



## **Andrea Tracogna**

Andrea Tracogna is Deputy Dean at MIB School of Management, Trieste (Italy) where he heads the Full-time Masters Division, and directs the MBA in International Business program and the Corporate Master in Insurance and Risk Management, a postgraduate program run in collaboration with Allianz. He is Full Professor of Strategic Management at the University of Trieste, where he was the Head of the Department of Business administration and a member of the Academic Senate. In the same university he launched the first Business Plan competition and is currently coordinating a 6-million euro EU-funded project aimed at promoting innovation and technology transfer in the Adriatic macro-Region. He is also the director of the Masters in Economics and Science of Coffee, a program run in collaboration with Illycaffè.

In the last years he has contributed to the establishment of a business accelerator (SeedLab) and has been a member of the Advisory Board for a major Venture Capital Fund. For several years he has been a visiting lecturer on New Entrepreneurship and Small Business at Lingnan (University) College, Guangzhou, China.

His current research interests range from Internationalization Processes and Strategic Management of SMEs, to Innovation Management, New Ventures Start-up and Entrepreneurship.