

## CV Rico Maggi

Full Professor and Dean

Faculty of Economics, Università della Svizzera italiana,

Director Istituto di ricerche economiche

Titularprofessor, Zürich University

Born: 5.1.1951

Languages: German (mother tongue), English, Italian, French

### Education

1976 lic.oec.publ. (Masters in Economics), Zurich University

1982 Dr.oec.publ (Ph.D. in Economics), Zurich University

1996 Habilitation, Zurich University

### Professional experience

1976-1984 Teaching and Research assistant; Zurich University

1984-1985 Research Fellow, Université de Paris I, Panthéon-Sorbonne

1985-1996 Maître-assistant and lecturer, Scocioeconomic Institute, Zurich University

1989-1996 Member of the board and Newsletter editor European Science Foundation Network on European Communication and Transport Activities Research (NECTAR)

1996-2000 Associate professor, Università della Svizzera italiana,

1997-2009 Council member Schweizerische Studienstiftung

1998-2011 Council member Swiss National Science Foundation

1999-2004 Member of the scientific advisory board BAK

1999-2011 Member of the research commission of the Swiss Federal Road Office

2000- Full professor, Faculty of Economics, Università della Svizzera italiana

2000- Director Istituto di Ricerche Economiche, Università della Svizzera italiana

2000 OECD expert territorial review Province of Bergamo (Italy)

2000 Chairman of the Local Organizing Committee, 6th World Congress of the Regional Science Association International

2001- Council member Fondation Marcel Benoist

2001-2009 Member of the Board Jönköping Business School (S)

2001-2003 Member of the Federal Expert Commission for a New Regional Policy

2002- President Swiss Transport Research Association

2003-2007 Member of the Board Swiss Society for Economics and Statistics

2004-2011 Member of the board of the Council of the SNF

### Research experience

1982- Research director of numerous projects funded by the SNF and by international, national and local public and private bodies, on:

- deregulation, efficiency and competitiveness
- transport economics
- telecommunication
- tourism and leisure industries
- environmental economics
- real estate and urban economics

1989- Collaborator in numerous international research consortia on problems of transport economics and policy and Expert for the OECD, the European Science Foundation, the SNF

Referee for various leading academic journals

**Selected recent projects:**

- 2003-2005 Evaluation of quality attributes in freight transport (Federal Office for Roads)
- 2004-2005 Economic impact Film Festival Locarno (Canton Ticino)
- 2007-2009 Evaluation of the Optimal Resilience for Vulnerable Infrastructure SNF
- 2007-2010 Effects of Neighborhood Choice on Housing Markets: a model based on the interaction between microsimulations and revealed/stated preference modeling SNF
- 2011–2013 An interdisciplinary project on the role of relationality in urban transformation processes (SNF)

**Teaching experience**

Zurich University

- 1986 - 1988 - Economics of telecommunication and tourism
- 1987 - 1995 - Advanced Microeconomics
- 1988 - 1996 - Microeconomics (Ph.D. Seminar)
- 1991 - 2003 - Transport economics

Università della Svizzera italiana

- 1996 - today - Microeconomics
- 1997/98 - Public economics
- 1998 - 2005 - Industrial economics
- 1999 - 2005 - Markets, institutions and strategic behavior
- 2000 - today - Urban economics
- 2002 - today - Regional and international economics
- 2004 - today - Economics of leisure and mobility

Swiss Federal Institute of Technology (ETHZ)

- 1990 - Welfare Economics

Polytechnic of Lisbon

- 1991 - 1998 - Masters course in Behavioural and Social Aspects of Transport

Summer University Stockholm

- 1991 - Graduate course on telecommunication

Kaderschule Zürich

- 1995-1999 – Competition policy

Swiss Study Foundation

- 1997 - Summer academy on transport and mobility
- 2000 - Summer academy „homo mobilis“

Guest lectures

- 1992 University of California, Irvine
- Free University Amsterdam
- University of Amsterdam
- 1993 Vienna University of Economics and Business Administration
- Tel-Aviv University
- Hebrew University of Jerusalem
- 1994 Fribourg University
- 1998 Milano Polytechnic
- 1999 University of Bologna

