



Marilena VECCO

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PROFESSEUR ASSOCIE - FINANCE, COMPTABILITÉ, DROIT

FORMATION ET DIPLÔMES

- 2016 Autres - University Teaching Qualification Université Erasmus de Rotterdam, Rotterdam, Pays-Bas
- 2005 Doctorat - PhD en Sciences économiques Université de Paris I, Panthéon-Sorbonn, Paris, France
- 2005 Phd - Dottorato in economia delle istituzioni e della creatività Université des études de Turin, Turin, Italie
- 2005 MBA - Executive MBA in Arts Management at the Université de Salzburg Business School en collaboration avec Columbia College, Chi, Salzbourg, Autriche
- 2007 Autres - Post-doctorat Université de Paris I, Panthéon-Sorbonne, Paris, France

EXPÉRIENCE PROFESSIONNELLE

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- 2004 - 2004 Responsable de la recherche SOGESCA

MEMBRE D'UNE ASSOCIATION PROFESSIONNELLE

- 2018 - 2018 Membre ICOMOS
- 2015 - 2017 Membre CONEEECT

AUTRES ACTIVITÉS

- 2018 - 2018 Professeur Université des Dos Andos
- 2018 - 2018 Professeur Université des Etudes de Florence
- 2018 - 2018 Professor en gestions des arts NABA Nouvelle Academie des Beaux Arts
- 2015 - 2017 Membre du conseil d'aministration ENCATC
- 2011 - 2017 Coordinateur des modules en management et entreprenariat culturel Université Erasmus de Rotterdam
- 2010 - 2017 Expert pour le Programme Culture Commission Européenne_ Executive Agency "Education, Audiovisual and Culture" (EACEA)

- 2006 - 2008 Coordinateur du master ICARE _ Université Ca' Foscari de Venice
- 2006 - 2011 Coordinator pour les matières économique_ Master MABAC ICARE_ Université Ca' Foscari de Venice
- 2005 - 2006 Coordinateur scientifique Fondation pour les hautes études de l'art_ Fondation de Venice
- 2004 - 2009 Coordinateur du parcours économie et gestion master et doctorat Université de Nova Gorica
- 1999 - 2010 Responsable de la recherche d'ICARE ICARE_ Université Ca' Foscari de Venice
- 1999 - 2008 Professeur Université Ca' Foscari de Venice

ENSEIGNEMENTS

ÉQUIPE DISCIPLINAIRE

- Arts & Cultural Management

ACTIVITÉS SCIENTIFIQUES

AXE DE RECHERCHE

- Entrepreneuriat
- Entrepreneuriat

ACTIVITÉS DE RECHERCHE

Coordination d'une chaire ou d'un axe de recherche

- 1999 - 2010 Gestion de plusieurs projets de recherche

Projets de recherche internationaux, nationaux ou régionaux

- 2015 - 2015 Coordinatrice
- 2014 - 2015
- 2013 - 2015 Coordinateur scientifique et administratif
- 2007 - 2007 Consultant externe
- 2004 - 2005 Chercheuse
- 2001 - 2007 Chercheuse
- 2000 - 2001 Coordinateur du projet
- 2000 - 2002 Coordinatrice de la research
- 1999 - 2001 Coordinateur du projet et chercheuse

PARTICIPATION AUX ACTIVITÉS DE REVUES ACADÉMIQUES

Responsabilités éditoriales

- 2017 - ... Membre du comité éditorial
- 2016 - ... Membre du comité scientifique
- 2016 - ... Membre du comité scientifique
- 2012 - ... Membre du comité scientifique
- 2010 - ... Directrice
- 2008 - ... Membre du comité éditorial et scientifique

PARTICIPATION AUX ACTIVITÉS D'ASSOCIATIONS OU DE RÉSEAUX ACADÉMIQUES

Affiliation à une association au niveau international ou national

- 2017 - ... Membre d'ESA
- 2016 - ... Membre de WATCH
- 2016 - ... Membre d'UNITAR
- 2008 - 2011 Membre du comité scientifique
- 2000 - ... Membre d'AIMAC
- 1999 - ... Membre d'ACEI

Coordination ou participation à l'organisation d'une conférence à portée nationale ou internationale

