION

2013

Expert advisor to the ESTER – RDC (European School for Training in Economic and Social Historical Research - Research Design Course)

2013 - present

Member of the editorial committee of “Cultura, moda e società” (Cultures, Fashion and Society), Pearson - Mondadori Publisher

2008-2009

Member of the scientific committee of the project *Italian Fashion Archives (20th century)* coordinated by ANAI (National Association of the Italian Archivist)

1998-2000

Responsible for cataloguing the historical archives of the Camera Nazionale della Moda Italiana

Member of the following scientific associations: EBHA (European Business History Association), BHC (Business History Conference), SISE (Società Italiana degli storici dell'economia), MISA (Associazione italiana degli studi di moda)