Name	Bruno Viscolani
Title	Full Professor
Subject	Mathematics for Economics (Metodi Matematici dell'Economia e delle Scienze Attuariali e Finanziarie)
University	Padova
Department	Matematica
Address	Via Trieste, 63
City	I – 35121 Padova – ITALY
Telephone	+ 39 – 49 - 827 13 97
Fax	+ 39 – 49 - 827 14 79
e-mail	viscolani@math.unipd.it

Education
- Visiting Fellow at London University (September 1983 - September 1984)
- "Laurea" in Mathematics, University of Padova, 1976

Professional experience
- * Academic Senator, University of Padova (2012 - 2014)
- * Director of the Department of Mathematics (Dipartimento di Matematica), University of Padova (2008 - 2014)
- * Full Professor of *Mathematics for Economics - Metodi Matematici dell'Economia e delle Scienze Attuariali e Finanziarie* (1999 - present) Facoltà di Economia/Dipartimento di Matematica, University of Padova, Italy
- * Associate Professor of *Mathematics for Economics:*
  (1995-1999) Facoltà di Economia, University of Padova, Italy
  (1987-1995) Facoltà di Economia, University "Ca' Foscari" Venice, Italy
- * Research Fellow of *Numerical Analysis and Programming - Calcolo Numerico e Programmazione* (1980-1987) University of Padova, Italy
- * Research Fellow of *Mathematics* (CNR grant, Mathematical Sciences Committee - Mathematical Analysis and Computer Science, 1977-1980) University of Padova

Scientific publications (since the year 2005)

- Endogenous royalty factor in a licensing contract (with A. Buratto and L. Grosset) **Yugoslav Journal of Operations Research**, 26, 3 (2016), pp. 298-304.
- Manufacturing high-tech products subject to rapid obsolescence (with L. Grosset) **Journal of Optimization Theory and Applications**, 170, 3 (2016), pp. 993-1008.
- Age-structured linear-state differential games (with L. Grosset) **European Journal of Operational Research**, 254, 2016, 269-278.
- Open-loop Nash equilibrium in Erickson's oligopoly model (with L. Grosset) **Nonlinear Analysis and Differential Equations**, 3, 2015, 167-172.
- An advertising game with multiplicative interference (with A. Baggio) **Optimization,** 63, 9, 2014, 1401-1418.
- ε-subgame perfectness of an open-loop Stackelberg equilibrium in linear-state games (with A. Buratto and L. Grosset) **Dynamic Games and Applications**, 2, 2012, 269-279.
- Pure-strategy Nash equilibria in an advertising game with interference. **European Journal of Operational Research**, 216, 2012, 605-612.
- A goodwill model with predatory advertising (with L. Grosset and P. Roberti) **Operations Research Letters**, 39, 2011, 419-422.
- Using several advertising media in a homogeneous market (with A. Sorato) **Optimization Letters**, 5, 2011, 557-573.
- Advertising and exogenous interference in a segmented market (with L. Grosset) **Journal of Interdisciplinary Mathematics**, 14, 2011, 29-38.

- Advertising events in a competitive framework (with L. Grosset) **Journal of Optimization Theory and Applications**, 146, 2010, 375-385.
- Advertising and production of a seasonal good for a heterogeneous market (with D. Favaretto) **4OR - A Quarterly Journal of Operations Research**, 8, 2, 2010, 141-153.
- Advertising decisions in a vertical distribution channel. **International Game Theory Review**, 11, 3, 2009, 273-284.
- Optimal dynamic advertising with an adverse exogenous effect on brand goodwill (with L. Grosset) **Automatica**, 45, 2009, 863-870.
- Advertising strategies in a differential game with negative competitor's interference (with G. Zaccour) **Journal of Optimization Theory and Applications**, 140, 2009, 153-170.
- Advertising decisions for a segmented market. **Optimization,** 58, 4, 2009, 469-477.
- Optimal dynamic advertising policies and equilibria. **Journal of Interdisciplinary Mathematics**, 11, 2008, 565-580.
- Advertising in a segmented market: comparison of media choices (with L. Grosset) **The IMA Journal of Management Mathematics,** 19, 2008, 219-226.
- Advertising coordination games of a manufacturer and a retailer while introducing a new product (with A. Buratto and L. Grosset) **TOP (Trabajos de Investigacion Operativa)**, 15, 2007, 307-321.
- Reciprocal optimal control problems and the associated Pareto frontier (with L. Grosset) **Journal of Optimization Theory and Applications**, 130, 2006, 113-123.
- Advertising channel selection in a segmented market (with A. Buratto and L. Grosset) **Automatica**, 42, 2006, 1343-1347.
- Advertising a new product in a segmented market (with A. Buratto and L. Grosset) **European Journal of Operational Research**, 175, 2006, 1262-1267.
- Linear models and advertising (with A. Buratto e L. Grosset) **Rendiconti per gli Studi Economici Quantitativi**, Numero speciale in onore di Giovanni Castellani, Venezia, 2005, 107-120.
- Advertising for the introduction of an age-sensitive product (with L. Grosset) **Optimal Control Applications and Methods,** 26, 2005, 157-167.
- Minimum time problems in Economics (with L. Grosset) **Mathematical Methods of Operations Research**, 61, 2005, 23-32.

