

Chiara Cantù
SEGESTA – Department of management
Università Cattolica del Sacro Cuore
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Contact Information

Chiara Cantù

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Teaching & Professional Experience

Since June 2011 – Assistant Professor - Dept. of Management (Università Cattolica del Sacro Cuore)

(2000-now) Collaboration with Centrimark (Marketing Research Centre of Cattolica University) Activities: Researches, Conferences, Teaching Assistance, Tutorship

Research project:

(February 2007 - now) “Network dynamics: From Science Parks to Competitive Poles” Post doctoral research

(2003-2006) “Industry Convergence: transformation or convergence between networks? The sectors of telemedicine-telehealth and teledomotics”, PhD research

(2002) “The management of relationships between doctor and patient in telemedicine context”, Young Researcher project – Cattolica University

Adjunct Professor

A.Y. 2011-2012 “Marketing Management” (English course) Degree in Economics and Business Management, Faculty of Economics, Cattolica University (Milano)

(2008 –now) “Marketing” - Degree in Economics and Business Management, Faculty of Economics, Cattolica University (Milano)

(A.Y. 2007-2008) “Economics and Techniques of Corporate Communications” - Degree in Management, Faculty of Economics, University of Macerata

(A.Y. 2006-2007) "Business to Business Marketing" - Degree in Business Management, Faculty of Economics, University of Macerata

(A.Y. 2005-2007) "Service Marketing" - Degree in Management, Faculty of Economics, Cattolica University (Roma)

Education

(2006) PhD Degree in “Firms and Market” (2004-2006) – University of Urbino (in consortium with University of Pisa, University of Firenze, University of Parma, University of

Genova). PhD Research “Sector Convergence: transformation or convergence between networks? The sectors of telemedicine-telehealth and teledomotics”. Supervisor: Prof. Renato Fiocca

(2005) International PhD Course “Analyzing Business Networks” organized by Uppsala University in collaboration with Copenhagen Business School, Norwegian School of Management BI, Chalmers Technological University and, Helsinki School of Economics and Åbo Akademi University. The course was held in University of Lugano (April 2005), Åbo Akademi University (May 2005), Uppsala University (August 2005)

(2001) Post Graduate Course in “Marketing and Digital Economy”, Cattolica University (Milano)

(2000) Laurea (University Degree) in Management, Cattolica University (Milano). Thesis: “Business to business direct marketing. The case of IBM”, Supervisor: Prof. Walter Giorgio Scott

(1994) Certificate in Accountancy – Business Institute (E.Vanoni), Vimercate (Milano)

Awards and Recognition

Research Awards – Cattolica University 20011/2012- 2012/2013

Intellectual contributions / Professional Achievements/ Publications

Books

Innovazione e prossimità relazionale. Il contesto dei Parchi Scientifici Tecnologici. Franco Angeli, 2013

Produttività e innovazione nei servizi (co-authors E. Rullani, M. Paiola, F. Prandstraller, R. Sebastiani) Franco Angeli, 2012, Milano.

Il processo di convergenza nella prospettiva delle reti di impresa. I networks di telemedicina-telesemità e teledomotica’, Edizioni Università Macerata, 2008, Macerata, pp. 254 - ISBN 978-88-6056-117-6.

Innovare che passione (co-authors E. Rullani, M. Paiola, R. Sebastiani, F. Montagnini), Franco Angeli, 2006, Milano, pp. 351 - ISBN 9788846477767.

Articles - double blind review

“IMP studies: a bridge between tradition and innovation” (co-authors D.Corsaro, R.Fiocca, A.Tunisini). Industrial Marketing Management, 2013, In Press

“Actors' heterogeneity in innovation networks” (co-authors D. Corsaro, A. Tunisini) Industrial Marketing Management, 2012, 41 (5): 780-789

“Roles of actors in combining resources into complex solutions” (co-authors D. Corsaro, I. Snehota), Journal of Business Research Special Issue, Resource Interaction in Inter-Organizational Networks 2012

“The formation of Science and Technology Parks” (co-author D. Corsaro), IMP Journal 2011 (forthcoming).

“Lo sviluppo dell’innovazione tra geo-spazialità e spazialità relazionale. Best practices tra i parchi scientifici italiani”, *Mercati e competitività*, 2011, 2: pp. 20

“Exploring the role of spatial relationships to transform knowledge in a business idea – Beyond a geographic proximity”, *Industrial Marketing Management*, 2010, 39 (6): pp. 887-897. Fascia B AIDEA. Impact factor: 1.333.

“Organizing a network within the network: The case of MC Elettrici” (co-authors F. Montagnini, R. Sebastiani), *IMP Journal* 2010, 4 (3): pp. 220-243. ISSN 0809-7259.

Book chapters

“Le imprese italiane in Cina: modelli di business emergenti” (coautori E. Cedrola, L. Battaglia) in *Libellule sul drago. Modelli di business e strategie di marketing*, 2011, Cedam: 165-210

“Dal distretto alla rete transnazionale: Manas” (co-author E.Cedrola), (a cura di) R. Varaldo, D. Dalli, R. Resciniti, A. Tunisini *Un tesoro emergente. Le medie imprese italiane dell’era globale*. Franco Angeli, 2009, Milano, pp. 411-426 - ISBN 9788856807646.

