

# Claudio A. G. Piga

## Work Contact

Keele University  
Keele Management School  
Keele, Staffordshire,  
ST5 5BG, United Kingdom

Phone: (+44) (0)1782-xxxxxx  
Fax: (+44) (0)1782-xxxxxx  
Email: c.piga@keele.ac.uk  
Homepage: <http://works.bepress.com/claudiopiga/>

## Employment

### *Current Position*

Sept13-to date **Professor**, Keele Management School, Keele University

### *Previous Positions*

Mar07-Aug13 **Reader**, School of Business and Economics, Loughborough University  
Jan05-Feb07 **Senior Lecturer**, Department of Economics, Loughborough University  
Sep98-Dec98 **Lecturer**, Dept of Economics, University of Hull  
Sep97-Aug98 **Royal Economics Society Teaching Fellow**, Dept of Economics, University of York  
1992-93 *Research Fellow*, Centro Nazionale per la Ricerca (CNR), University of Sassari  
Various *Sessional Lecturer* at Aston University Business School (2004), University of Bergamo (1999-2001), University of Sassari (2002-2005) and University of Rimini (2008)  
1986-87 **Sintel Sarda Ltd.,** Sassari, *IT Software installer and consultant.*  
1985 **Honeywell Plc.,** Milan and Rome, *IT Hardware technician*

## Education

1995-99 *D.Phil in Economics*, Department of Economics, University of YORK,  
*Dissertation:* Essays in Industrial Organization: Theory and Practice.  
Supervisor: Gianni De Fraja. External Examiner: Steve Davies  
1994-97 *Dottorato - PhD in Economics*, University of Rome - Tor Vergata.  
*Dissertation:* Differential games: theory and applications in the analysis of dynamic choices on price, quantity and advertising in oligopolistic markets  
1991-92 *M.Sc in Economics*, Coripe Piemonte, University of TURIN  
1987-91 *Laurea in Scienze Politiche - (BSc in Economics with Politics)*, University of SASSARI, Italy  
final mark: 110/110 e lode (Summa cum Laude)

## On Job Training

2005- *Recruitment and Selection, Academic Probationary Advisers' Training, Appraisal for the Appraiser, Professional Development Courses*, Loughborough University.  
1999-2001 *PGCAP: PostGraduate Certificate in Academic Practice*, University of Nottingham

## Teaching experiences

### *In current position*

*Market Imperfections: Market Failure (3Yr UG); Decision under Risk and Uncertainty (2Yr UG); Economics of Financial Decisions under Risk (MSc).*

### *In other Institutions*

*Microeconomics (MSc, Lboro); Game Theory (MSc, Lboro); Developments in Microeconomics (3 Yr UG, Lboro).; Economics of Leisure and Tourism (2Yr UG, Lboro); Microeconometrics for Tourism (Rimini); Economics of Tourism (Hull, Bergamo and Sassari); Industrial Organization (3Yr UG, Nottingham and York); Economics of Organization (2Yr UG, Nottingham); The Digital Economy, (1-2-3 Yr UG, Nottingham), Intermediate Microeconomics (2Yr UG, Aston).*

## Administrative duties

### *In previous positions*

i) *Programme Director*, UG Economics Degree Programmes; ii) Professional Development Reviewer; iii) Member of the Learning and Teaching Committee; iv) Member of the Software Committee. v) Manager of on-line working papers using the REPEC system: <http://ideas.repec.org/s/lbo/lbowps.html>

## Research Grants and Projects

1. *The Leverhulme Trust*, Research Grant RPG-051: £37161. Principal Investigator.  
“Evaluating the relationship between price dispersion and competition intensity in the airline industry using the UK International Passenger Survey”.  
Starting date: 1st September 2011. Completed.
2. *The Leverhulme Trust*, Research Fellowships RF/7/RFG/2007/0022: £19,500. Principal Investigator.  
“Pricing and Yield Management by a low cost airline”. Started Sept. 2007, Ended Dec. 2008.
3. *British Academy*, Small Grant SG/45975: £7,500. Principal Investigator.  
“Creation of an Airlines’ Entry and Exit database”. Involved the hiring of a Research Assistant for 3 months. Ended October 2007.
4. *British Academy*, 2007 Overseas Conference Travel Grant, £400.
5. *British Academy*, 2003 Larger Research Grants: £11,663. Principal Investigator.  
“Pricing strategies in low cost airlines segment of the European Civil Aviation market”. Involved the hiring of a Programmer to develop a software to retrieve airline data from the Internet.
6. *University of Nottingham*, 2001 New Lecturers’s Fund. £10,000.