Lecture Notes

- Ottimizzazione Dinamica, modelli economici e gestionali (with A. Buratto, L. Grosset) Libreria Progetto, Padova, 2016.
- Matematica Generale (with A. Buratto, M. Grasselli, L. Grosset) Libreria Progetto, Padova, 2015.
- Modelli Matematici per l'Economia (with P. Malesani) Libreria Progetto, Padova, 2007.
- Modelli Dinamici in Economia (with L. Grosset) Libreria Progetto, Padova, 2005.
- Programmazione Matematica e Decisioni Economiche (with A. Buratto) Libreria Progetto, Padova, 2005.

Scientific Associations Membership
- **AMASES** (Ass. per la Matematica Applicata alle Scienze Economiche e Sociali) – Member of the Scientific Committee 2011-2013
- **ISDG** (International Society of Dynamic Games) – Member of the Executive Board 2008-2012
- **UMI** (Unione Matematica Italiana)
- **EMS** (European Mathematical Society)
- **AIRO** (Associazione Italiana di Ricerca Operativa)

Scientific interests
- Optimal Control and Applications to Economics and Management
- Non-Linear Programming and Applications to Economics and Management
- Game Theory and Marketing Applications

Editorial activities
- Co-Editor of "Annals of ISDG 2016".
- Associate Editor of the "Journal of Information & Optimization Sciences" (http://www.tarupublications.com/jios.html).

- Reviewer for "Mathematical Reviews".
- Referee for "4OR", "Annals of Operations Research", "Automatica", "Central European Journal of Operations Research", "Decisions in Economics and Finance", "Discrete Dynamics in Nature and Society", "European Journal of Operational Research", "History and Philosophy of the life Sciences", "IEEE Transactions on Automatic Control", "IEEE Transactions on Systems, Man and Cybernetics", "International Game Theory Review'', "International Journal of Mathematics and Mathematical sciences", "International Journal of Production Economics", "International Journal of the Economics of Business", "Journal of Economic Dynamics and Control", "Journal of Industrial and Management Optimization", "Journal of Information and Optimization Sciences", "Journal of Interdisciplinary Mathematics", "Journal of Optimization Theory and Applications", "Journal of the Operational Research Society", "Mathematical Methods of Operations Research", "Mathematical Social Sciences", "Open Journal of Business and Management", "Optimal Control Applications and Methods", "Optimization", "Optimization Letters", "Rendiconti per gli Studi Economici Quantitativi", "Ricerca Operativa", "SIAM Journal on Control and Optimization", "Top".

Teaching experience (Courses taught, since the year 1987, for different periods)

* at the University of Padova:
  Facoltà di Economia/Dipartimento di Scienze Economiche e Aziendali
  Matematica Generale, Matematica Finanziaria, Matematica per l'Economia: modelli dinamici e ottimizzazione, Matematica per le Decisioni della Finanza Aziendale, Matematica per l'Economia: finanza quantitativa, Matematica per l'Economia e la Finanza, Matematica per l'Economia e la Finanza 2, Operations Management, Topics in Quantitative Finance.
  Facoltà di Scienze mm. ff. nn.
  Economia Matematica, Metodi e Modelli per le Scelte Economiche, Modelli Matematici per l'Economia, Matematica per l'Economia.

* at the University "Ca' Foscari" Venice:
  Facoltà di Economia
  Matematica Finanziaria I, Matematica Finanziaria ed Attuariale, Matematica Generale.
  Dottorato di ricerca in "Matematica per le Decisioni Economiche" (sede amm. Trieste)
  Introduzione al Controllo Ottimo con Applicazioni all'Economia.

* at the University of Verona:
  Facoltà di Economia
  Matematica Generale.

Co-Authors
Andrea Baggio, Antonella Basso, Luigi Beghi, Michele Bottos, Alessandra Buratto, Carla De Francesco, Stefania Funari, Martino Grasselli, Luca Grosset, Daniela Favaretto, Paola Ferretti, Paolo Malesani, Nicoletta Marangon, Paolo Mazzega, Alberto Mezzaroba, Silvio Mosca, Giorgio Pederzoli, Paolo Pellizzari, Cristina Ramus, Paolo Roberti, Annamaria Sorato, Georges Zaccour, Giovanni Zanella.

Publications cited in   (8/09/2016)
SCOPUS: 40
MathSciNet: 52
ZentralblattMATH: 53