- 2020 - ... Membre du comité scientifique
- 2017 - 2017 24th Conference annuelle ENCATC
- 2015 - 2015 Coorganisatrice
- 2013 - 2013 Co-coordinatrice
- 2010 - 2010 Coordinatrice
- 2009 - 2009 Coordinatrice scientifique

CHERCHEUR AFFILIÉ

- 2016 - ... Research partner

AUTRE

- 2016 - 2017 Chercheuse
- 2009 - 2009 Chercheuse

CONTRIBUTIONS INTELLECTUELLES

Articles in peer refereed journals

Konrad, E., Vecco, M. Anatomy of Cultural and Creative Entrepreneurship: past, present and future. *International Journal of entrepreneurship and small business*, 2020, 40,(2): 157-163. **CNRS 4, FNEGE 4, HCERES C**

Vecco, M. Artpreneurs' lessons to traditional entrepreneurs. *International Journal of entrepreneurship and small business*, 2020, 40,(2): 154-170. **CNRS 4, FNEGE 4, HCERES C**

Vecco, M. Genius loci as a meta-concept. *Journal of Cultural Heritage*, 2020, 41: 225-231. **CEREN COMPL. LIST**

Vecco, M., Srakar, A. Direct, indirect and cross-lagged: The effects of cultural policy on nascent cultural entrepreneurship. *International Journal of Arts Management*, 2020, 22,(2): 23-38. **CNRS 4, FNEGE 4, HCERES C**

Vecco, M., Imperiale, F. Determinants of Network Effectiveness: Evidence from European Cultural Networks. *Cultural Management: Science and Education*, 2019, 3,(2): 9-32.

Vakharia, N., Vecco, M., Srakar, A., Janardhan, D. Knowledge centrality and organizational performance: An empirical study of the performing arts. *Journal of Knowledge Management*, 2018, 22,(5): 1124-1152. **CNRS 3, FNEGE 3, HCERES B**

Vecco, M. Genius loci: between handicrafts and local development. *Cultural Management: Science and Education*, 2018, 2,(2): 43-56.

Vecco, M., Imperiale, F. Cultural heritage in times of armed conflicts in the Middle East: Much more than material damage? Introduction. *Journal of Cultural Heritage*, 2018, 33: 262-263.

Vecco, M., Srakar, A. De visitis non est disputandum: How Visitors to Public Museums Cluster Towards Deaccessioning. *International Journal of Arts Management*, 2018, 20,(2): 46-65. **CNRS 4, FNEGE 4, HCERES C**

Vecco, M., Srakar, A. The Unbearable Sustainability Of Cultural Heritage: An Attempt To Create An Index Of Cultural Heritage Sustainability In Conflict And War Regions. *Journal of Cultural Heritage*, 2018, 33: 293-302.

Mazuecos, B., Vecco, M., Di Benedetto, G., Liberanome, D. Impact of Intrinsic and Sociological Factors on the Development of an Emerging Visual Artist's Career, The Andalusian Case. *The International Journal of New Media, Technology and the Arts*, 2017, 12,(4): 1-16.

Vecco, M. Deaccessioning and capitalisation in museums from an international perspective . *Cultural Management: Science and Education*, 2017, 1,(2): 17-32.

Vecco, M. Handicrafts, places and local development. *Economia, Azienda e Sviluppo*, 2017: 1-10. **(published on line)**

Vecco, M., Chang, S., Srakar, A. La topographie changeante de l'art contemporain en Chine continentale. Une nouvelle révolution culturelle?. *Géographie et Cultures*, 2017, 97: 139-163.

Vecco, M., Zanola, R. Don't let the easy be the enemy of the good. Returns from art investments: What is wrong with it?. *Journal of Economic Behavior & Organization*, 2017, 140: 120-129. **CNRS 2, HCERES A**

Books

Massi, M., Vecco, M., Yin, L. *Digitalization and the Arts. Art Production, Consumption and Entrepreneurship in the Age of the Sharing Economy.*, Londres: Routledge, 2020.

Konrad, E., Vecco, M. *Innovation and Creativity in the Arts and Cultural Sectors: Theories, Strategies and Tools*, Londres: Routledge, 2018.