2002 University of Dresden  
2005 University of Innsbruck

## **Publications**

Articles in peer reviewed journals

- R. Maggi, P.K. Haeni (1986): Spatial concentration, location and competitiveness: the case of Switzerland. - In: *Regional Studies*, Vol. 20, no. 2, p. 141-149
- R. Maggi (1987): Die Analyse der Wettbewerbsfähigkeit wirtschaftlicher Strukturen. - In: *Schweiz. Zeitschrift für Volkswirtschaft und Statistik*, Heft 3
- R. Maggi (1987): Identification du potentiel innovateur d'un tissu régional. - In: *Revue d'Economie Régionale et Urbaine*, Numéro spécial. - Paris
- R. Maggi (1989): Towards an economic theory of barriers to communication. - In: *Papers of the Regional Science Association*, Vol. 66, pp.131-141
- R. Iten, R. Maggi, H. Schelbert-Syfrig, A.J. Zimmermann (1989): There is no such thing as a free lunch. In: *Schweizerische Zeitschrift für Volkswirtschaft und Statistik*, Vo. 125, S.609-611
- M.M. Fischer, R. Maggi, C. Rammer (1990): Context Specific Media Choice and Barriers to Communication in Universities. - In: *The Annals of Regional Science*, Vol.24, pp.253-269
- R. Maggi (1992): Swiss Transport Policy for Europe? Federalism and the Dominance of Local Issues. In: *Transportation Research*, Vol.26A, No.2, pp.193-198
- M. Filippini, R. Maggi (1992): The Cost Structure of the Swiss Private Railways. In: *International Journal of Transport Economics*, Vol.19, No.3, pp.307-327
- M. Filippini, R. Maggi, P. Prioni (1992) Inefficiency in a Regulated Industry. The Case of the Swiss Regional Bus Companies. In: *Annals of Public and Cooperative Economics*, Vol.63, No.3, pp.437-455
- M.M. Fischer, R. Maggi, C. Rammer (1992): Stated Preference Models of Contact Decision Behaviour in Academia. - In: *Papers in Regional Science*, Vol.71, pp.359-371
- M.M. Fischer, R. Maggi, C. Rammer (1992): Telecommunication Media Choice Behaviour in Academia. An Austrian-Swiss Comparison In: *Geographical Analysis*, Vol.24, pp.1-15
- R. Maggi, I. Masser, P. Nijkamp (1992): Missing Networks in European Transport and Communications. In: *Transport Reviews*, Vol.12, pp.311-321
- M. Filippini, R. Maggi (1993): Efficiency and Regulation in the Case of the Swiss Private Railways. In: *Journal of Regulatory Economics*, Vol.5, pp.199-216

- R. Maggi (1994): Environmental Implications of Missing Transport Networks in Europe. In: *Transportation Research A*, Vol.28A, pp.343-350
- K. Button, R. Maggi (1995): Videoconferencing and its implications for transport: an Anglo-Swiss perspective. In: *Transport Reviews*, Vol.15, pp.59-75
- Bolis S. and R. Maggi, (2003): Logistics Strategy and Transport Service Choices – An Adaptive Stated Preference Experiment *Growth and Change*, 34, 490-504
- N. Tretyakevich, R. Maggi (2011): Not just for business: some evidence on leisure motivations of conference attendees. In: *Current Issues in Tourism*: pp. 1-5
- L. Masiero, R. Maggi, (2012): Estimation of indirect cost and evaluation of protective measures for infrastructure vulnerability: A case study on the transalpine transport corridor. In: *Transport Policy*, Vol. 20, pp13-21
- Articles in refereed books:
- R. Maggi (1991): Transport Regulation in Switzerland. In: K. Button and D. Pitfield (eds.): *Transport Deregulation*. Basingstoke (Macmillan), pp.63-74
- R. Maggi, P. Nijkamp (1992): Missing Networks and Regional Development in Europe. In: Vasko T. (ed.): *Problems of Economic Transition. Regional Development in Central and Eastern Europe*. Aldershot (Avebury)
- G. Hauser, R. Maggi (1993): Missing Transport Networks: A Policy Perspective. In: D. Banister, Y. Berechman (eds.) *Transport in a Unified Europe*. Amsterdam (North-Holland), pp. 173-193
- R. Maggi, M. Filippini (1993): Switzerland: Neutrality at the Centre of Europe? In: I. Salomon, P. Bovy, J.P. Orfeuil (eds.): *A Billion Trips a Day. Tradition and Transition in European Travel Patterns*. Dordrecht (Kluwer), pp. 385-402
- M.M. Fischer, R. Maggi, C. Rammer (1993): Scholarly Communication in Europe. Stated Communication Media Choice and Contact Decision Models Based on Laboratory Choice Experiments in Universities In: Nijkamp P. (ed.): *Europe on the Move*, Aldershot (Avebury), pp.311-329
- M.M. Fischer, R. Maggi, C. Rammer (1994): Contact Decision Behaviour in a Knowledge Context: A Discrete Choice Modelling Approach Using Stated Preference Data. In: Johansson B., Karlsson C., Westin L. (eds.): *Patterns of a Network Economy*, Berlin, Heidelberg, New York (Springer)
- R. Maggi (1994): European Integration and the Role of Transport Related Barriers at National Borders. In: P. Nijkamp (ed.): *New borders and old barriers in Spatial Development*. Aldershot (Avebury)
- R. Maggi (1995): Videoconferencing. Economic Arguments on an Overrated Communication Mode. In: Batten D., Casti J., Thord R.: *Networks in Action*. Berlin, Heidelberg; New York (Springer)
- K. Müller, R. Maggi (1998): Price Effects of Regulation: Stated Offers for Transalpine Freight Transport Services. In: A Reggiani (ed.): *Accessibility, Trade and Locational Behaviour*
- R. Maggi, S. Bolis: (1999): Adaptive Stated Preference Analysis of Shippers' Transport and Logistics Choice; in: *Selected Proceedings of the 8th World Conference of Transport Research*

