



# Curriculum vitae Cristina Marullo

C.V. date : 01/09/2022

## Address:

### **Polytechnic University of Turin**

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**Cristina Marullo**, Ph.D is Assistant Professor of Innovation Management at the Polytechnic University of Turin, Department of Management and Production Engineering. Her main research topics in the field of economics and management of innovation include R&D and technology management, open innovation in SMEs and high-tech entrepreneurship, university-industry collaborations, technology transfer and the valorisation of scientific research. Research is conducted mostly using quantitative methodologies, with a strong interdisciplinary perspective. Her research has been published, among others, in journals such as *R&D Management*, *Technovation*, *Technology analysis and Strategic Management*, *Creativity and Innovation Management*, *BMC health services research*. Cristina is a proactive lecturer and researcher with 6+ years of experience teaching courses on undergraduate, M.Sc. and postgraduate levels and currently engaged in national and international research and teaching interdisciplinary collaborations.

## Education and Degrees awarded

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*National Scientific qualification as associate professor in the Italian higher education system*

Italian Ministry for Education, University and Research (MIUR)

Call 2021/2023 (Ministerial Decree n. 553/2021 and 589/2021) for the disciplinary field of 13/B2 - Management. (Academic Recruitment Field 13/B - Business administration and management, according to the national classification).

*PhD in Management – Innovation, Sustainability and Healthcare, (accepted with honours)*

Sant'Anna School of Advanced Studies, Pisa (IT)

Thesis title: The S&T Antecedents of 'small is beautiful'. Testing R&D Management effectiveness in small high-technology firms.

*M.Sc. in Economics, (graduated summa cum laude)*

University of Florence, Florence (IT)

Thesis title: Theory of the firm and B2B relationships in digital markets: a conceptual and empirical framework.

## Current position

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**2022-08 – present**    **Assistant Professor (RTD-B)**  
**Department of Management and Production Engineering**  
**Polytechnic University of Turin, Turin (IT)**

**2018-04 – 2022-08**    **Assistant Professor, (RTD-A)**  
**Institute of Management and EMBEDS (Economics and Management in the era of Data Science) Department, Sant'Anna School of Advanced Studies, Pisa, IT**

**Course lecturer, Management practice**  
**MSc. Data Science and Business Informatics, University of Pisa (IT)**  
**department of Computer Engineering**

Member of the Teaching Board of the International PhD in Management-Innovation, Sustainability and Healthcare, Sant'Anna School of Advanced Studies, Pisa, IT

Member of the Teaching Board of the M.Sc. degree in Data Science and Business Informatics. Department of Computer Engineering, University of Pisa, IT

Member of the Council, Institute of Management, Sant'Anna School of Advanced Studies, Pisa, IT

Vice coordinator, Awn3 node - ARTES 4.0 (Advanced Robotics and enabling digital TEchnologies & Systems 4.0), Industry 4.0 National Competence Center

## Previous work experience

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**2015-10 – 2018-03**    **Postdoctoral Research Fellow**  
*Sant'Anna School of Advanced Studies, Pisa, IT*

Research projects:  
"R&D and innovation management in high tech entrepreneurship",  
"Development of radical innovation strategies in SMEs".

Visiting researcher at KU Leuven - Department of Management, Strategy and Innovation (MSI) Faculty of Economics and Business  
Supervisor: Prof. Bart van Looy  
Collaborative research activities within the project "How can large organisations also be innovative organisations?" EIBURS Lines of Research 2015-2018, The European Investment Bank Group

Summer school: "Data and Algorithms for Science, Technology & Innovation studies" KU Leuven, September 2017

**2003-03 – present**    **Junior economist (on leave for academic appointment)**  
*Research Centre, Regional Union of Chambers of Commerce*

Empirical research on business and market dynamics at the regional level. Quarterly analyses of the general economic conditions and main factors related to small business growth in different industries (manufacturing, craft and family businesses, high-technology firms) through sample surveys and analysis of financial data (balance sheets). Data collection and processing, database management, development of official statistics (Tuscany Region), and policy reports. Participation as a speaker to press conferences, joint research projects (IRPET, Confindustria Toscana, Banca d'Italia sede di Firenze).