Vecco, M., Lazzarotti, L. *Creative industries and entrepreneurship: paradigms in transition from a global perspective.* 1st ed., Cheltenham: Edward Elgar Publishing, 2018, 352 p.

Mazuecos, B., Vecco, M. *El Sistema del arte emergente en Andalucía. Cartografía discontinua de agentes y contextos de intermediación. /The Emerging Contemporary Art Market in Andalusia. A discontinued cartography of intermediary agents and contexts.* 1st ed., Seville: Laboratorio de las Artes, 2017, 196 p.

Vecco, M., Konrad, E. *Die kraft der partnerschaft notwendigkeit oder luxus in den kulturellen und kreativen sektoren?*, Dortmund: European Center for Creative Economy, 2017, 60 p.

Vecco, M., Konrad, E. *The power of partnership: necessity or luxury in the cultural and creative sectors.* 1st ed., Dortmund: European Center for Creative Economy, 2017, 58 p.

Book chapters

Vecco, M., Krooneberg, P. Questionnaires: Museums selling stock.. In: *Multivariate Humanities How Research in the Humanities makes use of Multivariate Data Analysis*, Springer, 2020.

Vecco, M. The "artpreneur": Between traditional and cultural entrepreneurship. A historical perspective. In: Byrnes, W.J., Brkic, A. (coord.). *The Routledge Companion to Arts Management*, Londres: Routledge, 2019, Chapitre 7.

Vecco, M., Caust, J. UNESCO, Cultural Heritage Sites and Tourism: a paradoxical relationship. In: Pechlaner, H., Innerhofer, E., Erschbamer, G. (coord.). *Overtourism – Tourism Management And Solutions.* 1st ed., Londres: Routledge, 2019, Chapitre 5.

Vecco, M. A New Approach to Teach and Learn Cultural Entrepreneurship: Evidence from the Netherlands. In: Wroblewski, L., Dacko-Pikiewicz, Z., Liu, J.C.Y. (coord.). *Cultural Management. From Theory to Practice.* ISBN 978-0-9954618-7-1st ed., Londres: London Scientific, 2018, 67-84.

Vecco, M. Genius loci: Between handcrafts and local development. In: Costa, P., Guerra, P. (coord.). *I'll be your mirror": Creative milieus and cultural scenes in contemporary urban*, 2018.

Vecco, M. Some economics of conservation of cultural heritage: the key questions . In: Ngulube, P. (coord.). *Handbook of Research on Heritage Management and Preservation*, Hershey, Pennsylvania: IGI GloBal, 2018, 299-319.

Vecco, M. The Economic Calculation of Conservation. In: Campelo, A., Reynolds, L., Lindgreen, A., Beverland, M. (coord.). *Cultural Heritage. A Research Anthology.* 1st ed., Abingdon-on-Thames: Routledge, 2018, 139-154.

Vecco, M. Value and Values of Cultural Heritage. In: Campelo, A., Reynolds, L., Lindgreen, A., Beverland, M. (coord.). *Cultural Heritage. A Research Anthology.* 1st ed., Abingdon-on-Thames: Routledge, 2018, 23-38.

Vecco, M., Srakar, A. Blue Notes: Three Slovenian jazz festivals and their contribution to the economic resilience of the host cities. In: Cooke, P., Lazzeretti, L. (coord.). *The Role of Art and Culture for Regional and Urban Resilience.* 1st ed., Londres: Routledge, 2018, Chapter 7.

Vecco, M., Srakar, A. Enhancing the potential of cultural entrepreneurship: Connecting regional development and performance of cultural firms in Europe. In: Innerhofer, E., Pechlaner, H., Borin, E. (coord.). *Entrepreneurship in Culture and Creative Industries. Perspectives from Companies and Regions.* 1st ed., Berlin: Springer, 2018, 213-227.

Srakar, A., Slabe-Erker, R., Vecco, M. Economic effects of Venice Carnivals: An ex-post econometric verification approach. In: Cuffy, V. (coord.). *Carnival, Culture & Tourism*, Wallingford: CABI, 2017.

Vecco, M., Srakar, A. Breaking Boundaries - Building Dimensional Relations. On why and how to include culture as a fourth dimension of sustainable development. In: *Creative Economy Report 2017.* 1st ed., Genève: UNCTAD, 2017.