## Publications - Journal Articles

35. Medda, G. and C. A. Piga (2014). “Technological Spillovers and Productivity in Italian Manufacturing Firms”, *Journal of Productivity Analysis*. Forthcoming. [dx.doi.org/10.1007/s11123-013-0351-1](https://doi.org/10.1007/s11123-013-0351-1)
34. Alderighi, M. and C. A. Piga (2014). “Market Selection, Heterogeneity and Entry in Liberal Professions”, *Journal of Economics and Management Strategy*. Forthcoming.

33. Bottasso, A., Conti, M. and **C. A. Piga** (2013). "Low Cost Carriers and Airports Performance: Empirical Evidence from a panel of UK Airports", *Industrial and Corporate Change*, 22(3), 745-769. dx.doi.org/10.1093/icc/dtso33
32. Dobson, P. and **C. A. Piga** (2013). "The Impact of Mergers on Fares Structure: Evidence from European Low-Cost Airlines", *Economic Inquiry*, 51(2), 1196-1217. dx.doi.org/10.1111/j.1465-7295.2011.00392.x
31. Alderighi, M. and **C. A. Piga** (2012). "Localized Competition, Heterogeneous Firms and Vertical Relations", *Journal of Industrial Economics*, 60(1), 46-74, dx.doi.org/10.1111/j.1467-6451.2012.00472.x
30. Gaggero, A. and **C. A. Piga** (2011). "Airline Market Power and Intertemporal Price Dispersion", *Journal of Industrial Economics*, 59(4), 552-577, dx.doi.org/10.1111/j.1467-6451.2011.00467.x
29. Bachis, E. and **C. A. Piga** (2011). "Low-Cost Airlines and online Price Dispersion", *International Journal of Industrial Organization*, 26(6), 655-677. dx.doi.org/10.1016/j.ijindorg.2011.02.006
28. Alderighi, M., Cento A and **C. A. Piga** (2011) "A case study of pricing strategies in European Airline Markets: the London - Amsterdam route", *Journal of Air Transport Management*, 17(6):369-373, dx.doi.org/10.1016/j.jairtraman.2011.02.009
27. Alderighi, M. and **C. A. Piga** (2010). "On cost restrictions in spatial competition models with heterogeneous firms", *Economics Letters*, 108(1):40-42. dx.doi.org/10.1016/j.econlet.2010.03.018
26. Gaggero, A. and **C. A. Piga** (2010). "Airline Competition in the British Isles", *Transportation Research Part E*, 46:270-279.
25. Alderighi, M. and **C. A. Piga** (2010). "On-line Booking and Revenue Management: Evidence from a Low-Cost Airline", *Review of Economic Analysis*, 2(3):272-286.
24. Alderighi, M. and **C. A. Piga** (2008). "Why Should a Firm Choose to Limit the Size of its Market Area", *Regional Science and Urban Economics*, 38(2): 191-201. dx.doi.org/10.1016/j.regsciurbeco.2008.01.002
23. Gil-Molto, M. and **C. A. Piga** (2008). "Entry and Exit by European Low Cost and Traditional Carriers", *Tourism Economics*, 14(3):577-598.
22. Gil-Molto, M. and **C. A. Piga** (2007). "Entry and Exit in a Liberalised Market", *Rivista di Politica Economica*, Jan-Feb., XCVII:3-38.
21. **Piga, C.A.** and G. Atzeni (2007). "R&D investment, Credit Rationing and Sample Selection", *Bulletin of Economic Research*, 59(2):149-178.
20. Bachis, E. and **C. A. Piga** (2006). "Hub Premium, Airport Dominance and Market Power in the European Airline Industry", *Rivista di Politica Economica*, Sept-Oct., XCVI:11-54
19. Medda, G., Siegel, D. and **C. A. Piga** (2006). "Assessing the returns to Collaborative Research: Firm-level evidence from Italy", *Economics of Innovation and New Technology*, 15(1):37-50.
18. Medda, G., Siegel, D. and **C. A. Piga** (2005). "University R&D and Firm Productivity: Evidence from Italy", *The Journal of Technology Transfer*, 30(1-2):199-205.
17. **Piga, C. A.** and J. Poyago-Theotoky (2005). "Endogenous R&D Spillovers and Locational Choice", *Regional Science and Urban Economics*, 35:127-139
16. **Piga, C. A.**, Piva, M. and M. Vivarelli (2004). "Il triangolo competitivo: innovazione, organizzazione e lavoro qualificato", *L'Industria*, N. 4, 655-674.
15. **Piga, C. A.** and M. Vivarelli (2004). "Cooperation in R&D and Sample Selection", *Oxford Bulletin of Economics and Statistics*, 66(4):457-482.
14. De Fraja, G. and **C. A. Piga** (2004). "Strategic Debt in Vertical Relationships: Theory and Evidence", *Research in Economics*, 58(2):103-123.
13. **Piga, C. A.** and J. Poyago-Theotoky (2004). "Endogenous R&D Spillovers and Locational Choice with discriminatory pricing", *Managerial and Decision Economics*, 25:157-161.