## Teaching activities

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### ***Ph.D level teaching and course responsibilities:***

- Economics and management of innovation - [10 ECTS, 2021-2022]
- Innovation waves and technological change [5 ECTS, 2021-2022]
- Bridging innovation and sustainability management [5 ECTS, 2021-2022]
- Management theories – Module: absorptive capacity [1 ECTS, 2018-2022]
- Management theories – Module: dynamic capabilities [1 ECTS, 2018-2022]
- Research methodologies in Management – Module: Designing Research questions in qualitative, quantitative and mixed research methods [1,5 ECTS, 2018-2022]

### ***M.Sc. level teaching and course responsibilities:***

- Management Practice [6 ECTS, 2022]
- Open innovation Modeling and R&D – Module: R&D and creativity management [1,5 ECTS, 2017-2022]

### ***Undergraduate level teaching and course responsibilities:***

- Comparative innovation policies [5 ECTS, 2020-2022] – with Prof. A. Di Minin
- Technology and Innovation Management [5 ECTS, 2018-2022] – with prof. A. Di Minin

### ***Executive and professional education:***

- The Regulation of Robotics & AI in Europe: Legal, Ethical and Economic Implications". EURA (European Jean Monnet Centre of Excellence for the Regulation of Robotics and AI) Summer School – Module: "Industry 4.0 and the digital transformation" [2021-2022]

## Research funding leadership and supervision

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2021 – 2022

**EINST4INE - European Training Network for InduSTry Digital Transformation across Innovation Ecosystem. Funded under the Marie Skłodowska-Curie European Training Networks (Grant agreement n. 956745).**

Member of the consortium and member of the selection panel. Co-responsible for the SSSA module: WP1, "The human side of digital transformation" and co-supervisor of the research project "Human models for collaborative robots" (Early Stage Researcher -ESR-3).

- 2016 – 2019**      **EIBURS Lines of research 2015-2018 : How can large organizations also be innovative organizations ? Funded by the European Investment Bank Group Research sponsorship programme.**  
Operative coordinator and member of the international research group (Scuola Superiore Sant'Anna, KU Leuven, University of Groningen). Led the implementation of the project proposal (pre-grant), carried out collaborative research activities and contributed to the intermediate and final reports.
- 2017 – 2018**      **Digital Platforms and Innovation. An analysis of the SME instrument applicants and beneficiaries. Funded by the EU Commission Joint Research Center Institute of Prospective Technological Studies (IPTS JRC) Seville (ES) Research Grant ARES(2017)3574031-455-2.**  
Member of the international research group. Led the implementation of the project proposal (pre-grant), carried out collaborative research activities and contributed to the final report.
- De Marco, C., Di Minin, A., Marullo, C., Nepelski, D. 2019. Digital platform innovation in European SMEs. An analysis of SME Instrument Business Proposals and Case Studies. Publications Office of the European Union, Luxembourg, EUR29690 EN, ISBN 978-92-76- 00776-0, doi:10.2760/57240, JRC115240
- 2015 – 2016**      **Case studies on Open Innovation in ICT. Funded by the EU Commission Joint Research Center Institute of Prospective Technological Studies (IPTS JRC) Seville (ES) Research Grant (Tender JRC/SVQ/2014/J.3/0041/NC)**  
Member of the international research group. Led the implementation of the project proposal (pre-grant), carried out collaborative research activities and contributed to the final report.
- Di Minin, A., De Marco, C., Marullo, C. Piccaluga, A. et al. (2016) 'Case Studies on Open Innovation in ICT'; Institute for Prospective Technological Studies, Joint Research Centre. JRC Science for Policy Report; EUR 27911 EN; doi:10.2791/433370 (dal 01-07-2017 al 01-07-2018)
- 2017 – 2018**      **Uptake of open geographic information through innovative services based on linked data (SDI4APPS). Funded under the VII Framework Programme (FP7) – European Commission (CIP\_ICT-PSP-2013-7).**  
Member of the consortium and coordinator of WP2 activities (T. 2.1, Stakeholder Management).

