SDA Bocconi
SCHOOL OF MANAGEMENT

Monica Masucci

INNOVATION

ARTICOLI SU RIVISTA SCIENTIFICA

CASADEI P., BLOOM M., CAMERANI R., MASUCCI M., SIEPEL J., OSPINA J. V.
Mapping the state of the art of creative cluster research: a bibliometric and thematic analysis
European Planning Studies, 2023, vol.31, no. 12, pp.2531-2551

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

ZUCCHELLA 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

MONOGRAFIE O TRATTATI SCIENTIFICI

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, Italia, 2015

CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

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 (a cura di), 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 (a cura di), Egea, 2008

MASUCCI M.
La valorizzazione delle destinazioni. Cultura e turismo in *La valorizzazione delle destinazioni. Cultura e turismo*
P. Dubini, M. De Carlo (a cura di), Egea, 2008

MASUCCI M.
Lecce e il suo territorio in *La valorizzazione delle destinazioni. Cultura e turismo*
P. Dubini, M. De Carlo (a cura di), Egea, 2008

MASUCCI M.
L'impatto degli eventi culturali sulle destinazioni in *La valorizzazione delle destinazioni. Cultura e turismo*
P. Dubini, M. De Carlo (a cura di), 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.
Uncovering the determinants of initiative selection in corporate venture units: a multistage perspective
Frontiers of Entrepreneurship Research, 33(16), article 3, 2013

RAPPORTI DI RICERCA

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, Gran Bretagna

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, Gran Bretagna

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, Gran Bretagna

SIEPEL J., CAMERANI R., MASUCCI M., PELLEGRINO G.
The Fusion Effect: The Economic Returns to Combining Arts and Science Skills
2016, Nesta, London, Gran Bretagna