

# Silvia Zamboni

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LECTURER

**Innovation**

**SILVIA.ZAMBONI@SDABOCCONI.IT**

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## Biography

Silvia Zamboni is Core Faculty at SDA Bocconi School of Management and Lecturer in Bocconi University in Global Operations and Supply Chain Management and Innovation and Technology Management. She is Contract Professor at Poli.design in Business and Innovation, and at Università degli Studi di Milano Statale in Innovation management. At Bocconi University she is Assistant Program Director of BSc in International Economics and Management.

She has conducted research and in-house education projects with enterprises operating in various industries, such as pharmaceutical, automotive and related services, machinery, medical devices, home appliances, and banking.

Her research and teaching activities focus on supply chain management and network collaboration for innovation, innovation and technology management, service purchases and development, and multi-project management. She is the author of books and articles on her topics of interest.

Her works have been published in journals such as *Economia & Management* and *Procurement Channel*, among others. In 2013, she won the Best case for the market section “Bringing Technology to the Market” of the EFMD Case Writing Competition, with the business case “787 Dreamliner Cleared for Take-Off?” written in collaboration with V. Fiorillo and R. Secchi, and published in *The Case Center*.

Silvia earned a degree in business administration from Bocconi University and a Ph.D. in logistics and supply chain management from Bergamo University in collaboration with Massachusetts Institute of Technology—Zaragoza Logistic Centre (MIT-ZLC). As part of her continuous education, she participated in a study tour in Japan, visiting companies leader in Lean Management (“Japan: champions of lean production”) organized by SDA Bocconi School of Management. She also concluded the intensive course Innovative Pedagogy in Challenging Times in 2015 at China Europe International Business School (Shanghai and Beijing, 2015, International Teachers Programme).

## Teaching domains

New Product Development

Technology Management

Design Thinking

Agile Project Management

Service Operations

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## ARTICLES IN SCHOLARLY JOURNALS

SAVIOZZI F., SALVIOTTI G., ZAMBONI S.

**Le regole del gioco degli enterprise social network: il caso Reply**

Economia & Management, 2014, no. 6, pp.84-100

ZAMBONI S.

**Promuovere e gestire l'innovazione in azienda: le competenze richieste al Business Innovation Manager**

Economia & Management, 2010, no. 4, pp.54-55

BAGLIERI E., ZAMBONI S.

**I nuovi ruoli dell'innovazione: il business innovation manager**

Economia & Management, 2009, no. 5, pp.9-17

SALVIOTTI G., ZAMBONI S.

**L'eccellenza nei processi di innovazione aziendali. Best Innovation Award 2007**

Economia & Management, 2008, no. 3, pp.60-64

GALLMANN F., VERONESI V., ZAMBONI S.

**Operations & innovation management: alcuni casi di successo**

Economia & Management, 2007, no. 3, pp.45-52

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## PRACTICE-ORIENTED BOOKS

BAGLIERI E., VERONESI V., ZAMBONI S., MERLINI L.

**Dieci regole per innovare. Casi di successo dal progetto Best Innovation Award**

Egea, Milano, Italy, 2009

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

ZAMBONI S.

**The "Other" Made in Italy: the Italian Machine Tool Industry** in *Made in Italy Industries: Managerial issues and best practices*

Lojacono G., Carcano L.(Ed), Bocconi University Press - BUP, chap. 9, pp.159-178, 2018

ZAMBONI S., ANTOGNAZZA A.

**Elica** in *Supply chain management e made in Italy*

R. Secchi (Eds),Egea, pp.175-188, 2012

ZAMBONI S.

**Il caso Italdesign Giugiaro** in *Dieci regole per innovare*

E. Baglieri, L. Merlini, V. Veronesi, S. Zamboni(Ed), Egea, pp.51-64, 2009

ZAMBONI S.

**La metodologia della ricerca** in *Dieci regole per innovare*

E. Baglieri, L. Merlini, V. Veronesi, S. Zamboni(Ed), Egea, pp.13-20, 2009

BAGLIERI E., ZAMBONI S.

**Design e processo d'innovazione: le determinanti del successo** in *L'impresa di successo. Il design e la competitività*

L. Rampino (Eds), McGraw-Hill, 2008

DELLANTONIO M., ZAMBONI S.

**La gestione e l'acquisto dei servizi** in *Acquistare prodotti e servizi. Processi, logiche e soluzioni gestionali*  
G. Stabilini (Eds), Etas Libri, pp.129-162, 2005

DELLANTONIO M., VERONESI V., ZAMBONI S.

**L'acquisto dei servizi di facility management** in *Acquistare prodotti e servizi. Processi, logiche e soluzioni gestionali*

Giuseppe Stabilini (Eds), Etas Libri, 2005

BAGLIERI E., ZAMBONI S.