#### **Supervision and co-supervision of doctoral researchers**

Philipp Jennes (SSSA and EINST4INE, 2021-2023) "Human models for collaborative robots"

#### **Supervision and co-supervision of Master's theses**

*M.Sc. in Innovation Management (MAIN), University of Trento and Sant'Anna school of Advanced Studies*

Giovanni Ferrante (2017-2018) "Exploring open innovation in Tuscany SMEs: understanding the CEO competencies "

Te-yi Kung (2019-2020) "R&D communication and brand value of technological companies"

Gaia Salizzoni (2019-2020)" Beyond money: the role of European venture capital funds in valorising research spin-offs"

Rik Tensen (2019-2020) "Europe's innovative SMEs in times of COVID-19: a qualitative study to find commonalities in their response"

Federica Andreoni (2020-2021) "Culture and business models of purpose-oriented companies. An exploratory study"

Michela Orso (2021-2022) "Economic viability assessment of Occupational Exoskeletons" (Interdisciplinary thesis, co-supervised by the Biorobotics Institute, Sant'Anna School of Advanced Studies)

## Participation to national/international research groups

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### **2021 – present Collaborative research activities at the international level on the topic of Digital Transformation**

The international and multidisciplinary research group is composed by Royal Melbourne Institute of Technology (RMIT University, AU), LUT University (Finland), Aarhus University (Denmark), University of Cambridge (UK), University of Stuttgart (Germany), LUISS Guido Carli, Scuola Superiore Sant'Anna, Garwood Center for corporate innovation University of California Berkeley (US).

First research output: Dabrowska, J. Almanopoulou, A., Brem, A., Chesbrough, H.W., Cucino, V., Di Minin, A., Giones, F., Hakala, H., Marullo, C., Mention, A., Mortara, L., Norskov, S, Nylund, P., Oddo, C. M. Radziwon, A., Ritala, P. (2022). (2022) "Digital transformation, for better or worse: A critical multilevel research agenda" *R&D Management, in press* doi: 10.1111/radm.12531

### **2020/06– 2020/09 Member of an international research group (EU Commission, JRC) on the topic of entrepreneurial effectuation strategies during COVID-19 pandemic**

The research group was composed by the EU Commission JRC IPTS Seville, (ES), Free University of Bozen, IT, Sant'Anna School of Advanced Studies, APRE (Agenzia per la promozione della ricerca europea), Roma.

Research outputs : De Massis, A., Di Minin, A., Marullo, et al. 2020. How the "EU Innovation Champions successfully absorbed and reacted to the shock caused by the COVID-19 pandemic, JRC Working Papers on Corporate R&D and Innovation No 06/2020, European Commission, EUR - Scientific and Technical Research Reports, Innovation and Growth. JRC121856

### **2020/06– 2020/09 Member of the MAIN (Management of Innovation) research group – Institute of Management, Sant'Anna School of Advanced Studies, Pisa (IT)**

Within the Institute of Management, the MAIN research group is currently working on the following topics: Open Innovation and R&D Management,

University-Industry Knowledge Transfer, High-Tech clusters, Patents and IP Management, Industry Studies, Regional Studies, China studies, Finance, Accounting and performance.

## Awards and Honors

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- 2019/08 Academy of Management Best Paper Technology & Innovation Management (TIM) Division**  
*Academy of Management*  
Published as best paper proceedings as:  
Kovacs, A., Marullo, C., Verhoeven, D., Van Looy, B. 2019. Radical, Disruptive, Discontinuous and Breakthrough Innovation: more of the same? *Academy of Management Proceedings* 2019(1), 14866-14873.
- 2022/03 Top cited article 2020-2021**  
*Creativity and Innovation Management Journal – Wiley*  
Marullo, C, Di Minin, A, De Marco, C, Piccaluga, A. Is open innovation always the best for SMEs? An exploratory analysis at the project level. *Creat Innov Manag.* 2020; 29: 209–223. <https://doi.org/10.1111/caim.12375>

## Fellowships in scientific societies

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- Società Italiana di Management (SIMA)
- Società Italiana di Marketing (SIM)
- Accademia Italiana Di Economia Aziendale (AIDEA)
- Academy of Management - Divisions: Technology and Innovation Management (TIM); Entrepreneurship (ENT);

## Other professional activities

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- 2021/07 – present Member of the Editorial Board – Scientific Journals**  
Creativity and Innovation Management – CIM (ISSN: 0963-1690)  
  
