



Emanuele Pizzurno

● WORK EXPERIENCE

01/02/2009 – CURRENT

ASSISTANT PROFESSOR (FULL TIME) – LIUC UNIVERSITÀ CATTANEO

Professor of "Business planning", "Business administration", "Managerial Accounting", "R&D, innovation and technology management", "Entrepreneurship and competitiveness" "Industrial design and new product development" (under- and postgraduate and MBA)

Responsible for program studies and multidisciplinary courses

Research activities in the fields of innovation, family firms, and clusters

Co-responsible for the "Start-ups coaching and supporting program"

www.liuc.it and <http://my.liuc.it/persona/persona.asp?ID=754>

Castellanza, Italy

01/01/2002 – CURRENT

RESEARCH FELLOW AND LECTURER (PART TIME). FROM FEBRUARY 2009, ADJUNCT PROFESSOR – POLITECNICO DI MILANO

Researches on R&D, innovation and technology management and environmental management.

Lecturer of "Strategy and Marketing", "Financial analysis", and "Technological strategy and R&D" (postgraduate and Executive MBA)

Milano, Italy

01/04/2003 – CURRENT

RESEARCHER AND ASSISTANT PROFESSOR, PART TIME TO MAY 2007, AND THEN FULL TIME TO JANUARY 2009. FROM FEBRUARY 2009, ADJUNCT PROFESSOR – ENI CORPORATE UNIVERSITY S.P.A. - SCUOLA MATTEI

Responsible for the program study "Managing technical assets in energy industry" of Master MEDEA. Professor of "Financial analysis", "Environmental management" and "R&D, innovation and technology management" in the same Master program. Researches on the same topics in oil industry

San Donato Milanese, Italy

01/01/2010 – CURRENT – Milano, Italy

CORPORATE TRAINER AND ADVISOR

Support and training for companies (from multinational companies to local SMEs), clusters and trade/sector associations. The main engaging topics are those related to (i) financial and managerial analysis, (ii) sustainability and energy management and (iii) innovation and technology management.

Among the others: *Aerospace Cluster, Aso Siderurgica, Bobst, Centrocot, Cippà, Confartigianato, CRS Laghi, Elle Costruzioni, Energy Cluster, Financial and Capital Advisor, Forge Monchieri, Galdabini, G.Tosi, Gi Group, Imetec, Impresind, Ittella, JustDone, Metallurgica Marcora, Optec, Pellini, Philips, Phonetica, Prologis, Rosenthal-Sambonet, Sices*, and many others.

16/03/2021 – CURRENT – Bologna, Italy

ADJUNCT PROFESSOR – BOLOGNA BUSINESS SCHOOL - UNIVERSITÀ DI BOLOGNA

International MBA

Professor of "Sustainable technological innovation"

01/05/2017 – CURRENT

MEMBER OF THE SCIENTIFIC COMMITTEE – GLOBAL CONFERENCE ON BUSINESS AND ECONOMICS

Sarasota, United States

01/06/2016 – CURRENT

AFFILIATE FACULTY – CENTER FOR COMPETITIVENESS OF THE UNIVERSITY OF FRIBOURG

Fribourg, Switzerland

01/01/2015 – CURRENT

REVIEWER – CZECH SCIENCE FOUNDATION

Public funding programme for scientific research projects

Prague, Czechia

01/06/2014 – CURRENT

MEMBER OF THE EDITORIAL BOARD – INTERNATIONAL JOURNAL OF TECHNOLOGY INTELLIGENCE AND PLANNING -
INDERSCIENCE

Geneva, Switzerland

01/01/2014 – CURRENT

MEMBER OF THE EDITORIAL BOARD – INTERNATIONAL JOURNAL OF COMPETITIVENESS - INDERSCIENCE

Geneva, Switzerland

01/01/2012 – CURRENT

MEMBER OF THE ADVISORY COUNCIL – THE NETHERLANDS INSTITUTE FOR COMPETITIVENESS

Amsterdam, Netherlands

01/01/2012 – CURRENT

REVIEWER – MINISTRY OF EDUCATION, UNIVERSITIES AND RESEARCH

Progetti di Ricerca di Interesse Nazionale (Public funding programme for scientific research projects)

Rome, Italy

01/01/2009 – CURRENT

REVIEWER – SCIENTIFIC JOURNALS

Business Strategy and the Environment, Competitiveness Review, Foundations of Management, International Journal of Competitiveness, International Journal of Information Technology and Management, International Journal of Innovation and Sustainable Development, International Journal of Entrepreneurial Behaviour & Research, International Journal of Manufacturing Technology and Management, International Journal of Services Technology and Management, International Journal of Technology Intelligence and Planning, Journal of Cleaner Production, Journal of Family Business Strategy, R&D Management, Small Business Economics Journal, Sustainability e Sviluppo e Organizzazione

01/01/1993 – CURRENT

CO-FOUNDER AND DIRECTOR – IMM.GEST S.R.L.

