

Elena Novelli

Curriculum Vitae

Bayes Business School
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APPOINTMENTS

	Bayes Business School, City, University of London, London, U.K.
Current	Full Professor of Strategy (2018-present) Program-Chair Elect and PDW Chair of the Technology and Innovation Management (TIM) Division of the Academy of Management (2021-present) Co-Founder, Idea Booster Lab, www.ideaboosterlab.co.uk , (2021-present) and Strategy Insight Lab, www.strategyinsightlab.com , (2018-present) Co-director, Digital Leadership Research Centre (2016-present)
	Bayes Business School, City, University of London, London, U.K.
Previous appointments	Director of the PhD in Management (2018-2022) Elected Senator of City, University of London (2017-2020) Associate Professor (Reader) of Strategy (2016-2018) Senior Lecturer in Strategy (2014- 2016) Lecturer in Management (2013-2014)
	Imperial College Business School, London, U.K.
	External Examiner (2014-2018)
	University of Bath, Bath, U.K.
	Lecturer in Strategy and International Management (2010-2013)

EDUCATION

2010	Ph.D. in Business Administration and Management, Bocconi University , Milan, Italy <i>“Technology Development and Commercialization Strategies for Innovative Firms”</i> Main supervisors: <i>Alfonso Gambardella</i> (Bocconi), <i>Gautam Ahuja</i> (Cornell)
2004	Laurea Degree in Business Administration, Bocconi University , Milan, Italy Grade: <i>Summa Cum Laude</i>

RESEARCH INTERESTS

Strategic Management of Technology and Innovation

GRANTS AND AWARDS

2021	Best Paper Prize , Strategic Management Society Conference 2021
2021	Best Paper Prize , DRUID Conference 2021
2021	STR Distinguished Paper Award in Knowledge, Innovation and Strategic Human Capital , Academy of Management Conference, 2021

2021 **Kauffman Best Paper Awards in Entrepreneurial Cognition Finalist**, AOM MOC Division

2019 **Bocconi Assembly for Innovation and Cooperation Grant**. Total Value: **EUR 10,000**

2019 **Impact Award, Most Innovative Teaching**, City Student Union, City, University of London, London, UK

2019 **City Icons, Partnership Award**, Finalist, City, University of London, London, UK

2019 **Research Publication Prize**, Bayes Business School, London, UK

2018 **UK Government Department of Business, Energy and Industrial Strategy - Innovate UK Business Basics Grant**. “A scientific approach to SME productivity”. Principal investigator. Total Value: **GBP 373,208**

2018 **The President’s Award for Teaching and Learning**, Finalist, City, University of London, London, UK

2017 **Pump Priming Award**, Bayes Business School, London, UK

2017 **City University Learning Enhancement Award**, Nominee, City, University of London.

2015 **Best Paper Award IG Knowledge and Innovation**, Strategic Management Society Conference 2015

2013 **Best-Paper-Award Innovation Management**, SIIE.EBS/Mikroforum 2013

2013 **Research Publication Prize**, Bayes Business School, London, UK

2013 **ESRC Future Research Leaders Grant**. “Understanding Firm Boundaries”. Principal Investigator. Total Value: **GBP 212,240**

2011 **The Dean’s Award for Teaching Excellence**, University of Bath, Bath, UK

2011 **Bright Idea Award**, University of Bath, Bath, UK

2011 **Best Dissertation Award**, Finalist, BPS Division, Academy of Management

2011 **Doctoral Dissertation Award**, Finalist, DRUID Society Conference

2011 **BPS Outstanding Reviewer Award**, Academy of Management

2011 **Research Seed Fund Award**, University of Bath

2008-2010 **Research Grant**, Management Department, Bocconi University

2007-2008 **Research Grant** for Ph.D. Candidates, Bocconi Ph.D. School

2007 **Scholarship**, Society for the Advancement of Management Studies

2007 Visiting **Ph.D. student fellowship**, Bocconi University, Milan, Italy

2004 **Ph.D. Scholarship** (Borsa di Dottorato), Bocconi University, Milan, Italy

