
AFFILIATE PROFESSOR

Innovation

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Biography

Monica Masucci is an Affiliate Professor of Innovation at SDA Bocconi School of Management.

She is a Senior Lecturer (Associate Professor) in Strategy and Entrepreneurship at the Department of Strategy and Marketing at University of Sussex Business School in the UK.

Since 2020 she is Head of Pre-Acceleration at Bocconi for Innovation, where she leads a training program for aspiring entrepreneurs. At SDA Bocconi she is involved in the development of custom educational programs for large corporates. Her research activities focus on corporate entrepreneurship and innovation, industry architecture and ecosystem dynamics, open innovation and the creative economy.

She has authored book chapters, articles and research reports on her topics of interest. Her work has been published in Research Policy, Technovation and Small Business Economics and she has been the recipient of several research grants and teaching and research awards. She serves as editor in chief of the Journal of Engineering and Technology Management and is a member of the Policy and Evidence Centre for the Creative Industries in the UK.

Monica holds a PhD in Business Administration and Management from Bocconi University in Italy from where she also earned her degree in Business Administration.

Teaching domains

Corporate Entrepreneurship

Strategic & Business Planning

Business Models

Technology Management

Competitive Positioning

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

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

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

MASUCCI M.

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*

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

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Lecce e il suo territorio in *La valorizzazione delle destinazioni. Cultura e turismo*

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

MASUCCI M.

L'impatto degli eventi culturali sulle destinazioni in *La valorizzazione delle destinazioni. Cultura e turismo*

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

PROCEEDINGS/PRESENTATIONS

MASUCCI M.

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.

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

Grants & Honors

Award for Teaching Excellence - University of Sussex , 2020

Best Emerging Scholar Paper Award nominee, 2nd World Open Innovation Conference , 2015

Best Paper nominee TIM Division, Academy of Management Annual Meeting , 2015

Erasmus Staff Mobility Programme-European Commission Award , 2013

Erasmus Staff Mobility Programme-European Commission Award , 2012