Milano, Italy

01/08/2020 – 31/12/2020 – Hamburg, Germany

VISITING PROFESSOR – NORDAKADEMIE

01/12/2010 – 31/12/2019

AFFILIATE FACULTY – HARVARD BUSINESS SCHOOL

Institute for Strategy and Competitiveness
Cambridge, United States

01/01/2006 – 31/12/2017

TRAINING SPECIALIST - BANKS AND FINANCIAL INSTITUTIONS – F.C.F.

Trainer for banks and other financial institutions on clients (corporate) assessment: industry trends, corporate strategy evaluation, financial and cash flow analysis and business plan evaluation.

Intesa SanPaolo, Unicredit, Banca Prossima, Banca Antonveneta, Banca Popolare Verona e Novara, Banca Lombarda, Banco Popolare Italiana, Raiffeisen bank, Alba Leasing, Artigianfidi

Pavia, Italy

01/04/2014 – 31/12/2018

CO-FOUNDER AND DEPUTY DIRECTOR – INSTITUTE FOR ENTREPRENEURSHIP AND COMPETITIVENESS

Research centre

Strategic and business advisory to companies and clusters

Castellanza, Italy

01/07/2018 – 30/09/2018

MEMBER OF THE EVALUATION COMMITTEE – COMO NEXT

Lomazzo, Italy

01/01/2014 – 30/06/2017

AFFILIATE FACULTY – LAB-CENTER FOR COMPETITIVENESS, GRENOBLE ECOLE DE MANAGEMENT

Grenoble, France

01/01/2015 – 30/06/2017

MEMBER OF THE RESEARCH TEAM – EUROPEAN COMMISSION

HORIZON 2020 grant winner

"Digital Do it Yourself" research project (*Grant Agreement Number 644344*)

Bruxelles, Belgium

01/04/2015 – 30/06/2016

MEMBER OF THE EVALUATION COMMITTEE – REGIONE LOMBARDIA

Public funding programme "Start-up and restart"

Milano, Italy

01/04/2015 – 30/11/2015

CO-AUTHOR OF THE STRATEGIC PLAN #LOMBARDIA2030 – CONFINDUSTRIA LOMBARDIA

Milano, Italy

01/06/2015 – 30/06/2015

VISITING PROFESSOR – UNIVERSITY COLLEGE CORK

Innovation, clusters and competitiveness

Cork

01/04/2015 – 30/04/2015

VISITING PROFESSOR – TOMAS BATA UNIVERSITY

Innovation, clusters and competitiveness

Zlin, Czechia

01/01/2008 – 31/12/2013

CO-FOUNDER AND RESEARCHER – UNITÀ DI STUDI SU TECNOLOGIA, INNOVAZIONE E SOSTENIBILITÀ

Research centre

Castellanza, Italy

01/01/2008 – 31/12/2013

CO-FOUNDER AND MEMBER – R&D CLUB

Association of companies and Universities on the topic of research and development (R&D), along with the Polytechnic of Milan - Department of Management Engineering and the Universities of Padua, Parma and San Marino

Milano, Italy

10/04/2013 – 17/04/2013

VISITING PROFESSOR – HULT INTERNATIONAL BUSINESS SCHOOL

Technological collaborations and open innovation

London, United Kingdom

01/09/2009 – 31/08/2012

LECTURER – UNIVERSITÀ BOCCONI

Innovation and marketing in Islamic markets

Milano, Italy

01/09/2009 – 31/08/2012

LECTURER – UNIVERSITÀ DI BERGAMO

Innovation and marketing in Islamic markets

Bergamo, Italy

01/01/2002 – 31/01/2009

RESEARCH FELLOW AND LECTURER (PART TIME) – LIUC UNIVERSITÀ CATTANEO

Lecturer of “Business administration”, “Business planning”, “Innovation and technology management” and “Environmental management” (under- and postgraduate)