International Journal of Business Research and Management - IJBRM (ISSN: 2180-2165)
- 2021/06 – 2021/12 Member of the Editorial Board – International Academic Conference**  
World Open Innovation Conference (WOIC2021) “Building Successful Ecosystems Through Open Innovation”. Hosted at the High Tech Campus, Eindhoven, The Netherlands
- 2017/05 – 2017/09 Member of the Editorial Board – National Academic Conference**  
Member of the editorial board of the conference *Economia e Politica Industriale* 2017 "Una nuova rivoluzione industriale? Le trasformazioni nell'occupazione e nelle pratiche organizzative". Promoted by "L'industria" (national scientific journal) and hosted by the Institute of Management and the Institute of Economics at Scuola Superiore Sant'Anna, Pisa (IT)

## **2017/05 – 2017/09 Member of the organizing committee – International Academic Conference**

Member of the organizing committee of the international conference Sinergie-SIMA 2020: "Grand Challenges: companies and universities working for a better society". Hosted by University of Pisa and Sant'Anna School of Advanced Studies, Pisa

## **2015-01 – present Referee – Scientific Journals**

- Technovation (ISSN: 0166-4972)
- Technology Analysis and Strategic Management (ISSN: 0953-7325)
- R&D Management (ISSN: 0033-6807)
- Creativity and Innovation Management (ISSN: 0963-1690)
- Journal of Knowledge Management (ISSN: 1367-3270)
- Journal of Management & Governance (ISSN: 1385-3457)
- International Journal of Entrepreneurship and Innovation Management (ISSN: 1368-275X)

## **2015-01 – present Referee – International Academic Conferences**

- R&D Management Conference
- DRUID Conference
- World Open Innovation Conference
- Academy of Management Conference
- Sinergie-SIMA Conference

## **Language proficiency**

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**Italian (native)**

**English (C2)**

**French (B1)**

## **Conferences**

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### **Participation as chair/co-chair of tracks and sessions to international conferences :**

Co-Chair (w/ Bart van Looy, Dries Faems e Alberto Di Minin) of the Track: "Can large firms really leverage radical innovation? In search of new dimensions and strategies". Presenter Symposium, Academy of Management Annual Meeting August 10-14 2018, Chicago (Illinois)

Co-chair (w/ Andrea Piccaluga and Alberto Di Minin) of the track: "Open innovation strategies in SMEs". R&D MANAGEMENT CONFERENCE 2022, Innovation for people and territories. Topic: Innovation and Digital Transformation. University of Trento, Italy.

## Participation as speaker to international conferences :

'Open for innovation. An Improved Measurement Approach Using Item Response Theory'. World Open Innovation conference, December 10-11 2020, Berkeley (CA) -Virtual Edition

Beyond the R&D unit. An exploratory study of corporate innovation initiatives in large established organizations. In: Grand challenges: companies and universities working for a better society, Sinergie SIMA conference September 7-8 2020, Pisa (IT) – Virtual Edition

'The relevance of Academic Engagement for Knowledge Transfer: a Longitudinal Study'. R&D Management Conference, June 17-21 2019, Paris (FR)

'Towards Improved Measures in Innovation Management Research: an application of Item Response Theory to Open Innovation' R&D Management Conference, June 17-21 2019, Paris (FR)

'Can large firms really leverage radical innovation? In search of new dimensions and strategies'. Presenter Symposium at the Academy of Management Annual Meeting August 10-14 2018, Chicago (Illinois)

Determinants of growth in research spin-offs: a resource-based perspective. R&D Management Conference, July 1-5, 2017 Leuven (BE)

'Ready for take-off. How Open Innovation influences Startup success". World Open Innovation Conference, December 15-16, 2016 Barcelona (ES)

'The Challenges of Implementing Open Innovation. A Systematic Literature Review'. World Open Innovation Conference, December 15-16, 2016 Barcelona (ES)

'Heterogeneous determinants of SMEs growth. A comparative look at open and closed innovation strategies' R&D Management Conference July 3-6, 2016 Cambridge (UK)

'Heterogeneous determinants of SMEs growth. A comparative look at open, closed and user-led innovation strategies in high-tech' World Open Innovation Conference, December 4,5 2014 Napa (CA)