- S. Bolis, R. Maggi (2002): Stated Preferences – Evidence on Shippers’ Transport and Logistics Choice. In: R. Danielis (ed.) Freight Transport Demand and Stated Preference Experiments; Milano (Franco Angeli)
- R. Maggi, A. Cento (2002): Long-distance Telephone Calls, Media Endowment and Contact Network: An Empirical Study. In: E. Stern, I. Salomon, P.H.L. Bovy; Cheltenham (Edward Elgar)
- Maggi R. (2004): Financing Transport Infrastructure. In: D. Hensher and K.J. Button (eds.): Handbook of Transport Strategy, Policy and Institutions; Handbooks in Transport Vol 6, Amsterdam (Elsevier, pp 285-297)
- Rudel, R, Tarola, O. Maggi, R. (2005): Pricing and Financing transport infrastructures in Switzerland. A success story? In: Ragazzi, Rothengatter, W. (eds) Procurement and Financing of Motorways in Europe. Research in Transportation Economics. Vol 156.Elsevier, Amsterdam.
- Maggi R. & R. Rudel (2008): The Value of Quality Attributes in Freight Transport. Evidence from an SP-Experiment in Switzerland. In: M. Ben-Akiva, H. Meersman and E. Van de Voorde (eds.), Recent Developments in Transport Modelling: Lessons for the Freight Sector, Emerald
- Guerra G., Patuelli R., Maggi R. Ethnic Concentration, Cultural Identity and Immigrant Self-Employment in Switzerland. In: P. Nijkamp, J. Poot and M. Sahin (eds). Migration Impact Assessment: New Horizons. Edward Elgar, Cheltenham Northampton (forthcoming)

#### Books:

- H.-C. Kesselring, P. Halbherr, R. Maggi (1982): Strassennetzausbau und raumwirtschaftliche Entwicklung. - Bern/Stuttgart (Paul Haupt)
- R. Maggi (1983): Entwicklungsmöglichkeiten von Schweizer Wintersportorten. Bern/Stuttgart (Paul Haupt). Ph.D. thesis
- K. Button, P. Brown, M.M. Fischer, R. Maggi, H. Ouwersloot, C. Rammer, P. Rietveld, I. Salomon (1993): Academic Links and Communications. Aldershot (Avebury)
- P. Nijkamp, J. Vleugel, R. Maggi, I. Masser (1994): Missing Transport Networks in Europe. Aldershot (Avebury)
- Maggi R., Geninazzi A. (2010) Verkehrt. Plädoyer für eine nachhaltige Verkehrspolitik. Verlag Neue Zürcher Zeitung

