

Alfredo De Massis is a Professor of Entrepreneurship & Family Business. As one of the leading family business academics globally, Alfredo has founded and/or relaunched three international centers for family business research, was named by [Family Capital](#) among the world's 25 star professors for family business in 2015, and has been recently ranked as the most influential and productive author in the family business research field in the last decade in a recent bibliometric study published in the [European Journal of Family Business](#), as top most-productive scholar in the area of family business innovation in a recent bibliometric study published on the [Review of Managerial Science](#), and as the most productive scholar and one of the most influential ones in a recent [scientometric analysis of research on socioemotional wealth](#). Among various editorial roles, Alfredo is Editor of the influential journal *Entrepreneurship Theory & Practice* in the *Financial Times* rank of top 50 journals, is Associate Editor of *Family Business Review*, and serves on the boards of public and private organizations internationally. Alfredo's research has been cited over 10,000 times, and has advanced understanding of how family business leaders balance economic and non-economic goals in strategic decision making, including complex digital transformation decisions. Moreover, his research has shown that history and tradition can be seen as an additional resource that can be leveraged to innovate and gain competitive advantages, leading to a substantial change in the classic view of the tradition vs. innovation trade-off, and introducing a history-informed approach to innovation and strategy research. Alfredo ranks among the top ten most-productive family business academics in the world according to a study appeared in the [Journal of Family Business Strategy](#) in 2021, and his research has been published widely in leading academic and professional journals including *AMJ*, *SMJ*, *JOM*, *JMS*, *JBV*, *ETP*, *RP*, *JPIM*, *AMP*, *FBR*, *JBE*, *CMR*, *AMLE*, *JFBS* and has been featured in various media outlets including *Financial Times*, *Harvard Business Review*, *CNBC*, *The Sun*, *Daily Mirror*, *The Independent*, *Il Sole24Ore*, *Porta a Porta (RAI 1)*. His research has also been published by the *European Commission* as

scientific and technical report and has been presented to the *UK Government* and *UK Parliament*. He has also produced funded research reports for practice, such as for the Institute of Family Business based in London. Known for his ability to bridge disciplines, including history, psychology and management, Alfredo has guest-edited more than 20 special issues of leading academic journals on general management. He is a recipient of several academic honors and awards and received various research grants from public funding bodies and private organizations, and is an Editor of *FamilyBusiness.org*, a U.S. social media platform funded by the Schulze Family Foundation dedicated to share with family business stakeholders, students, professors and advisors learning resources that help improve the survival and success rate of family firms. Alfredo has served as keynote speaker in the leading family business conferences and has been invited for visiting scholar positions and other speaking engagements in Austria, Belgium, Canada, Chile, China, Czech Republic, France, Germany, Greece, Italy, Lichtenstein, Luxembourg, Netherlands, Portugal, Singapore, Spain, Sweden, Switzerland, United Kingdom, the USA, and Venezuela. In September 2020, Alfredo has been included in the “Talent Club” of [We Wealth](#) that consists of the top 200 Italian thought leaders and influencers in the area of family wealth and wealth management: economists, asset managers, top managers, lawyers, accountants, real estate and art advisors. Prior to his academic career, Alfredo worked as manager for SCS Consulting and the strategy service line of Accenture, and as financial analyst at the Italian Stock Exchange (London Stock Exchange Group).