'How to invest in R&D during a crisis? Evidences from high-tech SMEs' R&D Management Conference, June 26-28, 2013 Manchester (UK)

## List of publications

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### Journal articles (last 3 years)

Dabrowska, J. Almanopoulou, A., Brem, A., Chesbrough, H.W., Cucino, V., Di Minin, A., Giones, F., Hakala, H., Marullo, C. et al. 2022. Digital transformation, for better or worse: A critical multilevel research agenda. R&D MANAGEMENT. ISSN (print): 0033-6807 | ISSN (online) 1467-9310 in press doi: 10.1111/radm.12531



- Marullo C., Ahn J. M., Martelli I., Di Minin A. 2022. Open for innovation: An improved measurement approach using item response theory. *TECHNOVATION*, vol. 109: 102338 in press. ISSN: 0166-4972, doi: 10.1016/j.technovation.2021.102338
- Marullo, C., Piccaluga, A., Cesaroni, F. 2021. From knowledge to impact. An empirical investigation of the commercial outcomes of academic engagement with industry. *TECHNOLOGY ANALYSIS & STRATEGIC MANAGEMENT*. ISSN (print): 0953-7325 | ISSN (online): 1465-3990, doi: 10.1080/09537325.2021.1947488
- Barchielli, C., Marullo, C., Bonciani, M., Vainieri, M. 2021. Nurses and the acceptance of innovations in technology-intensive contexts: hints for tailored management strategies. *BMC HEALTH SERVICES RESEARCH*, 21, 639 (2021). ISSN: 1472-6963, doi: 10.1186/s12913-021-06628-5
- Marullo, C., Martelli, I., Di Minin, A. 2021. The many shades of 'openness': an application of item response theory to open innovation research. *R&D MANAGEMENT* 51(1), 127-146, ISSN (print): 0033-6807 | ISSN (online) 1467-9310, doi: 10.1111/radm.12440
- Marullo, C., Piccaluga, A., Cesaroni, F. 2020. How to invest in R&D during a crisis? Exploring the differences between fast-growing and slow-growing Smes. *PICCOLA IMPRESA/SMALL BUSINESS*, 1(1): 143-160. ISSN (print): 0394-7947 | ISSN (online): 2421-5724, doi: 10.14596/pisb.330
- Marullo, C., Di Minin, A., De Marco, C., Piccaluga, A. 2020. Is open innovation always the best for SMEs? An exploratory analysis at the project level. *CREATIVITY AND INNOVATION MANAGEMENT*, 29(2), 209-223. ISSN (print): 0963-1690 | ISSN (online): 0963-1690, doi: 10.1111/caim.12375
- Marullo, C., Minin, A. D., Martelli, I., Piccaluga, A. 2020. Solving the 'heterogeneity puzzle': a comparative look at SMEs growth determinants in open and closed innovation patterns. *INTERNATIONAL JOURNAL OF ENTREPRENEURSHIP AND INNOVATION MANAGEMENT*, 24(6), 443-464, ISSN (print):1368-275X | ISSN (online): 1741-5098, doi: 10.1504/IJEIM.2020.110099
- Kovacs, A., Marullo, C., Verhoeven, D., Van Looy, B. 2019. Radical, Disruptive, Discontinuous and Breakthrough Innovation: more of the same? *ACADEMY OF MANAGEMENT PROCEEDINGS* 2019(1), 14866-14873 ISSN (print): 0065-0668 | ISSN (online): 2151-6561, doi: 10.5465/AMBPP.2019.272
- Salvador, E., Marullo, C., Piccaluga, A. 2019. Determinants of growth in research spin-offs: a resource-based perspective. *LA REVUE DES SCIENCES DE GESTION*, 133: 53-78. ISSN (print): 1160-7742 doi: 10.3917/resg.133.0053
- Marullo, C., Casprini, E., Di Minin, A., Piccaluga, A. 2018. 'Ready for Take-off': How Open Innovation influences startup success. *CREATIVITY AND INNOVATION MANAGEMENT*, 27(4), 476-488 ISSN (print): 0963-1690 | ISSN (online): 0963-1690, doi: 10.1111/caim.12272

