



Emanuele Pizzurno

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<https://www.linkedin.com/in/emanuele-pizzurno-4477855> |

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Address: Via centauro 3, 20060, Cassina de' Pecchi, Italy (Home)

● WORK EXPERIENCE

01/02/2009 – CURRENT Castellanza, Italy

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 sustainable innovation

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

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

01/01/2002 – CURRENT Milano, Italy

RESEARCH FELLOW AND 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)

01/04/2003 – CURRENT San Donato Milanese, Italy

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

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 Sarasota, United States

MEMBER OF THE SCIENTIFIC COMMITTEE GLOBAL CONFERENCE ON BUSINESS AND ECONOMICS

01/06/2016 – CURRENT Fribourg, Switzerland

AFFILIATE FACULTY CENTER FOR COMPETITIVENESS OF THE UNIVERSITY OF FRIBOURG

01/01/2015 – CURRENT Prague, Czechia

REVIEWER CZECH SCIENCE FOUNDATION

Public funding programme for scientific research projects

01/06/2014 – CURRENT Geneva, Switzerland

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

01/01/2014 – CURRENT Geneva, Switzerland

MEMBER OF THE EDITORIAL BOARD INTERNATIONAL JOURNAL OF COMPETITIVENESS - INDERSCIENCE

01/01/2012 – CURRENT Amsterdam, Netherlands

MEMBER OF THE ADVISORY COUNCIL THE NETHERLANDS INSTITUTE FOR COMPETITIVENESS

01/01/2012 – CURRENT Rome, Italy

REVIEWER MINISTRY OF EDUCATION, UNIVERSITIES AND RESEARCH

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

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 Milano, Italy

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

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

VISITING PROFESSOR NORDAKADEMIE

Professor of International Business and International Project Management for New Product Development

01/12/2010 – 31/12/2019 Cambridge, United States

AFFILIATE FACULTY HARVARD BUSINESS SCHOOL

Member of the Microeconomics Of Competitiveness affiliate Network, a group of educational institutions around the world that teach the MOC curriculum and collaborate in the area of competitiveness created by the **Prof. Michael. E. Porter at Harvard Business School**

01/01/2006 – 31/12/2017 Pavia, Italy

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

01/04/2014 – 31/12/2018 Castellanza, Italy

CO-FOUNDER AND DEPUTY DIRECTOR INSTITUTE FOR ENTREPRENEURSHIP AND COMPETITIVENESS

Research centre

Strategic and business advisory to companies and clusters

01/07/2018 – 30/09/2018 Lomazzo, Italy

MEMBER OF THE EVALUATION COMMITTEE COMO NEXT

01/01/2014 – 30/06/2017 Grenoble, France

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

01/01/2015 – 30/06/2017 Bruxelles, Belgium

MEMBER OF THE RESEARCH TEAM EUROPEAN COMMISSION

HORIZON 2020 grant winner

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

01/04/2015 – 30/06/2016 Milano, Italy

MEMBER OF THE EVALUATION COMMITTEE REGIONE LOMBARDIA

Public funding programme "Start-up and restart"

01/04/2015 – 30/11/2015 Milano, Italy

CO-AUTHOR OF THE STRATEGIC PLAN #LOMBARDIA2030 CONFINDUSTRIA LOMBARDIA

01/06/2015 – 30/06/2015 Cork

VISITING PROFESSOR UNIVERSITY COLLEGE CORK

Innovation, clusters and competitiveness

01/04/2015 – 30/04/2015 Zlin, Czechia

VISITING PROFESSOR TOMAS BATA UNIVERSITY

Innovation, clusters and competitiveness

01/01/2008 – 31/12/2013 Castellanza, Italy

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

Research centre

01/01/2008 – 31/12/2013 Milano, Italy

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

27/09/2013 – 28/09/2013 Bergamo, Italy

CONFERENCE CHAIR IAASM - INTERNATIONAL ALUMNI ASSOCIATION SCUOLA MATTEI

Conference "Technology, Science and Development"

Conference chair and keynote speaker along with **Nobel Memorial Prize in Economic Sciences Prof. John F. Nash (Princeton University)**

10/04/2013 – 17/04/2013 London, United Kingdom

VISITING PROFESSOR HULT INTERNATIONAL BUSINESS SCHOOL

Technological collaborations and open innovation

01/09/2009 – 31/08/2012 Milano, Italy
LECTURER UNIVERSITÀ BOCCONI

Adjunct Professor of International Business

01/09/2009 – 31/08/2012 Bergamo, Italy
LECTURER UNIVERSITÀ DI BERGAMO

Adjunct Professor of International Business

01/01/2002 – 31/01/2009 Castellanza, Italy
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

● **EDUCATION AND TRAINING**

09/1995 – 07/1999 Castellanza, Italy
LAUREA IN INGEGNERIA GESTIONALE [BACHELOR IN ENGINEERING MANAGEMENT] LIUC
Università Cattaneo

Level in EQF EQF level 6

09/1999 – 07/2001 Castellanza, Italy
LAUREA MAGISTRALE IN ECONOMIA AZIENDALE [MASTER IN BUSINESS ADMINISTRATION]
LIUC Università Cattaneo

Level in EQF EQF level 7

09/2002 – 06/2006 Castellanza, Italy
PHD IN INGEGNERIA GESTIONALE [PHD IN ENGINEERING MANAGEMENT] LIUC Università
Cattaneo

Level in EQF 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

● **ADDITIONAL INFORMATION**

PUBLICATIONS

Circular Economy in Green Public Procurement Procedures: an Intermediation Perspective in the Italian Setting

– 2024

Cammarano, F., Pizzurno, E., Urbinati, A. (2024), Circular Economy in Green Public Procurement Procedures: an Intermediation Perspective in the Italian Setting, International Journal of Procurement Management, forthcoming

Approaches to Sustainability-Driven Innovation in High-Performing Italian Firms: a Cross-Case Analysis

– 2024

Pizzurno, E., Cammarano, F. (2024), Approaches to Sustainability-Driven Innovation in High-Performing Italian Firms: a Cross-Case Analysis, *Journal of Global Business Insights*, Vol. 9, No. 1, 42-60

The Era of Innovation for Sustainability-Oriented Logistics: A Systematic Literature Review of European Studies

– 2024

Baglio, M., Colicchia, A., Creazza, A., Pizzurno, E. (2024). The Era of Innovation for Sustainability-Oriented Logistics: A Systematic Literature Review of European Studies in (a cura di) Dekkers, R., Morel, L. "European Perspectives on Innovation Management". Springer: Berlin

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., Lazarrotti, 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., Lazarrotti, 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

Lazarrotti, 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., Lazarrotti, 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

Lazarrotti, 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

Lazarrotti, 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

Lazarrotti, 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

Clô, 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

20/04/2023

RoPlastic Prize 2023 - Inspiring Learning Projects – Rossana Orlandi Master Gallery

27/06/2023

The Triple E Award 2023 - Entrepreneurship and Engagement Excellence in Higher Education – ACEEU | Accreditation Council for Entrepreneurial and Engaged Universities

CERTIFICATIONS

Certifications

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

2017: National Scientific Qualification - associate professor in engineering management