Researches on innovation and technology management

Castellanza, Italy

● **EDUCATION AND TRAINING**

09/1995 – 07/1999 – Castellanza, Italy

LAUREA IN INGEGNERIA GESTIONALE [BACHELOR IN ENGINEERING MANAGEMENT] – LIUC Università Cattaneo

EQF level 6

09/1999 – 07/2001 – Castellanza, Italy

LAUREA MAGISTRALE IN ECONOMIA AZIENDALE [MASTER IN BUSINESS ADMINISTRATION] – LIUC Università Cattaneo

EQF level 7

09/2002 – 06/2006 – Castellanza, Italy

PHD IN INGEGNERIA GESTIONALE [PHD IN ENGINEERING MANAGEMENT] – LIUC Università Cattaneo

EQF level 8

● LANGUAGE SKILLS

Mother tongue(s): ITALIAN

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C2	C1	C1	C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● PUBLICATIONS

Economia circolare e management - un nuovo approccio industriale per la gestione d'impresa

2020

Creazza, A., Pizzurno, E., Urbinati, A., (2020). *Economia circolare e management - un nuovo approccio industriale per la gestione d'impresa*. Guerini Next: Milano

Resilience: resources and strategies of SMEs in a new theoretical framework

2018

Alberti, F.G., Ferrario S., Pizzurno E. (2018), Resilience: resources and strategies of SMEs in a new theoretical framework, *International Journal of Learning and Intellectual Capital*, Vol. 15, No. 2, 165-188 **Scopus**

Oops, I did it again! Knowledge leaks in open innovation networks with start-ups

2017

Alberti, F.G., Pizzurno, E., (2017). Oops, I did it again! Knowledge leaks in open innovation networks with start-ups, *European Journal of Innovation Management*, Vol. 20, n. 1, 50-79 ABS1 **Scopus BRONZE AiIG**

L'efficienza energetica: casi ed esperienze

2016

Pizzurno, E. *et al.*, (2016). *L'efficienza energetica: casi ed esperienze*. Unione degli Industriali della Provincia di Varese: Varese

Quattro sfumature d'impresa

2016

Pizzurno, E., (2016). *Quattro sfumature d'impresa* in (a cura di) F. Visconti "Start up! 25 anni di Università e impresa". Guerini Next: Milano

The role of institutions for collaboration in setting a competitive cluster ecosystem: the case of the French Omega-3 cluster

2016

Alberti, F.G., Giusti, J.D., Pizzurno, E., (2016), The role of institutions for collaboration in setting a competitive cluster ecosystem: the case of the French Omega-3 cluster, *International Journal of Competitiveness*, Vol. 1, n. 1, 4-32

Knowledge exchanges of innovation networks: evidences from an Italian aerospace cluster

2015

Alberti, F. G., Pizzurno, E., (2015). Knowledge exchanges of innovation networks: evidences from an Italian aerospace cluster. *Competitiveness review*, Vol. 25, n. 3, 258-287 **Scopus**

Product Innovation in Family vs. Non-Family Firms: an Exploratory Analysis

2015

De Massis, A., Frattini, F., Pizzurno, E., Cassia, L., (2015). Product Innovation in Family vs. Non-Family Firms: an Exploratory Analysis. *Journal of Small Business Management*, Vol. 53, n. 1, 1-36 **ABS3 Scopus GOLD AiIG**

Competitiveness policies for medical tourism clusters: Government initiatives in Thailand

2014

6. Alberti, F. G., Giusti, J. D., Papa, F., Pizzurno, E., (2014). Competitiveness policies for medical tourism clusters: Government initiatives in Thailand. *International Journal of Economic Policy in Emerging Economies*, Vol. 7, n. 3, 281-309 **Scopus**

Halal products and services offered by Italian family businesses in the tourism and hospitality sector: brief case studies of entrepreneurship and innovation

2014

Halkias, D., Pizzurno, E., De Massis, A., Fragoudakis M., (2014). Halal products and services offered by Italian family businesses in the tourism and hospitality sector: brief case studies of entrepreneurship and innovation. *Journal of Developmental Entrepreneurship*, Vol. 19, n. 2, 1-12 **Scopus**

Search breadth, open innovation and family firms: evidences in Italian mid-high tech SMEs

2014

Alberti, F. G., Ferrario, S., Papa, F., Pizzurno, E., (2014). Search breadth, open innovation and family firms: evidences in Italian mid-high tech SMEs, *International Journal of Technology Intelligence and Planning*, Vol. 10, n. 1, 29-48 **ABS1 Scopus COPPER AiIG**

Technology, innovation and performance in family firms

2013

Alberti, F. G., Pizzurno, E., (2013). Technology, innovation and performance in family firms. *International Journal of Entrepreneurship and Innovation Management*, Vol. 17, n. 1/2/3, 142-161 **ABS1 Scopus BRONZE AiIG**