“Reti di territorio: la valorizzazione delle risorse intangibili in un orizzonte internazionale” (co-author L. Gavinelli), (a cura di) C. Cerruti, A. Paolini *L’internazionalizzazione della piccola e media impresa italiana*, Giappichelli, 2009, Torino, pp. 12-22. ISBN 978-88-348-9421-7.

“La dinamicità del network: lo sviluppo di processi di cambiamento”, (a cura di) A. Tunisini *Teorie e applicazioni del business marketing. Comprendere i processi di mercato e modellare l’azione di management*, Franco Angeli, 2008, Milano, pp. 183-207. ISBN 978-88-464-9269-2.

“Convergenza settoriale e strategie cooperative” (co-authors M.Costabile, F.Ancarani), (a cura di) R.Fiocca *Rileggere l’impresa*, Etas, 2007, Milano, pp. 75-106. ISBN 978-88-453-1413-1.

Working paper - double blind review

“The key role of knowledge mentors in the co-managed Innovation” *IMP International Conference*, Atlanta, USA, September 2013

“The key role of Science Parks in Epistemic Networks” *Triple Helix International Conference* 2013, London, July 8, 2013 – July 10, 2013

“Knowledge intermediaries and business mentors”. *ISPIM Conference Innovating in Global Markets: Challenges for Sustainable Growth* –Helsinki, Finland on 16-19 June 2013

“Actors’ Heterogeneity in Innovation Networks: The ESASIM and NeWTeCH projects” *International Congress Marketing Trends*, Paris, January 2013, pp.19

“Exploring actors' heterogeneity in innovative projects” *28 th IMP Conference*, Roma 2012

“Crossing relationships to develop innovation in supply network. The case of the Italian FAAM Group” (co-authors L.Battaglia, E. Cedrola) *28th IMP Conference*, Roma 2012

“The role of altruism in inter-firm relationships: long-term value creation in business networks” (co-author F. Ricciardi). *27th Annual IMP Conference*, Glasgow-September 2011, pp. 24.

“From health service quality to health system quality. A network innovation adoption and diffusion (co-author A. Tzannis)”. *27th Annual IMP Conference*, Glasgow-September 2011, pp. 18.

“From depicting dyads to picturing network. The key “actor gets actor” relationship function” (co-authors R. Fiocca, A. Tunisini, R. Bertani). 27th Annual IMP Conference, Glasgow-September 2011, pp. 20.

“New challenges for the internationalization of firms. Italian companies in China: Business models and market policies” (co-authors E. Cedrola, L. Battaglia, L. Gavinelli, A. Tzannis). Academy of Marketing Science World Marketing Congress (WMC). July 19 - July 23 2011, Reims Management School, Reims, Champagne, France (forthcoming).

“Nuove sfide per l'internazionalizzazione delle imprese. Le imprese italiane in Cina: modelli di business a confronto” (co-authors E. Cedrola, L. Battaglia, L. Gavinelli, A. Tzannis) 10th International Congress Marketing Trends, Paris, 20th-22nd January 2011, pp. 34. ISBN 978-2-9532811-2-5.

“The spread of innovation from Science Technology Parks to local economy”, 26th Annual IMP Conference, Budapest -September 2010, pp. 15.

“Italian SMEs in China. Relationships and cultural distances throughout the supply chain” (co-authors E. Cedrola, L. Battaglia, L. Gavinelli, A. Tzannis), 26th Annual IMP Conference, September 2010, pp.20.

“Le piccole e medie imprese italiane in Cina. Verso un nuovo approccio di marketing” (co-authors E. Cedrola, L. Battaglia, A. Tzannis), 9th International Conference Marketing Trends, Venice, January 2010, pp. 29.

“Spatial relationships to support knowledge transformation in business idea. The network of POINT- Italian Technological Pole”, 25th Annual IMP Conference Marseille, France, September 2-5, 2009, pp. 15.

“The connection of knowledge in a network distribution perspective. MC Elettrici and Farmintesa”, 25th Annual IMP Conference Marseille, France, September 2-5, 2009 (co-authors F. Montagnini, R. Sebastiani), pp.13.

“Territorio, relazioni e competitività. Verso nuovi percorsi di sviluppo nazionale ed internazionale per le piccole e medie imprese italiane” (co-authors E. Cedrola, L. Gavinelli), 8th International Congress Marketing Trends, Paris, 16th-17th January 2009 pp. 36. ISBN 978-2-9532811-0-2

“The redefinition of offering systems in the Healthcare Industry: the role of networking” (co-authors F. Montagnini R. Sebastiani, M. Paiola), 8th International Congress Marketing Trends, Paris, 16th-17th January 2009 pp. 30. ISBN 978-2-9532811-0-2.

“Technology transfer in network perspective. The case of Torino Wireless Technological District”(co-author D. Corsaro), The 24Th IMP Conference, Uppsala University, September 4-6, 2008, pp. 18.

“Convergence of value propositions: developing new business models through networking” (co-authors F. Montagnini, R. Sebastiani, M. Paiola), The 24Th IMP Conference, Uppsala University, September 4-6, 2008, pp.17.

“Tecnologia e franchising. Il contributo di Internet all'evoluzione delle relazioni franchisor-franchisee-cliente” (co-author E. Cedrola), 7th International Congress Marketing Trends, Venezia, 25-26 Gennaio 2008, pp. 24. ISBN: 88-902459-2-1 / 978-88-902459-2-3.