

Foreword

This book presents some of the results of the scientific research Ludovica conducted while doing her Ph.D. at the Management Department of Sapienza University of Rome. Having worked as her advisor throughout this whole period, it is for me a source of great pride to present this excellent work to those who want to dedicate some (well-spent) time reading it. I will examine this work with a novel approach, by looking at several different aspects that I believe to be key for our profession. I have identified these aspects through my important experience as the President of the Italian Society of Management (Società Italiana di Management—SIMA), the Scientific Society of the Italian Professors of Management.

As a Scientific Society, one of the important issues we are tackling is to try to stir the revision of evaluation systems toward a more accurate direction, while also suggesting to young scholars who are taking their first steps in their careers some guidelines for a correct interpretation of their job. The mantra of this approach can thus be expressed as follows: the job of a management professor must be interpreted with A.R.R.T.E (A/N—in Italian the word ‘arte’ means ‘art’), which is the acronym for amplitude (in the sense of openness), rigor, relevance, transfer, and ethics. Particular attention must therefore be given to:

- Amplitude: which, in the sense of openness, means participating, on one hand,—to the national and international scientific debate and operating in interdisciplinary and inter-university research teams; on the other hand, it means developing a concrete and fruitful collaboration with companies, the territory, institutions, and society at large, and participating in the socioeconomic debate among all these actors.
- Rigor: do quality research, adopting rigorous methodologies from a scientific point of view.
- Relevance: produce real, practical benefits for companies and society, generating knowledge as a competitive resource.
- Transfer: strive for knowledge transfer to the different target audiences (managers, students, institutions, etc.), using the most appropriate channels.

- **Ethics:** carry out the job conscientiously, following the principles of professional ethics in research, teaching, and other activities.

Now, to provide a brief and unusual presentation, let us try to use this scheme, which should be used for the job of professor in its entirety, to the specific context of this book.

Amplitude (openness). The book is based on research that Ludovica has carried out on the subject of counterfeiting over three years. Such research has been conducted in collaboration with other scholars, including two of the leading experts worldwide on the topic: Peggy Chaudhry (Villanova University) and Barbara Stöttinger (Vienna University). Therefore, excellent Amplitude!

Rigor. The study was conducted very rigorously, in accordance with the strict content analysis methodology proposed for the literature reviews. It is a very thorough work that embraces a 35-year time span, from the actual emergence of the counterfeiting problem to today. The body of the literature collected and analyzed is truly remarkable: as many as 572 articles (572!), published in 169 journals. Absolute Rigor!

Relevance. The theme of the work revolves around the counterfeiting and piracy phenomenon, i.e., the unauthorized copying of trademarks, copyrighted works, or patented inventions. It is an issue of extraordinary importance, both in virtue of the size of the phenomenon and the implications for institutions, companies, and consumers. The International Chamber of Commerce (ICC) estimates the value of unauthorized copying of trademarks, copyrighted works, and patented inventions, or the unauthorized use of someone else's legitimately registered trademark, to be worth about \$1.7 trillion. The affected sectors are quite diverse: clothing and accessories, food, audiovisual material, electrical and electronic computer equipment, watches and jewelry, perfumes and cosmetics, auto parts, and all the way to toys and pharmaceuticals. As the work clearly shows, the negative effects of counterfeiting are spread across several levels. At a high, public level, it has an impact on legality, the prosperity of the economy, national tax revenues, and employment. For the companies that are its victims, counterfeiting impacts on turnover, profitability, and brand image and undermines investments in innovation. Finally, for consumers, a counterfeit product may constitute a fraud and, especially in certain sectors, a health hazard. We derive that studying the phenomenon and identifying the managerial guidelines to mitigate its effects is an extraordinarily relevant activity.

Transfer. Sometimes scientific research tends to be auto-referential, either for the object under scrutiny, or the methods, languages, and channels used. It is not the case with this work. The research addresses a topic of interest to a wide audience; it is presented through a succinct, clear, easily comprehensible monograph that dedicates a wide section to the managerial implications; it is published through a prestigious international publishing house. Great Transfer!

Ethics. The research topic itself is of ethical relevance, as well as the contributions that the work gives to tackling the counterfeiting problem. As a side note,

the approach taken by the Author—which is always impeccable—throughout her research activity and beyond is an excellent example of ethics.

Therefore, I can certainly say that this is a work of ARTTE (*art*) and that it constitutes, without a doubt, an essential point of reference both for anyone conducting research on this topic and for the institutions and companies facing the phenomenon. All that is left to do is take advantage of it, and delve into the reading.

Let me conclude with a personal thought: It is wonderful to see this stage of Ludovica's professional development completed! And what a great satisfaction to note, once again, the standards of excellence that distinguish her work!

Fly Ludovica, fly!

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Alberto Pastore
Sapienza University of Rome

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A Comprehensive Literature Review

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