12. **Piga, C. A.** (2003). "Pigouvian Taxation in Tourism", *Environmental and Resource Economics*, 26(3):343-359. Reprinted in Dwyer, L. and Seetaram, N. (eds), 2013, *Recent Developments in the Economics Of Tourism*, Vol. 1, ch. 26.
11. **Piga, C. A.** and M. Polo (2003) . "Il giro del mondo in 80 euro. Liberalizzazione e compagnie aeree a basso costo", *Mercato Concorrenza Regole*, 5(2):281-296
10. **Piga, C. A.** (2003). "Territorial Planning and tourism development tax", *Annals of Tourism Research*. 30(4):886-905.
9. **Piga, C. A.** and M. Vivarelli (2004). "Sample Selection in Estimating the Determinants of Cooperative R&D", *Applied Economics Letters*, 10:243-246.
8. Filatotchev, I., Demina N. and **C. A. Piga** (2002). "Network Positioning and R&D Activity: A Study of Italian Groups", *R&D Management*, 33(1):37-48.
7. Filippi, N. and **C. A. Piga** (2002). "Booking and Flying with Low Cost Airlines", *International Journal of Tourism Research*, 4:237-249.
6. **Piga, C. A.** (2002). "Debt and Firms' Relationships: The Italian Evidence", *Review of Industrial Organization*, 20(3):267-282.
5. **Piga, C. A.** (2002). "Corporate Social Responsibility: A theory of the firm perspective. A few comments and some suggested extensions.", *Academy of Management Review*, 27(1):13-15.
4. **Piga, C. A.** (2000). "Competition in a duopoly with sticky price and advertising", *International Journal of Industrial Organization*, 18(4):595-614.
3. **Piga, C. A.** (1998). "A Dynamic model of Advertising and Product Differentiation", *Review of Industrial Organization*, 13(5):509-522.
2. **Piga, C. A.** and M. Vivarelli (1998). "Una Prima Valutazione del Sostegno alla Nascita delle Piccole Imprese attuato tramite la legge 44/86", *Economia e Diritto del Terziario*, n.1:191-216.
1. **Piga, C. A.** (1995). "Un'analisi Empirica delle Scelte Organizzative in un Campione di Piccole e Medie Imprese di Successo", *Economia e Politica Industriale*, n.88, pp.179-197;

