

Monica Masucci

Affiliate Professor



Knowledge Group: Strategy and Operations

Research Domains: Innovation

Teaching Domains: Corporate Entrepreneurship, Strategic & Business Planning, Business Models, Technology Management, Competitive Positioning

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Biography

Monica Masucci is an Affiliate Professor of Innovation at SDA Bocconi School of Management. She is a Senior Lecturer (Associate Professor) in Strategy and Entrepreneurship at the Department of Strategy and Marketing at University of Sussex Business School in the UK.

Since 2020 she is Head of Pre-Acceleration at Bocconi for Innovation, where she leads a training program for aspiring entrepreneurs. At SDA Bocconi she is involved in the development of custom educational programs for large corporates. Her research activities focus on corporate entrepreneurship and innovation, industry architecture and ecosystem dynamics, open innovation and the creative economy. She has authored book chapters, articles and research reports on her topics of interest.

Her work has been published in Research Policy, Technovation and Small Business Economics and she has been the recipient of several research grants and teaching and research awards. She serves as editor in chief of the Journal of Engineering and Technology Management and is a member of the Policy and Evidence Centre for the Creative Industries in the UK.

Monica holds a PhD in Business Administration and Management from Bocconi University in Italy from where she also earned her laurea degree in Business Administration.

Contribution to Chapters, Books or Research Monographs

Funding organisations as sustainability catalysts in the Cultural and Creative Industries: The case of Arts Council England

MASUCCI, M., R. CAMERANI, M. RESTUCCIA, T. R. BUCKLEY, "Funding organisations as sustainability catalysts in the Cultural and Creative Industries: The case of Arts Council England" in Responsible

Consumption and Production in the Creative and Cultural Industries. Actions, Policies, and Strategies for a Sustainable Future., Elisa Salvador, Ilaria Pappalepore (Eds.), Routledge, chap. 1, pp. 13-31, 2025

SolarCo's Internationalization Strategy

MASUCCI, M., M. MOEINI, S. NEWELL, "SolarCo's Internationalization Strategy" in Teaching Business Data Analytics: Creating Data-savvy Managers in the Regular Business Curriculum,, M. Moeini, S. Newell (Eds.), TeachBDA, pp. 42-47, 2018

Edimburgo: la capitale dei festival

MASUCCI, M., "Edimburgo: la capitale dei festival" in La valorizzazione delle destinazioni. Cultura e turismo., P. Dubini, M. De Carlo (Eds.), Egea, 2008

La valorizzazione delle destinazioni. Cultura e turismo

MASUCCI, M., "La valorizzazione delle destinazioni. Cultura e turismo" in La valorizzazione delle destinazioni. Cultura e turismo., P. Dubini, M. De Carlo (Eds.), Egea, 2008

Lecce e il suo territorio

MASUCCI, M., "Lecce e il suo territorio" in La valorizzazione delle destinazioni. Cultura e turismo., P. Dubini, M. De Carlo (Eds.), Egea, 2008

L'impatto degli eventi culturali sulle destinazioni

MASUCCI, M., "L'impatto degli eventi culturali sulle destinazioni" in La valorizzazione delle destinazioni. Cultura e turismo., P. Dubini, M. De Carlo (Eds.), Egea, 2008

Articles in Scholarly Journals

Stance scaffolding and the recognition of commercialisation opportunities in the life science industry

BARRON, N., M. PALMER, M. MASUCCI, S. MCGUIRE, "Stance scaffolding and the recognition of commercialisation opportunities in the life science industry", Technovation, 2025, vol. 144, pp. 103227

How do accelerators emerge and develop in entrepreneurial universities?

MASUCCI, M., R. CAMERANI, N. CORROCHER, M. SCARLATA, "How do accelerators emerge and develop in entrepreneurial universities?", Technovation, 2024, vol. 136, pp. 103053

Mapping the state of the art of creative cluster research: a bibliometric and thematic analysis

CASADEI, P., M. BLOOM, R. CAMERANI, M. MASUCCI, J. SIEPEL, J. V. OSPINA, "Mapping the state of the art of creative cluster research: a bibliometric and thematic analysis", European Planning Studies, 2023, vol. 31, no. 12, pp. 2531-2551

How are corporate ventures evaluated and selected?