## Monographs and edited books

Marullo, C. 2021. *Gestire l'innovazione radicale*. Milano, Franco Angeli ISBN 978-88-351-1833-6

De Massis, A., Di Minin, A., Marullo, et al. 2020. How the "EU Innovation Champions successfully absorbed and reacted to the shock caused by the COVID-19 pandemic, JRC Working Papers on Corporate R&D and Innovation No 06/2020, European Commission, JRC121856

Di Minin, A. Marullo, C., Piccaluga, A. 2019. *Il gioco degli opposti: storie di innovazione italiana*. Milano, EGEA ISBN 978-88-238-3757-7

De Marco, C., Di Minin, A., Marullo, C., Nepelski, D. 2019. *Digital platform innovation in European SMEs. An analysis of SME Instrument Business Proposals and Case Studies*. Publications Office of the European Union, Luxembourg, EUR29690 EN, ISBN 978-92-76-00776-0, doi:10.2760/57240, JRC115240.

Di Minin, A., De Marco, C., Marullo, C. Piccaluga, A. Casprini, E., Mahdad, M. and Paraboschi, A. (2016) *Case Studies on Open Innovation in ICT*. JRC100823 Institute for Prospective Technological Studies, Joint Research Centre. ISBN (Printed) 978-92-79-58231-8 - doi: 10.2791/433370.

## Book chapters

Marullo, C., Piccaluga, A. 2022. Le principali attività economiche dell'area pisana: filiere, comparti, distretti. La filiera dei mezzi di trasporto. Le grandi imprese manifatturiere. Il settore farmaceutico. Le imprese high tech e dei servizi innovativi. In: Bianchi Martini, S. e Piccaluga, A. (a cura di) *L'industria è di tutti. Analisi e riflessioni sull'industria pisana in occasione del centenario dell'Unione Industriale Pisana*. Pisa, Pacini Editore. pp.87-171 - ISBN 979-12-5486-059-5

Vainieri, M., Marullo, C., Bonciani, M., Barchielli, C. 2020. Gli infermieri e l'accettazione delle innovazioni nei contesti ad alta tecnologia. In: Vainieri, M., Barchielli, C., Bellè, N., *Modelli organizzativi e performance dell'assistenza infermieristica Bologna*, Il Mulino pp. 211-228- ISBN:978-88-15-28768-7

Idone, G., Marullo, C. 2019. COMAU: Uomo e Robot. In: Di Minin, A. Marullo, C., Piccaluga, A. *Il gioco degli opposti: storie di innovazione italiana - EGEA Milano, Cultura d'Impresa* pp.103-117 ISBN:9788823837577.

Marullo, C., Di Minin, A., De Marco, C. E., Piccaluga, A. 2018. The "hidden costs" of open innovation in SMEs: From theory to practice. In Vanhaverbeke, W. Roijakkers, N. Frattini, F., Usman, M. (eds.) *Researching Open Innovation in SMEs*. Singapore, World Scientific Publishing, pp.37-67. ISBN 9789813230965 | LCCN 2017044676

Di Minin, A., Casprini, E., De Marco, C. E., Ferrigno, G., Marullo, C. (2018). Open Innovation: The transition from OI to OI2. In European Commission (eds.) *Open Innovation Yearbook 2017-2018 Directorate-General for Communications Networks, Content and Technology Luxembourg: Publications Office of the European Union, 2018 (pp. 89-92)* ISBN 978-92-79-72269-1 - doi :10.2759/737501

