



ECONOMICS, FINANCE, CONTROL & LAW

## **Elisa CONTI**

Associate Professor of Economics | BBA Program Director

## **Contact**

<https://www.linkedin.com/in/elisa-conti-3107548/>

Email : [elisa.conti@ipag.fr](mailto:elisa.conti@ipag.fr)

Phone : +33 4 9313 3900

Campus : Nice

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## **Biography**

Elisa CONTI is Associate Professor of Economics at IPAG Business School and she is the Academic Director of the Bachelor of Business Administration (BBA), leading the Program for both the Paris and Nice Campuses. Elisa is an affiliate of the STEP Project Global Consortium (SPGC), an international network of universities engaged in applied research on family business issues. She completed a Ph.D. in Economics of Communication from IULM University (Milan) in 2009 and she holds an MSc in Local Economic Development from the London School of Economics and Political Science. She has worked for over 20 years in the fields of Economics and Marketing both as a lecturer and a research consultant for several organizations, including the UK Central Government, the City of London Corporation, and several Universities in Italy, the UK and France. Before joining IPAG, Elisa worked as Head of Economic Research for the Mayor of London and as visiting lecturer for IULM University and Bocconi University in Milan.

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## **Education**

- 2006 - 2009: PhD in Economics of Communication - IULM University, Milan
- 2006 - 2007: MSc in Local Economic Development (Dissertation with Distinction) London School of Economics and Political Science
- 1999 - 2003: BA in Tourism Management (with Honors) – IULM University, Milan

- 1994 - 1999: Diploma Liceo Scientifico (100/100) – Liceo Benedetto Cairoli, Vigevano, Italy
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## Teaching Areas

- Microeconomics
  - Macroeconomics
  - International Economics
  - International Trade
  - Economics and Society
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## Research Areas

- Economic Development and Social Inclusion
  - Socio-economic impact
  - Family business
  - Destination management and marketing
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## Professional experiences

**2017-now: BBA Program Director** for the Nice and Paris Campuses - IPAG Business School - France  
- Academic Head of the 3 year BBA Program (400 + students per year)

**2022-now: Associate Professor of Economics** - IPAG Business School

**2015-2021: Assistant Professor of Economics** - IPAG Business School

**2012-2014: Head of Economic Impact Evaluation**

- London & Partners / Mayor of London – London
- In charge of measuring the economic impact of all economic development activities delivered by London & Partners.
- Developed economic impact models, designed large surveys (30,000+ responses), conducted focus-groups and qualitative interviews.
- Presented results and methodologies to funders, commercial partners, national and international stakeholders.
- Managed external contractors and internal research staff.
- Worked on business plans, identifying activities and markets with best ROI.
- Managed an annual budget of up to £100K.

## **2009-2012: Research Manager** - Bone Wells Urbecon Ltd - London

- Project management of economic development projects for the following clients: UK Central Government, City of London Corporation, London Development Agency, British Telecom, University College London, Oxford Brookes University, and London Boroughs.
- Bid writing: successfully wrote bids that received European, Central Government and Local Government funding.
- HR management: managed researchers, consultants and interns.
- Discussed results of research projects at academic conferences and congresses (University of Oxford, University of Paris and Milan-Bocconi).
- Managed project budgets of £5K to £140K.

## **2004-2009: Researcher and Lecturer**– IULM University and Fondazione IULM- Milan

- Courses: Economics of Tourism, Destination Management.
- Research projects for the following clients: Milan Chamber of Commerce; Regione Trentino Alto-Adige; Italian Ministry of Foreign Affairs; Uzbek Ministry of Tourism; Italian Provinces.

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## **Selected publications**

- SAMARA, G., BANG, N. P., CONTI, E., et al. (2026). Mindset matters! The active involvement of women in family businesses: harnessing context through the STEP project. *Journal of Business Research*, 205, 115866.
  - JAYAKUMAR, T., CONTI, E., CALABRÒ, A., RIVAS, A. A. A., & RODRÍGUEZ, Y. E. (2025). *Family Business Sustainability Case Studies Across the World*. Edward Elgar Publishing.
  - CONTI, E., & CALABRÒ, A. (2025). Women leaders in family firms: Are they breaking the glass ceiling and redefining their golden cage? In M. Banno & G. D'Allura (Eds.), *Feminist perspectives in business studies: Breaking barriers in entrepreneurship, governance and management*. Edward Elgar Publishing.
  - CALABRO, A., CONTI, E., and MASE, S. (2024), "Trapped in a "golden cage"! The legitimation of women leadership in family business", *Journal of Family Business Strategy*
  - BONET FERNANDEZ D., VAN MIGOM M., CONTI Elisa and ALAVOINE, C. (2022), « Confiance et Économie collaborative : étude d'une communauté d'autopartage », *Management & Sciences Sociales*, N° 33, p. 171-185.
  - CONTI, E. and SMITH, B. (2014), "London & Partners Evaluation Methodology Study", published by the Greater London Authority and presented at the Government Economic Social Research Annual Conference, September 2014.
  - CARPENTER, J., CONTI, E., SIMMIE, J. et al. (2012), "Innovation and new path creation: the role of niche environments in the development of the wind power industry in Germany and the UK ", *European Spatial Research and Policy*. Presented at the New Path Creation Workshop- Trinity College, Oxford, 5-7 September 2010
  - CANTNER, U., CONTI, E. and MEDER, A. (2010), "Networks and innovation: the role of social assets in explaining firms' innovative capacity". *European Planning Studies*.
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