#### Contributions to edited volumes:

- R. Maggi (1982): Strassennetzausbau und raumwirtschaftliche Entwicklung. In: Hanser C., Huber S. (Hrsg.): Hat die traditionelle Infrastrukturförderung für periphere Regionen ausgedient Diessenhofen (Rüegger)
- R. Maggi (1983): Investissements routiers et développement régional; In: Gaudard G. (éd.): Les transports et la région, Fribourg (Editions Universitaires)
- R. Maggi, P. Halbherr, K. Kieliger (1985): Raumwirksamkeit der Erschliessung mit öffentlichem und privatem Verkehr. In: Sektoralpolitik versus Regional-politik / Hrsg.: E.A. Brugger. - Bern

- R. Maggi, T. Hengevoss (1988): Raumwiderstand bei der Telekommunikation? - In: Mitteilungen des Arbeitskreises für neue Methoden in der Regionalforschung, Vol. 1
- C. Nielsen, R. Maggi (1989): Was ist die Erholung im Stadtwald wert? In: Elsasser H. (Hrsg.) Wirtschaftsgeographie und Raumplanung, Vol.4
- R. Maggi (1990): Foreign demand and domestic supply - an outlook on transport infrastructure in Switzerland and the EC. - In:G.R.M. Jansen (ed.): Future European Travel Demand and Infrastructure. - Brussels: European Transport Planning Colloquium, pp. 51-60
- R. Ratti, R. Maggi, C.V. Barras (1990): Switzerland. In: Nijkamp P., Reichman S., Wegener M. (eds.): Euromobile: Transport, Communications and Mobility in Europe. A Cross-National Comparative Overview. Aldershot (Avebury)
- R. Maggi (1991): Some Speculations on Logistics and the Environment in European Transport Policy. In: H.G. Smit (ed.):Transport Development in an Integrating Europe. - Delft: European Transport Planning Colloquium, pp.109-118
- M.M. Fischer, R. Maggi, C. Rammer (1991): Kommunikationsverhalten von Individuen. Ein methodologischer Ansatz und ausgewählte empirische Ergebnisse. In: Wissenschaftliche Zeitschrift der Humboldt-Universität zu Berlin. Reihe Mathematik/Naturwissenschaften 40 (1991) 4
- R. Maggi (1992): Sustainable development and infrastructure: A view from Switzerland. In: Ruijgrok C.J., van Aken F.G.J., Leyten A.J.M. and Machielse C.: Sustainable Development and Mobility, Delft (TNO)
- S. Banfi, R. Maggi (1992): Taxis - an Expensive Mode of Public Transport? In: Bovy P.H.L. & Smit H.G. (eds.): Financing European Transport. - Delft: European Transport Planning Colloquium, pp.109-118
- R. Maggi, I. Masser, P. Nijkamp (1993): Missing Networks: The Case of European Freight Transport. In: European Planning Studies, Vol.1, pp.351-366
- M. Filippini, R. Maggi (1993): Die Subventionierung des öffentlichen Regionalverkehrs in der Schweiz: eine ökonomische Beurteilung. In: Jahrbuch für Verkehrswirtschaft 1992/93. St.Gallen 1993, pp.1-14
- Marti M., H. Sommer & R. Maggi (2007): Erreichbarkeit und regionalwirtschaftliche Entwicklung. In: Jahrbuch 2007 Schweizerische Verkehrswirtschaft. St. Gallen, 221-233
- Scholz C., Maggi R. (2008). Finding the Invisible - Quantifying 'urban beauty' of Dubai via content analysis of photographs. In: Instant Cities: Emergent Trends in Architecture and Urbanism in the Arab World. The 3rd International Conference of the Center for the Study of Architecture in the Arab Region
- Scholz C., Maggi R. (2008). A perspective on beauty - Reading its urban attractiveness via content analysis of photographs. (AIEST : International Tourism Research and Concepts. P. Keller/T. Bieger : Real Estate and Destination Development in Tourism. Erich Schmidt Verlag Berlin 2008)

Conference papers, research reports, discussion papers etc.:

- R. Maggi (1985): Die Verwendbarkeit des Potentialansatzes zur Untersuchung raumwirtschaftlicher Effekte neuer Informationstechnologien (NIT). - Bericht MANTO-ETH. - Zürich
- R. Iten, M. Kawassides-Karasso, R. Maggi (1987): Ermittlung individueller Umwelt- und Verkehrspräferenzen am Wohnort: Schlussbericht im Nationalfonds-Projekt Nr. 1.291.85.
- H. Schelbert, R. Maggi et al. (1988): Wertvolle Umwelt: ein wirtschaftswissenschaftlicher Beitrag zur Umwelteinschätzung in Stadt und Agglomeration Zürich. Zürich, ZKB
- R. Maggi (1988): Das Problem der Präferenzzerfassung im Rahmen von Bewertungsverfahren. - Zürich ETH, (IVT-Bericht 70)
- R. Iten, R. Maggi (1989): The Economic Value of Traffic Noise Abatement in an Urban Area: Empirical Evidence from a Hedonic and a Discrete Choice Approach. Paper presented at the 5th World Conference of Transport Research, Yokohama, Japan
- S. Banfi, R. Maggi (1991): Lebensmitteleinkauf in Zürich: Zwischen Markt und Filiale. Zürich (Arbeitsbericht)
- S. Banfi, R. Maggi (1992): Efficiency versus Pleasure. A Choice Model of Urban Grocery Shopping Behaviour. Paper presented at the Annual Conference of the Western Economic Association, San Francisco
- M. Filippini, R. Maggi (1992): Subventionen und Tarifierung: Das Beispiel der Tarifannäherung. In: Subventionen und Controlling. Bericht zu einem Seminar an der Universität Neuenburg. Publiziert als Unterlagen zu Bildungsveranstaltungen des Eidgenössischen Personalamtes. Bern/Neuenburg 1992
- S. Banfi, R. Maggi (1994): Der Wildpark Langenberg aus der Sicht der Besucherinnen und Besucher (Bericht zuhanden des Stadtforstamtes Zürich)
- R. Maggi, G. Hauser (1995) Deer-Park visits, On site Time and the Value of Wilderness. Revised version of a paper presented at the Annual Conference of the Western Economic Association, Vancouver, 1994
- R. Maggi (1995): Social and Behavioural Aspects of Transport. Skriptum zum Kurs im "Masters Course on Transportation" am Insituto Superior Tecnico, Lissabon
- R. Maggi (1995): Wettbewerbspolitik. Skriptum zum Kurs an der Kadenschule Zürich
- R. Maggi, M Alderighi, S. Bolis, A. Cento (1998): Aeroporto Lugano Agno: Analisi e prospettive di sviluppo. Rapporto per il Municipio di Lugano
- R. Maggi, A. Cento, (1999): La natura come risorsa. Valore economico, conoscenze, immagini degli ambienti naturali del Ticino. Rapporto per il dipartimento del territorio e Ticino Turismo
- M Alderighi, R. Maggi (1999): Competitività e capitale umano. L'economia ticinese ne 1999. Rapporto per la Camera commercio industria artigianato cantone Ticino
- S. Bolis, R. Maggi (1999): Modelling the transport and logistics choice of a shipper. NRP 41, Volume M8
- R. Maggi et al. (1999): Multimodale Potenziale im transalpinen Güterverkehr. NRP 41, Bericht B4
- M. Alderighi, R. Maggi (1999) Firm Structure, Uncertainty and Communication Technology. Paper presented at the Conference of the European Regional Science Association

- M Alderighi, R. Maggi (2000): Competitività, concorrenza e strategie aziendali. L'economia ticinese nel 2000. Rapporto per la Camera commercio industria artigianato cantone Ticino
- Vrtic, M., K.W. Axhausen, R. Maggi and F. Rossera (2003) Verifizierung von Prognosemethoden im Personenverkehr, Final report to the SBB and the Bundesamt für Raumentwicklung (ARE), IVT (IVT), TEH Zürich and USI Lugano, Zürich and Lugano.
- Maggi R. (2006): Versagt die klassische regionale Wirtschaftspolitik in der Schweiz? In: Agrarwirtschaft und Agrarsoziologie 2/06, 109-116
- Maggi R. (2007): Der Regionalverkehr aus öffentlicher Sicht. In: Regionen im Umbruch! – Regionalverkehr im Aufbruch?. Schriftenreihe IVT-ETHZ, 136
- Maggi R., Padurean L. (2007): The End of Hospitality and the Last Guest. Tavola rotunda Ticino 2018: turisti senza alberghi?
- Masiero L., Maggi R. (2010). Accounting for WTP/WTA discrepancy in discrete choice models: Discussion of policy implications based on two freight transport stated choice experiments. Quaderno N. 11-03, Faculty of Economics, University of Lugano
- Scagnolari S., Maggi R. (2010). Modelling heterogeneity in young person's night-time choices – accounting for attitude towards alcohol consumption. 10th STRC Swiss Transport Research Conference.