MASUCCI, M., S. C. PARKER, S. BRUSONI, R. CAMERANI, "How are corporate ventures evaluated and selected?", Technovation, 2021, vol. 99, pp. 102126

Skills combinations and firm performance

SIEPEL, J., R. CAMERANI, M. MASUCCI, "Skills combinations and firm performance", Small Business Economics, 2021, vol. 56, no. 4, pp. 1425-1447

Removing bottlenecks in business ecosystems: The strategic role of outbound open innovation

MASUCCI, M., S. BRUSONI, C. CENNAMO, "Removing bottlenecks in business ecosystems: The strategic role of outbound open innovation", Research Policy, 2020, vol. 49, no. 1, pp. 103823

Early and accelerated internationalisation: the role of the niche strategy in a new generation of exporters

ZUCCHELLA, A., B. HAGEN, S. DENICOLAI, M. MASUCCI, "Early and accelerated internationalisation: the role of the niche strategy in a new generation of exporters", International Journal of Export Marketing, 2016, vol. 1, no. 1, pp. 27-47

Research Reports

Creative Radar 2021: The impact of Covid-19 on the UK's creative industries

SIEPEL, J., J. VELEZ OSPINA, R. CAMERANI, M. BLOOM, M. MASUCCI, P. CASADEI - "Creative Radar 2021: The impact of Covid-19 on the UK's creative industries" - 2021, Creative Industries Policy and Evidence Centre (PEC), London, Great Britain

Evolution and trends of creative cluster research: A systematic literature review and future research agenda

BLOOM, M., R. CAMERANI, P. CASADEI, M. MASUCCI, J. SIEPEL, J. VELEZ-OSPINA - "Evolution and trends of creative cluster research: A systematic literature review and future research agenda" - 2020, Creative Industries Policy and Evidence Centre (PEC), London, Great Britain

Creative Industries Radar. Mapping the UK's creative clusters and microclusters

SIEPEL, J., R. CAMERANI, M. MASUCCI, J. VELEZ OSPINA, P. CASADEI, M. BLOOM - "Creative Industries Radar. Mapping the UK's creative clusters and microclusters" - 2020, Creative Industries Policy and Evidence Centre (PEC), London, Great Britain

The Fusion Effect: The Economic Returns to Combining Arts and Science Skills

SIEPEL, J., R. CAMERANI, M. MASUCCI, G. PELLEGRINO - "The Fusion Effect: The Economic Returns to Combining Arts and Science Skills" - 2016, Nesta, London, Great Britain

Research Monographs

Politiche di welfare aziendale e benessere dei lavoratori. Uno studio sulle imprese del settore elettrico in Italia

VIGANÒ, F., R. CAMERANI, G. LOMBARDO, M. MASUCCI - "Politiche di welfare aziendale e benessere dei lavoratori. Uno studio sulle imprese del settore elettrico in Italia" - 2015, Rubettino Editore, Italy

Proceedings/Presentations

Exploring the Interplay of Industry Architectures and Outbound Open Innovation

MASUCCI, M., "Exploring the Interplay of Industry Architectures and Outbound Open Innovation" in Academy of Management Proceedings, vol. 2015, no. 1, pp. 14919, 2015

Exploring the evaluation and selection process of internal corporate ventures: critical factors and stage-based differences.

MASUCCI, M., S. BRUSONI, J. HAYTON, "Exploring the evaluation and selection process of internal corporate ventures: critical factors and stage-based differences." in Frontiers of Entrepreneurship Research, 34(16), article 12, 2014

Uncovering the determinants of initiative selection in corporate venture units: a multistage perspective

MASUCCI, M., S. BRUSONI, J. HAYTON, "Uncovering the determinants of initiative selection in corporate venture units: a multistage perspective" in Frontiers of Entrepreneurship Research, 33(16), article 3, 2013