Elena Casprini

CURRICULUM VITAE
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Academic Position
Senior Researcher in Management at Department of Business and Law, University of Siena (Siena, Italy)

Academic Life
Elena got a PhD in Management at Scuola Superiore Sant'Anna (Pisa, Italy). She was a visiting PhD at Cass Business School (London, UK). She graduated in Accounting and Management (cum laude) at the Faculty of Economics "R. Goodwin" of the University of Siena (Italy).

Research interests
- Innovation Management, and in particular
  - Business Model Innovation
  - Open Innovation
- Family Firms

Education
10/2014. PhD in Management at Scuola Superiore Sant'Anna (Pisa, Italy) - PhD Thesis: *Business Model Innovation: drivers, processes and capabilities*. Supervisor: Prof. A. Piccaluga
07/2011 M.Sc. Degree at Faculty of Economics "R. Goodwin" of the University of Siena (Italy)
07/2009: B.Sc. Degree at Faculty of Economics "R. Goodwin" of the University of Siena (Italy)

Selected Publications
- Casprini, E., Zanni, L. (eds.) (2020). *L'impatto di Industria 4.0 nelle piccole e medie imprese toscane: primi risultati di ricerca*. Towel Publishing, Pisa.
- Casprini, E. (2019). *Beyond servitization. New managerial challenges for manufacturing firms*. CEDAM Wolters Kluwer.
- Casprini, E., Melanthiou, Y., Pucci, T., Zanni, L. (2019). Managing founder-based brand identity during succession. *Journal of Brand Management.* DOI: 10.1057/s41262-019-00161-x
- Pucci, T., Casprini, E., Galati, A., Zanni, L. (2019). The virtuous cycle of stakeholder engagement in developing a sustainability culture: Salcheto winery. *Journal of Business Research*. DOI: 10.1016/j.jbusres.2018.11.009
- Casprini, E., Di Minin, A., Paraboschi, A. (2019). How do companies organize nascent markets? The BlaBlaCar case in the inter-city shared mobility market. *Technology Forecasting and Social Change*, 144, 270-281.
- Ombrosi, N., Casprini, E., Piccaluga, A. (2019). Designing and Managing Co-innovation: The case of Loccioni and Pfizer. *European Journal of Innovation Management*, 22(4), 600-616
- Casprini, E., Pucci, T., Vitale, G., Zanni, L. (2019). From Individual Consumption to Venture Development: the Role of Domain Passion in the Videogame Industry. *Journal of the Knowledge Economy.* DOI: 10.1007/s13132-019-00611-6
- 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.
- Casprini, E., De Massis, A., Di Minin, A., Frattini, F., Piccaluga, A. (2017). How family firms execute open innovation strategies: the Loccioni case. *Journal of Knowledge Management*, 21(6),1459-1485.
- Casprini, E., Pucci, T., Zanni, L. (2014). Business model shifts: a case study on firms that apply high technology to cultural goods. *Technology Analysis & Strategic Management*, 26(2), 171-187.