Papers in Academic Conferences

Srakar, A., Vecco, M. Are investments in the digitalization of cultural heritage effective? A program evaluation approach. *Rethinking Culture and Creativity in the Technological Era International Workshop*, February 20th-21st 2020, Florence, Italy.

Bürger, T., Volkmann, C., Ache, F., Vecco, M. Boosting the next wave of cultural entrepreneurs. A systematic review of cultural entrepreneurship incubation. *AIMAC 2019*, June 23rd-26th 2019, Venice, Italy.

Srakar, A., Vecco, M. The effects of cultural policy on nascent cultural entrepreneurship: A Bayesian nonparametric approach to longitudinal mediation. *AIMAC 2019*, June 23rd-26th 2019, Venice, Italy.

Srakar, A., Vecco, M., Slabe-Erker, R. The competing events problem in ex-post econometric verification: Economic effects of the Venice Carnival. *Ninth European Workshop on Applied Cultural Economics*, September 5th-7th 2019, Copenhagen, Denmark.

Vecco, M., Imperiale, F. Determinants of network effectiveness: evidence from the European cultural networks. *AIMAC 2019*, June 23rd-26th 2019, Venice, Italy.

Vecco, M. Artpreneur's Lessons to Traditional Business. *EURAM 18th Conference "Research in Action"*, June 19th-22nd 2018, Reykjavik, Iceland.

Vecco, M., Srakar, A. Effects of cultural policy on nascent cultural and creative entrepreneurship in the EU countries. *16th IECER*, September 26th-28th 2018, Innsbruck, Austria.

Vecco, M., Srakar, A. Modelling cultural entrepreneurial regimes in Central and Eastern Europe: a symbolic data analysis approach. *43rd International Conference on Regional Science "International trade and employment: a regional perspective"*, November 16th-17th 2017, Séville, Spain.

Vecco, M., Srakar, A. Participatory funding of cultural projects: case study of the BeArt platform . *International conference "Participatory governance in culture: exploring practices, theories and policies - do it together"*, November 22nd-24th 2017, Rijeka, Croatia.

Invited keynote speeches

Vecco, M. Why do we need cultural entrepreneurs?. *Mainz Cultural Entrepreneurship Day*, July 4th 2019, Mayence, Germany.

Research seminars

Crépin, D., Nash, M., Chang, S., Favotto, A., Borin, E., Vecco, M. Human and Financial Sustainability in Art and Cultural Sector, *Forum Entreprendre dans la Culture en Bourgogne Franche-Comté*, November 29th 2019, Dijon, France.

Vecco, M. L'artisan : entre entrepreneuriat traditionnel et entrepreneurial. Une perspective historique, *Forum Entreprendre dans la Culture en Bourgogne Franche-Comté*, November 23rd 2018, Dijon, France.

Professional conferences

Vecco, M. Gender equality in the cultural and creative sectors. *Open Method of Coordination of European Union*, September 9th 2019, Bruxelles, Belgium.

Interviews

Vecco, M. Comprendre le marché de l'art contemporain. *Xerfi Canal*, September 12th 2018, www.xerfi-business-tv.com

Blog

Srakar, A., Vecco, M. Ex-ante vs. Ex-post: A Reassessment of Economic Impact Studies in Arts and Culture. *EconomistsTalkArt.org*, November 12th 2019, economiststalkart.org

Other contributions

Vecco, M. Chair of the Session 3: "Managing Diversity: The Case of Music" (12th Annual Conference of the Fachverband für Kulturmanagement), 2019, Vienne, Austria.

Vecco, M. Facilitator du Track 2 "Entertainment" du symposium doctoral de l'AIMAC Conference 2019 (22 juin 2019), 2019, Venise, Italy.

Vecco, M. Meet the editors - For the International Journal of Arts Management (12th Annual Conference of the Fachverband für Kulturmanagement), 2019, Vienne, Austria.

Vecco, M. Membre du jury d'experts indépendants dans le cadre des Abu Dhabi Sustainable Business Leadership Awards 2019, 2019, Abu Dhabi, United Arab Emirates.