Open Innovation in the automotive industry: why and how? Evidence from a multiple case-study

2013

Lazarrotti, V., Manzini, R., Pellegrini, L., Pizzurno, E., (2013). Open Innovation in the automotive industry: why and how? Evidence from a multiple case-study. *International Journal of Technology Intelligence and Planning*, Vol. 9, n. 1, 37-56 **ABS1 Scopus COPPER AiIG**

Open innovation in the automotive industry: a multiple case-study

2012

De Massis, A., Lazarrotti, V., Pizzurno, E., Salzillo, E., (2012). *Open innovation in the automotive industry: a multiple case-study* in (a cura di) Hongyi Sun "Management of Technological Innovation in Developing and Developed Countries". Intech: Rijeka

The economics and management of innovation in travel and tourism services: the case of European cruise industry in Dubai

2012

Di Foggia, G., Lazzarotti, V., Pizzurno, E., (2012). The economics and management of innovation in travel and tourism services: the case of European cruise industry in Dubai. *UTMS Journal of Economics*, Vol. 3, n. 2, 167-179

From outsourcing to Open Innovation: a case study in the oil industry

2012

Pellegrini, L., Lazzarotti, V., Pizzurno, E., (2012). From outsourcing to Open Innovation: a case study in the oil industry. *International Journal of Technology Intelligence and Planning*, Vol. 8, n. 2, 182-196 **ABS1 Scopus COPPER AiIG**

Setting up innovation networks: the case of a small company in the calibration industry

2012

Lazzarotti, V., Manzini, R., Pizzurno, E., (2012). Setting up innovation networks: the case of a small company in the calibration industry. *Asia Pacific Management Review*, Vol. 17, n. 3, 281-300 **Scopus**

Strategic innovation and new product development in family firms: an empirically grounded theoretical framework

2012

Cassia, L., De Massis, A., Pizzurno, E., (2012). Strategic innovation and new product development in family firms: an empirically grounded theoretical framework. *International Journal of Entrepreneurial Behaviour & Research*, Vol. 18, n. 2, 198-232 **ABS2 Scopus BRONZE AiIG**

Innovation process for Halal product development: an empirical analysis of Italian firms

2011

15. Di Foggia, G., Ferrari, S., Lazzarotti, V., Pizzurno, E., (2011). Innovation process for Halal product development: an empirical analysis of Italian firms. *Management Research and Practice*, Vol. 3, n. 1, 27-47

An exploratory investigation on NPD in small family businesses from northern Italy

2011

Cassia, L., De Massis, A., Pizzurno, E., (2011). An exploratory investigation on NPD in small family businesses from northern Italy. *International Journal of Business, Management and Social Sciences*, Vol. 2, n. 2, 1-14

The market for NPD services: the emerging business models in Italy

2010

Lazzarotti, V., Pizzurno, E., (2010). *The market for NPD services: the emerging business models in Italy* in (a cura di) I. Fuerstner "Products and Services; from R&D to Final Solutions". Sciyo: Rijeka

Le collaborazioni tecnologiche nelle attività di innovazione nel settore manifatturiero

2010

Lazzarotti, V., Pizzurno, E., (2010). Le collaborazioni tecnologiche nelle attività di innovazione nel settore manifatturiero. *Microimpresa*, n. 25, 75-123

What is the place of technical and scientific service companies (TSS) in the process of developing new products? Insights on their managerial and organizational features

2010

Lazzarotti, V., Pizzurno, E., (2010). What is the place of technical and scientific service companies (TSS) in the process of developing new products? Insights on their managerial and organizational features. *International Journal of Engineering, Science and Technology*, Vol. 2, n. 9, 39-53

Impresa e ambiente: un'intesa sostenibile

2009

Citterio, A., Migliavacca, S., Pizzurno, E., (2009). *Impresa e ambiente: un'intesa sostenibile*. Libri Scheiwiller: Milano

Sustainability report in small enterprises: case studies in Italian furniture companies

2009

Borga, F., Citterio, A., Noci, G., Pizzurno, E., (2009). Sustainability report in small enterprises: case studies in Italian furniture companies. *Business Strategy and the Environment*, Vol. 18, n. 3, 162-176 **ABS3 Scopus GOLD AiIG**

Le strategie competitive delle imprese petrolifere internazionali

2008

Cló, A., Grant, R.M., Migliavacca, S., Pizzurno, E., (2008). Le strategie competitive delle imprese petrolifere internazionali. *Economia & Management*, n. 1, 9-22