**Produrre, acquistare e collaborare** in *La gestione strategica degli approvvigionamenti*  
V. Baglieri (Eds), Etas Libri, pp.13-50, 2004

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## CASES IN INTERNATIONAL CASE COLLECTIONS

FIORILLO V., SECCHI R., ZAMBONI S.

**787 Dreamliner: cleared for take off? Part A**

2013, The Case Centre, Great Britain

FIORILLO V., SECCHI R., ZAMBONI S.

**787 Dreamliner: cleared for take off? Part B**

2013, The Case Centre, Great Britain

FIORILLO V., SECCHI R., ZAMBONI S.

**787 Dreamliner: cleared for take off? Part C**

2013, The Case Centre, Great Britain

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## OTHER

ZAMBONI S.

**Il facility management per la gestione economica dei processi di supporto al core business**

2005, SDA Bocconi, Milano, Italy

ZAMBONI S.

**Performance industriali ed eccellenza nelle operations. I trend dell'international Best Factory Award**

2004, SDA Bocconi, Milano, Italy

DELL'ACQUA A., ZAMBONI S.

**ST Microelectronics: la gestione e il finanziamento dell'attività di ricerca all'interno di un'azienda high tech**

2004, SDA Bocconi, Milano, Italy

PREVITERO A., ZAMBONI S.

**Tetrapak Carton Ambient: la progettazione del processo di sviluppo delle tecnologie**

2004, SDA Bocconi, Milano, Italy

ZAMBONI S.

**La qualità del servizio: aspetti definitivi e logiche di misurazione**

2003, SDA Bocconi, Milano, Italy

ZAMBONI S.

**Introduzione al processo di sviluppo dei nuovi prodotti**

2002, SDA Bocconi, Milano, Italy

ZAMBONI S.

**L'organizzazione del processo di sviluppo nuovo prodotto**

2002, SDA Bocconi, Milano, Italy

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## OTHER IN JOURNALS

ZAMBONI S.

**Open innovation e innovazione collaborativa: creare valore con il network**

2013, Strategie & Procurement

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## PROCEEDINGS/PRESENTATIONS

BAGLIERI E., SECCHI R., RAMPINO L., ZAMBONI S.

**Design as a strategic competence for continuous innovation**

*Tsinghua International Design Management Symposium - April 23–26, 2009, Beijing, China (PRC)*

VERONESI V., ZAMBONI S.

**The Italian approach to the Facility Management: results of a field research**

*Services Sciences, Management and Engineering Conference - Education for the 21st Century - October 5-7 2006, New York, United States of America*

BAGLIERI E., ZAMBONI S., STABILINI G., SECCHI R.

**State of the Art and Trends of Purchasing Management in Italy: Evidences on Strategic Buyer-Supplier Collaboration**

*Proceedings of the 4th Worldwide Research Symposium in Purchasing & Supply Chain Management - April 6-8 2006, San Diego, USA*

BAGLIERI E., ZAMBONI S.

**Partnering along the demand chain: collaboration along the product development process**

*Proceedings of the 21st IMP Conference - September 1-3, 2005, Rotterdam, Netherlands (The)*

BAGLIERI E., STABILINI G., ZAMBONI S.

**How to balance QFD and the efficiency of the New Product Development process: experiences and practices from the field**

*8th International Symposium on QFD - September 4-6 2002, Munich, Germany*

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## RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

ZAMBONI S., BAGLIERI E., FIORILLO V.

**Temi di management. Produzione e tecnologia**

2010, Economia & Management, Milano, Italy

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## RESEARCH REPORTS

ZAMBONI S.

**Supply chain collaboration and open innovation: toward a new framework for network dynamic innovation capabilities, Ph.D. thesis - Ph.D. in Logistics and Supply Chain Management - XXIII Cycle**

2011, Università degli Studi di Bergamo, Italy

BELVEDERE V., PACE S., ZAMBONI S.

**L'evoluzione degli studi di Innovation e Operations Management nei servizi**

2006, SDA Bocconi, Milano, Italy

VERONESI V., ZAMBONI S.

**Il facility management: principali evidenze nel contesto italiano**

2005, SDA Bocconi, Milano, Italy

BAGLIERI E., ZAMBONI S.

**Gli strumenti di selezione dei progetti di R&S**

2004, SDA Bocconi, Milano, Italy

BAGLIERI E., ZAMBONI S.

**La selezione dei progetti di R&S: stato dell'arte in Italia**

2004, SDA Bocconi, Milano, Italy

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## Grants & Honors

Best Case Award - Section Bringing Technology to the Market, with the case "787 Dreamliner Cleared for Take-off?" Part A, B, C, with V. Fiorillo and R. Secchi - The Case Centre , 2013

Case of the year Award for the Case 'Distance Learning ' with V. Belvedere, M. Dellantonio, R. Secchi, G. Stabilini - SDA Bocconi School of Management , 2003

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