

Serena Morricone

UNIVERSITY OF BOLOGNA
CIEG - Department of Management
Via Terracini 28, 40131
Bologna, Italy

Phone: +39. 051.2098440; +39. 051.2090337
Fax: +39. 051.2090222
Email: serena.morricone@unibo.it

CURRENT POSITION

Research Fellow, 2008-2009, University of Bologna, Italy.

EDUCATION

- 2007 - 2008 Visiting Scholar, L. Stern School of Business, New York University, USA.
- 2005 -2008 Ph.D., Business Administration, University of Bologna, Italy.
Dissertation: *"The value relevance of intangible assets: A comparative study of the European adoption of International Accounting Standards (IAS/IFRS)"*.
- 1999-2004 M.Sc., Business and Economics, Luiss Guido Carli University, Italy.

EDUCATION RELATED ACTIVITIES

- June 2008 EVPAT Summer School in Economics and Management of Intellectual Property Rights, Italy.
- 2007-2008 Doctoral Courses at Stern School of Business: Empirical Corporate Finance; Empirical Research in Financial Accounting; Analytical Models in Financial and Managerial Accounting; Econometrics I. New York University, USA.
- July 2006 Summer School in Advanced quantitative methods for productivity and efficiency analysis, University of Pisa, Italy.
- June 2006 Advanced course in Panel data models with Stata for management and finance applications, Milan, Italy.

RESEARCH ACTIVITIES

- 2006- 2009 Research assistant, research project "*The Economic Valuation of Patents (EVPAT)*", University of Bologna, funded by the European Investment Bank. Research activities on themes related to the market valuation of patents and accounting for patents.
- 2005-2008 Research assistant, research project "*Valuation of R&D investments in the firms and the economic system*", University of Bologna, funded by the Basic Research Funds of the Italian Ministry of Research and University. Research activities on themes related to the market valuation of R&D.

PUBLICATIONS

- Morricone, S., [forthcoming], "*Valuing Patents for Accounting Purposes*", in "*The Economic Valuation of Patents. Methods and Applications*", CHELTENHAM, Edward Elgar, forthcoming.
- Morricone, S., Oriani, R., [forthcoming], "*Stock market valuation of patent portfolios*", in "*The Economic Valuation of Patents. Methods and Applications*", CHELTENHAM, Edward Elgar, forthcoming.
- Morricone, S., Oriani, R., 2009, "*R&D information*", in "*Evaluation and Performance Measurement of Research and Development: Techniques and Perspectives for Multi-Level Analysis*", CHELTENHAM, Edward Elgar, 2009.
- Boccardelli P., Giustiniano L. and S. Morricone, 2007, "*La diffusione dell'ICT nelle PMI di servizi*", in "*La diffusione dell'ICT nelle piccole e medie imprese*", LUISS University Press, Roma, 2007. ISBN: 9788861050198.

WORKING PAPERS

- Morricone, S., Oriani, R., Sobrero, M., "*Intangible assets and the mandatory adoption of IFRS*", working paper.
- Morricone, S., "*Value relevance and proprietary information*", working paper.

Morricone, S., "The European adoption of IFRSs: Better Accounting Standards and worse accounting information", working paper.

Morricone, S., Munari, F., Oriani, R., "IPO performance and strategic management of IPRs: evidence from the US semiconductor industry", working paper.

CONFERENCES

Morricone, S., Oriani, R., Sobrero, M., "The value relevance of intangible assets: Evidence of mandatory adoption of International Accounting Standards (IAS/IFRS)", presented at:

- XIX AliG (Italian Association of Management Engineering) Scientific Annual Meeting, 2008, Palermo, Italy.
- IV Workshop on Accounting and Economics, 2008.
- (invited paper) XI Workshop AIDEA - Gruppo di attenzione per la comunicazione ai mercati finanziari, Naples.
- Summer School in Economics and Management of Intellectual Property Rights (2008).

TEACHING ACTIVITIES

Lecturer, Valuing Patents for Accounting Purposes, Alma Mater Foundation, Bologna. Spring 2009.

Teaching assistant, Management Accounting, Prof. M. Longo, Telecommunication Engineering - University of Bologna. Fall 2008.

Teaching assistant, Management accounting, Prof. D. Macri', Industrial Engineering - University of Bologna. Fall 2008.

Teaching assistant, Corporate Finance, Prof. R. Oriani, Industrial Engineering - University of Bologna. Spring 2005, 2006.

Teaching assistant, Bank Management, Dr. M. Arpe (CEO Capitalia), Business and Economics - Luiss Guido Carli University. Fall 2006.

Lecturer, General Management, Provincia di Pescara, Spring 2005.

Teaching assistant, General Management, Prof. F. Fontana, Business and Economics - University of Pescara. Spring 2005, 2006

Teaching assistant, General Management, Prof. P. Boccardelli, Business and Economics - Luiss Guido Carli University. Fall, 2005, 2006.

Teaching assistant, General Management, Prof. F. Fontana, Business and Economics - Luiss Guido Carli University. Fall 2004, 2005.

Program tutor, Master in Business Administration, Luiss Guido Carli University. Fall 2004, Spring 2005.

FELLOWSHIPS

- European Investment Bank research fellowship, 2008-2009.
- Marco Polo Scholarship, University of Bologna, 2007.
- Prime research fellowship, 2006.
- Ph.D. Scholarship, University of Bologna, 2005-2007.

REFERENCES

Maurizio Sobrero

Professor of Management
Head, Department of Management
University of Bologna
Via Capo di Lucca 34
40126 Bologna, Italy
Phone: +39-051-2098076
Fax: +39-051-2098074
Email: maurizio.sobrero@unibo.it

Eli Bartov

Research Professor of Accounting
Director, Accounting Doctoral Program
New York University
Leonard N. Stern School of Business
44 W. 4th St., Suite 10-96
New York, NY 10012, USA
Phone: +1.212-9980016
Fax: +1. 212-9954004
Email: ebartov@stern.nyu.edu