La misura della capacità innovativa delle imprese - Un'analisi nella provincia di Varese e nell'Alto Milanese

2008

Lazzarotti, V., Manzini, R., Pizzurno, E., (2008). *La misura della capacità innovativa delle imprese - Un'analisi nella provincia di Varese e nell'Alto Milanese*. Pitagora Editrice: Bologna

The market for technological intangibles: a conceptual framework for the commercial transactions

2008

Chiesa, V., Manzini, R., Pizzurno, E., (2008). The market for technological intangibles: a conceptual framework for the commercial transactions. *International Journal of Learning and Intellectual Capital*, Vol. 5, n. 2, 186-207 **Scopus**

Determining the value of intellectual property assets: a study and an empirical application

2008

Chiesa, V., Gilardoni, E., Manzini, R., Pizzurno, E., (2008). Determining the value of intellectual property assets: a study and an empirical application. *International Journal of Innovation and Technology Management*, Vol. 5, n. 1, 123-147 **ABS1 Scopus COPPER AiIG**

Searching for factors influencing technological asset value

2007

Chiesa, V., Frattini, F., Gilardoni, E., Manzini, R., Pizzurno, E., (2007). Searching for factors influencing technological asset value. *European Journal of Innovation Management*, Vol. 10, n. 4, 467-488 **ABS1 Scopus BRONZE AiIG**

L'outsourcing delle attività innovative e i servizi di sviluppo nuovo prodotto

2007

Pizzurno, E., (2007). *L'outsourcing delle attività innovative e i servizi di sviluppo nuovo prodotto*. Pitagora Editrice: Bologna

Promoting environmental strategies: a case study of territorial assessment

2007

Citterio, A., Noci, G., Pizzurno, E., (2007). Promoting environmental strategies: a case study of territorial assessment. *Progress in Industrial Ecology, an International Journal*, Vol. 4, n. 3/4, 247-267 **Scopus**

Introduzione al rischio operativo nella supply chain petrolifera

2007

Pizzurno, E., Rossi T., (2007). *Introduzione al rischio operativo nella supply chain petrolifera*. Quaderni Eni Corporate University: Roma

Assessing environmental product declaration opportunities: a reference framework

2006

Manzini, R., Noci, G., Ostinelli, M., Pizzurno, E., (2006). Assessing environmental product declaration opportunities: a reference framework. *Business Strategy and the Environment*, Vol. 15, n. 2, 118-134 **ABS3 Scopus GOLD AiIG**

Il ruolo delle soluzioni ICT a supporto del processo di marketing

2004

Ferrari, S., Noci, G., Pizzurno, E., (2004). Il ruolo delle soluzioni ICT a supporto del processo di marketing. *Finanza, marketing e produzione*, Vol. 22, n. 4, 98-123

The externalisation of R&D activities and the growing market of product development services

2004

Chiesa, V., Manzini, R., Pizzurno, E., (2004). The externalisation of R&D activities and the growing market of product development services. *R&D Management*, Vol. 34, n. 1, 65-75 **ABS3 Scopus SILVER AiIG**

Process design: strumenti, esempi e metodi

2002

Noci, G., Pizzurno, E., (2002). *Process design: strumenti, esempi e metodi* in (a cura di) R. Canziani, R. Vismara, "Certificazioni ambientali – Metodi e tecnologie applicabili ai sistemi di Gestione Ambientale". C.I.P.A. Editore: Milano

● HONOURS AND AWARDS

22/10/2020

Gianluca Spina Award for Teaching Excellence and Innovation – Associazione Italiana Ingegneria Gestionale

● CERTIFICATIONS

Certifications

2017: Abilitazione Scientifica Nazionale - professore associato in ingegneria economico-gestionale (ING-IND/35)

2017: National Scientific Qualification - associate professor in engineering management

Microeconomics of Competitiveness



REV: 745-08.1H

March 28, 2017

Attn: Dr. Emanuele Pizzurno
Institute for Entrepreneurship and Competitiveness
LIUC – Carlo Cattaneo University
22, corso G. Matteotti
21053 Castellanza
Italy

To whom it might concern

Dear Sirs,

I hereby certify that since 2010 Dr. Emanuele Pizzurno is an **Affiliate Faculty Member** of Microeconomics of Competitiveness at the Institute for Strategy and Competitiveness that I chair at Harvard Business School (our Registration Code: 943-129137-9321).

Sincerely,

Michael E. Porter
Bishop William Lawrence University Professor
Harvard Business School

Ludcke House
Soldiers Field Road
Boston, MA 02163
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fax 617-547-8543
mporter@hbs.edu