

# Monica Masucci

INNOVATION

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## ARTICLES IN SCHOLARLY JOURNALS

SIEPEL J., CAMERANI R., MASUCCI M.

**Skills combinations and firm performance**

Small Business Economics, 2021, vol.56, no. 4, pp.1425-1447

MASUCCI M., PARKER S. C., BRUSONI S., CAMERANI R.

**How are corporate ventures evaluated and selected?**

Technovation, 2021, vol.99, pp.102126

MASUCCI M., BRUSONI S., CENNAMO C.

**Removing bottlenecks in business ecosystems: The strategic role of outbound open innovation**

Research Policy, 2020, vol.49, no. 1, pp.103823

ZUCHELLA A., HAGEN B., DENICOLAI S., MASUCCI M.

**Early and accelerated internationalisation: the role of the niche strategy in a new generation of exporters**

International Journal of Export Marketing, 2016, vol.1, no. 1, pp.27-47

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## RESEARCH MONOGRAPHS

VIGANÒ F., CAMERANI R., LOMBARDO G., MASUCCI M.

**Politiche di welfare aziendale e benessere dei lavoratori. Uno studio sulle imprese del settore elettrico in Italia**

Rubettino Editore, Italy, 2015

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

MASUCCI M., MOEINI M., NEWELL S.

**SolarCo's Internationalization Strategy** in *Teaching Business Data Analytics: Creating Data-savvy Managers in the Regular Business Curriculum*,

M. Moeini, S. Newell (Eds), TeachBDA, pp.42-47, 2018

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**Edimburgo: la capitale dei festival** in *La valorizzazione delle destinazioni. Cultura e turismo*

P. Dubini, M. De Carlo (Ed), Egea, 2008

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**La valorizzazione delle destinazioni. Cultura e turismo** in *La valorizzazione delle destinazioni. Cultura e turismo*  
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**Lecce e il suo territorio** in *La valorizzazione delle destinazioni. Cultura e turismo*  
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**L'impatto degli eventi culturali sulle destinazioni** in *La valorizzazione delle destinazioni. Cultura e turismo*  
P. Dubini, M. De Carlo(Ed), Egea, 2008

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## PROCEEDINGS/PRESENTATIONS

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**Exploring the Interplay of Industry Architectures and Outbound Open Innovation**  
*Academy of Management Proceedings, vol. 2015, no. 1, pp. 14919 2015*

MASUCCI M., BRUSONI S., HAYTON J.

**Exploring the evaluation and selection process of internal corporate ventures: critical factors and stage-based differences.**  
*Frontiers of Entrepreneurship Research, 34(16), article 12, 2014*

MASUCCI M., BRUSONI S., HAYTON J.

**Uncovering the determinants of initiative selection in corporate venture units: a multistage perspective**  
*Frontiers of Entrepreneurship Research, 33(16), article 3, 2013*

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## RESEARCH REPORTS

SIEPEL J., VELEZ OSPINA J., CAMERANI R., BLOOM M., MASUCCI M., CASADEI P.

**Creative Radar 2021: The impact of Covid-19 on the UK's creative industries**  
2021, Creative Industries Policy and Evidence Centre (PEC), London, Great Britain

SIEPEL J., CAMERANI R., MASUCCI M., VELEZ OSPINA J., CASADEI P., BLOOM M.

**Creative Industries Radar. Mapping the UK's creative clusters and microclusters**  
2020, Creative Industries Policy and Evidence Centre (PEC), London, Great Britain

BLOOM M., CAMERANI R., CASADEI P., MASUCCI M., SIEPEL J., VELEZ-OSPINA J.

**Evolution and trends of creative cluster research: A systematic literature review and future research agenda**  
2020, Creative Industries Policy and Evidence Centre (PEC), London, Great Britain

SIEPEL J., CAMERANI R., MASUCCI M., PELLEGRINO G.

**The Fusion Effect: The Economic Returns to Combining Arts and Science Skills**  
2016, Nesta, London, Great Britain

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