### Book Chapters

- Piga, C. A.** and E. Bachis (2007), "Pricing strategies by European traditional and low cost airlines: or, when is it the best time to book on line?", in Lee, D. (ed.), *Advances in Airline Economics. The Economics of Airline Institutions, Operations and Marketing*. Elsevier, ch. 10, 319-344.
- Piga, C. A.** (2000), "Strategic Taxation in Tourism", in APDR (Ed.), *Tourism Sustainability and Territorial Organisation: XII Summer Institute of the European Regional Science Association*, ISBN: 972-97825-6-3

### Submitted and work in progress

- Alderighi, M., Nicolini, M., and **C. A. Piga** (2013). "Combined Effects of Load Factors and Booking Time on Fares: Insights from the Yield Management of a Low-Cost Airline", revision invited by the Editors of *Review of Economics and Statistics*. Conditionally accepted.
- Alderighi, M., Gaggero, A., and **C. A. Piga** (2013). "Dynamic Pricing in the European Airline Industry", work in progress.
- C. A. Piga**, Wilson, C. and Belitsky, M. (2013). "The Evolution of the British Civil Aviation Market: 1996-2011", work in progress.

## External Collaborations

**Scientific Advisor:** Department for Business Innovation and Skills; project “Investigating external and private benefits from investments in skills and training: UK innovators study”. Start Date: 15 Feb. 2013.

**UK Management Committee Representative:** Department for Business Innovation and Skills and EU COST: European Cooperation in Science and Technology, COST action IS1104 Period: 2012-2016.

**External Examiner:** MBA, Imperial College, Business School, 2011-2014; UG, Leeds University Business School, 2011-2014; UG, Newcastle University Business School, 2007-2011.

**External affiliation:** **Senior Fellow and Chair of Tourism Economics Study Group**, Rimini Centre for Economic Analysis.

## PhD Supervision

Young Yun Lee      “*The Efficiency of UK Airports*”, MPhil dissertation. Degree awarded. December 2009.  
 Enrico Bachis      “*Price Competition and Price Dispersion among UK-based Low Cost Airlines*”, PhD dissertation. Degree awarded.  
 Giuseppe Medda    “*Essays on the relationship between R&D activity and firm productivity*”, PhD dissertation. Degree awarded.

### PhD Vivas

Margo Ogonowska    External Examiner - University of Nice, France, Dec. 2013  
 Ann Marsden        External Examiner - University of Tasmania, Australia, Nov. 2011  
 Priit Vather         External Examiner - University of Nottingham, Dept. of Economics, Feb. 2010  
 Vasilis Zykos       Internal Examiner - Loughborough University, Dept. of Economics, March 2009  
 Ece Turgut-Brett    Internal Examiner - Loughborough University, Dept. of Economics, Jan 2006  
 Malcom Brady       External examiner - Lancaster University Management School, April 2005

## Esteem Indicators

**Editorial Board membership:** i) *RELIT*, Revista de Literatura dos Transportes; ii) **EURASIAN BUSINESS REVIEW**.

**Organiser:** “Conference on the Economics and Management of Travel and Tourism”, Rimini, November 29-30 2011; “UK Network of Industrial Economists Meeting”, Loughborough, June 27th 2008.

**Editor,** Special Issue on “The Liberalization of the European Civil Aviation Industry: Economic and Policy Implications.”, *Rivista di Politica Economica*

**Younger Scholar Best Paper Award** by the Industrial Organization Society for the 2002 article on Review of Industrial Organization.

**Referee** for *Journal of Industrial Economics*; *Journal of the European Economic Association*; *Journal of Urban Economics*; *Journal of Public Economic Theory*; *Journal of Industry, Competition and Trade*; *International Journal of Industrial Organization*; *Economic Record*; *Journal of Productivity Analysis*; *Regional Science and Urban Economics*; *Environmental and Resource Economics*; *Small Business Economics*; *Economics of Innovation and New Technology*; *Journal of Technology Transfer*; *Bulletin of Economic Research*; *Review of Industrial Organization*; *Oxford Economic Papers*; *Management Science*; *Southern Economic Journal*; *Economic Theory*; *International Tax and Public Finance*; *Oxford Bulletin of Economics and Statistics*.

