

MASCIA FERRARI

EDUCATION

- 1992 **Degree “summa cum laude”** in Business management, University of Modena, Italy
- 2002 **PhD in Accounting**, Department of Business management, University of Florence, Italy
- 2008 **International Econometric course** – Post PHD level.
- 2011 **Advanced econometric course**

HONORS

- 1999-2001 **Research Grant** - University of Modena and Reggio Emilia “*The Role of Accounting Principle in the European Integration*”
- 2003-2005 **Research Grant** - University of Florence “*Corporate Governance and Disclosure in the Evaluation of Economic and Financial Equilibrium*”
- 2005-2006 **Research Grant** - University of Modena and Reggio Emilia “*The E-Business in the Industrial Districts: National and International Evidence from Winning Business Models*”
- 2010 **Research Grant** – Bocconi University, “*Harmonization of Accounting Standards and M&A*”

ACADEMIC POSITION

- 2005-present Professor in Financial Statement Analysis and Financial Accounting (MBA program), University of Modena and Reggio Emilia - Italy
- 2008-present Professor in International Accounting (IFRS) – International Program in English – Course of International business management (MBA program), University of Modena and Reggio Emilia - Italy
- 2005-2013 Visiting Scholar, Stern School of Business - New York University, Accounting Department

SELECTED PUBLICATIONS

- “Investor Perception of the International Accounting Standards Quality: Inferences from Germany”, (with F. Momente, and F. Reggiani), *Journal of Accounting, Auditing and Finance*, October 2012, vol. 27 (4)
- “The IAS/IFRS Application on the Intangible Assets of Non-listed Companies”, (with S. Montanari), 2010, *Journal of Modern Accounting and Auditing*, vol. 6 No. 5, May
- “Innovation and Performance: Some Evidence from Italian Firms”, (with L. La Rocca) chapter 5 in

M.J. Epstein, J-F. Manzoni and A. Dávila (ed.), *Performance Measurement and Management Control: Innovative Concepts and Practices*, Studies in Managerial and Financial Accounting, Volume 20, Emerald Group Publishing Limited, 2010

“The IAS/IFRS Application on the Intangible Assets: The case of Italian Ceramic Tile Companies”, (with S. Montanari), *CPA Review* , No. 3, 2008

“The Life Time Value Scorecard: from E-metrics to Internet Customer Value”, (with M. Bonacchi, M. Pellegrini), chapter in M.J. Epstein, J-F. Manzoni (ed.) *Performance Measurement and Management Control: Measuring and Rewarding Performance*, Studies in Managerial and Financial Accounting, Volume 18, Emerald Group Publishing Limited, 2008, pp.193-226

“ROI in Text Mining Projects”, chapter 7 in A. Zanasi (ed.), *Text Mining and Its Applications to Intelligence, CRM and Knowledge Management*, WIT Press, 2005, <http://library.witpress.com/pages/PaperInfo.asp?PaperID=18541>

The Historical Evolution of the Planning and Control System, chapter I part IV, in R. Ferraris Franceschi (ed.), *Planning and Control. Management Systems and Their Logics of Working*, Giappichelli, 2007

“The Link Between Tuscany and Venetian School in Vincenzo Gitti’s Thought”, *Accounting and Business Culture*, Vol. III, No. 1, 2003

E-procurement: The Impact on the Old Economy Enterprises’ Costs, Book of the Business Administration Department of the University of Pisa, 2002

The Profitability of a Multibusiness Firm: A Model of Analysis, chapter in L. Marchi (ed.), Book No. 5, Faculty of Economy of Pisa, A. A. 99/00