- Gabison, G.A., Pesole, A., Di Minin, A.; Marullo C. (2016) When large companies build ecosystems, should small companies join? A role for open innovation In: EU Commission (2016) Open innovation 2.0 yearbook 2016: 49-54. Luxembourg: Publication Office of the European Union. ISBN (Printed) 978-92-79-53365-5 - doi: 10.2759/061731
- Marullo, C. 2020. Innovazione globale-locale. Il caso Kedrion Biopharma. In: Di Minin, A., Ferrigno, G., Piccaluga, A. Il futuro ha una storia antica. Casi di imprese innovative in Toscana – Pisa, Pacini editore. pp. 65-73 ISBN:978-88-6995-823-6
- Cucino, V., Marullo, C., Piccaluga, A. 2020. Bellezza e tecnologia da un distretto del mobile: il caso EDRA. In: Di Minin, A., Ferrigno, G., Piccaluga, A. Il futuro ha una storia antica. Casi di imprese innovative in Toscana. Pisa, Pacini editore pp.55-63 - ISBN:978-88-6995-823-6
- Marullo C., Perugi R. (2012) Imprese e settori dell'alta tecnologia in Toscana: un'analisi a livello territoriale. In Lattarulo, P. (a cura di) Rapporto sul Territorio. Qualità e innovazione urbana come fattore di competitività regionale. IRPET, Firenze. ISBN (Printed) 978-88-6517-036-6
- Marullo C., Patrono A., Pazzarelli M., Primiceri A., Perugi R. (2009) 'Metodologie per l'individuazione dei settori high- tech. Il caso della Toscana' MAIN Working Paper Series, 2/2009
- Marullo, C. (2002) L'area di Prato: tecnologie informatiche e sistema produttivo in Vasta, M (a cura di) Information and Communication Technologies - Regione Toscana Rapporto 2000. Collana Servizio Lavoro vol 25: 171-203. ISBN (Printed) 88-09-02646-2

## Conference proceedings

- Marullo, C. Estrada, I. Di Minin, A. 2020. Beyond the R&D unit. An exploratory study of corporate innovation initiatives in large established organizations. In: Grand challenges: companies and universities working for a better society, Sinergie SIMA conference proceedings 1: 439-445. ISBN:9788894393767 doi:0.7433/SRECP.EA.2020.01
- Cucino, V., Marullo, C., Annunziata, E., Piccaluga, A. 2020. The humane side of entrepreneurship: an empirical investigation of startups with a social mission in Italy. In: Grand challenges: companies and universities working for a better society, Sinergie SIMA conference proceedings 1: 439-445. ISBN:9788894393767 doi:0.7433/SRECP.EA.2020.01
- Di Minin, A., Ferrigno, G., Idone, G., Marullo, C. 2020. Conceptualisation and application of dynamic and open approaches in Comau. In ISPIM Conference Proceedings (pp. 1-19). The International Society for Professional Innovation Management (ISPIM). ISBN:978-952-335-466-1
- Del Sarto, N., Marullo, C., Di Minin, A. (2018). Emerging actors within the innovation landscape: Systematic review on accelerators. In ISPIM Conference Proceedings 78: 1-18. The International Society for Professional Innovation Management (ISPIM). ISBN 9789523352193

Di Minin, A., Faems, D., Marullo, C., Jansen, J., Tripsas, M., Ansari, S., Garud, R., Stettner, U. & van Looy, B. (2018). "Can Large Firms Really Leverage Radical Innovation? In Search of New Dimensions and Strategies" Academy of Management Annual Meeting Proceedings (1):12045 ISSN (print): 0065-0668 | ISSN (online): 2151-6561 – <https://doi.org/10.5465/AMBPP.2018.12045symposium>

Marullo C., Di Minin A., Piccaluga A. (2014) 'Born open? a look at open innovation from the perspective of HTSFs' in The R&D Management Conference 2014 Proceedings. Management of Applied R&D: Connecting High Value Solutions with Future Markets, June 3-6, 2014 Stuttgart (DE), Fraunhofer IAO, IAT Universität. ISBN (E-Book): 978-3-8396-0746-6

Casprini E., Marullo C. Di Minin A. (2014) 'Start-ups Survival: do Business Models Matter?' in The R&D Management Conference 2014 Proceedings. Management of Applied R&D: Connecting High Value Solutions with Future Markets, June 3-6, 2014 Stuttgart (DE), Fraunhofer IAO, IAT Universität. ISBN (E-Book): 978-3-8396-0746-6

According to law 679/2016 of the Regulation of the European Parliament of 27th April 2016, I hereby express my consent to process and use my data provided in this CV and application for recruiting purposes.

Cristina Marullo



Pisa, 01-09-2022

Tutto quanto dichiarato corrisponde a verità ai sensi delle norme in materia di dichiarazioni sostitutive di cui all'art. 46 e ss. del D.P.R. 445/2000.

Cristina Marullo



Pisa, 01-09-2022