### Invited Talks

“Yield Management in Theory and Practice”; *Rimini Lectures in the Economics of Tourism*, April 2009.

"Mergers and Business Model Assimilation: Evidence from Low-Cost Airlines Takeovers", *Competition Commission*, London, Network of Industrial Economists Conference, December 2008

"On-Line Price Discrimination with and without arbitrage opportunities", Hermes Ricerche, *University of Turin* (Italy), workshop "Which future for the Civil Aviation Industry?".

"On-Line Price Discrimination with and without arbitrage opportunities", *ZEW Mannheim* (Germany), Workshop on "ICT and Firms' Strategies", 6-7 Oct. 2006.

"On the relationship between R&D and Productivity: a Treatment Effect analysis", *University of Bologna*, Workshop on "Innovation, Employment and Economic Growth", 28-29 November 2003.

### *Papers presented at Conferences since 2002*

"Fares, Load Factors and Yield Management: Evidence from a Low-Cost Airline", International Industrial Organization Society, Boston, 2013; IATE Conference in Tourism, Bournemouth, July 2011; and European Association for Research in Industrial Economics (EARIE) Conference, Istanbul, 2010.

"Market Selection, Heterogeneity and Entry in Liberal Professions", EARIE Conference, Stockholm, Sept. 2011; and International Industrial Organization Society, Vancouver, 2010.;

"Mergers and Business Model Assimilation: Evidence from Low-Cost Airline Takeovers", EARIE, Toulouse, 2008; and International Industrial Organization Society, Boston, 2009.

"Low-Cost Airlines and online Price Dispersion", International Industrial Organization Society, Savannah (USA), 2007; and Royal Economic Society, Warwick (UK); and SOEGW, Rimini, September 2006.

"Entry and Exit in a Liberalised Market", European Economic Association, Vienna, 25-28 August 2006; and 2nd International Conference on Tourism Economics, Palma de Mallorca, Spain, 18-20 May 2006.

"Do prices grow more in Euroland? Evidence from the airline industry", Royal Economic Society Conference, Nottingham, 19-21 April 2006; and International Industrial Organization Society, Boston, 7-9 April 2006.

"R&D investment, Credit Rationing and Sample Selection", European Association for Research in Industrial Economics EARIE, Oporto, 1-4 Sept. 2005; and Industrial Organization Society Conference, Chicago, 23-24 April 2004;

"On the relationship between R&D and Productivity: a Treatment Effect analysis", Industrial Organization Society Conference, Boston, April 2003; and EARIE Conference, Helsinki, Sept. 2003.

"Cooperation in R&D and Sample Selection", Econometric Society North American Summer Meeting, Los Angeles, 20-24 June 2002 and 2002 EARIE Conference, Madrid, Universidad Carlos III, 5-8 Sept. 2002

### *Seminars*

*Essex Business School*, March 2013; *University of Genova*, November 2012; *Leeds University*, January 2012; *Nottingham University*, November 2011; *Tilburg University*, March 2011; *University of Manchester*, March 2011; *University of Lugano*, May 2010; *FEEM, Milan*, April 2010; *University of York*, Dec. 2009; *Core, Louvain la Neuve*, Dec. 2009; *City University's Centre for Competition and Regulatory Policy*, Jan. 2009; *University of Lancaster, Business School*, November 2008; *University of Milan (Italy)*, DEAS 2008; *University of Bergamo (Italy)*, Engineering Dept. 2007; *University of Kent, Canterbury*, Economics Dept. 2007; *University of Reading*, Economics Dept. 2007; *Metropolitan University*, Economics Dept. 2006; *University of Durham*, Business School, 2006; *University of Newcastle*, Business School, 2006; *Aston University*, Business School, 2006; *University of Brescia (Italy)*, Economics Dept. 2006; *University of Rimini (Italy)*, Business School, 2006; *Lancaster University*, Business School, 2005;

### *Visiting Institutions*

Spring 2013	<i>Luiss University - Rome</i> , Department of Economics
Summer 2008	<i>Texas A&amp;M University</i> , Department of Economics