2004 **Best Graduates Award**, Bocconi University, Milan

PUBLICATIONS

- 2022 Conti, R., Novelli, E. Not all technologies are created equal for stakeholders: Firm stakeholder orientation and investments in technology generality, **Research Policy (ABS 4*, FT50)**
- 2020 Gambardella, A., Heaton, S., Novelli, E., Teece, D.J. Profiting from enabling technologies? **Strategy Science**
- 2019 Conti, R., Gambardella, A., Novelli, E. Specializing in generality: Firms strategy when intermediate markets work, **Organization Science (ABS 4*, FT50)**
- 2019 Conti, R., Gambardella, A., Novelli, E. Specializing in general purpose technologies as a long-term strategy for firms, **Industrial and Corporate Change (ABS 3)**
- 2017 Ahuja, G., Novelli, E. Redirecting research efforts on the diversification-performance linkage. **Academy of Management Annals (ABS 4*)**
- 2017 Ahuja, G., Novelli E. Understanding technology overinvestment, **Journal of Management**, Special Issue on Resource Allocation **(ABS 4*, FT50)**
- 2016 Ahuja, G., Novelli E. Incumbent responses to an entrant with a new business model: Resource co-deployment and resource re-deployment strategies, **Advances in Strategic Management**
- 2015 Novelli, E. An examination of the antecedents and implications of patent scope. **Research Policy (ABS 4*, FT50)**
- 2015 Padula, G., Novelli, E., Conti, R. Firm innovation and profitability in technology markets, **Technovation (ABS 3)**
- 2013 Conti, R., Gambardella, A., Novelli, E. Research on markets for inventions and implications for R&D allocation strategies, **Academy of Management Annals (ABS 4*)**
- 2013 Ahuja, G., Lampert, C., Novelli, E. The second face of appropriability: Generative appropriability and its determinants, **Academy of Management Review (ABS 4*, FT50)**
- SIIE.EBS/Mikroforum Best-Paper-Award Innovation Management 2013
- 2013 Ahuja, G., Novelli, E. Innovation strategies. In Teece D.J., Augier M., **The Palgrave Encyclopedia of Strategic Management, Palgrave.**
- 2013 Ahuja, G., Novelli, E. M&A and innovation. In Dodgson M., Gann, D., Phillips N. **The Handbook of Innovation Management, Oxford University Press.**
- 2011 Ahuja, G., Novelli, E. Knowledge structures and innovation: Useful abstractions, lessons learnt and unanswered questions. In Mark Easterby-Smith, Marjorie A. Lyles **The Blackwell Handbook of Organizational Learning and Knowledge Management, Second Edition, Wiley – Blackwell**

WORK IN PROGRESS

- 2022 Novelli, E., Spina, C. When do entrepreneurs benefit from acting like scientists?
- 2021 SMS Best Paper Prize
 - 2021 DRUID Best Paper Prize
 - 2021 AOM STR Distinguished Paper Award in Knowledge, Innovation and Strategic Human Capital
 - 2022 Kauffman Best Paper Awards in Entrepreneurial Cognition Finalist, AOM MOC Division
 - Best Paper Proceedings, Academy of Management 2021
- 2022 Camuffo, A., Gambardella, A., Novelli, E., Messinese, D., Spina, C. A scientific approach to innovation management: Evidence from four randomized controlled trials, CEPR Working Paper, DP15972

- 2022 Coali, A., Gambardella, A., Novelli, E. Understanding probability reasoning in innovation
- 2022 Gagliardi, L., Novelli, E. Group membership and decision making in the pursuit of innovative ideas
- 2022 Di Stefano, G., Hetu, M, Novelli, E. Burying the hatchet? Colocation, competition and the performance benefits of diversity
- 2022 Ahuja, G., Novelli E. The perils of complexity: Change in product interdependencies and firm performance
- Best Paper IG Knowledge and Innovation Award, SMS Conference Denver
- 2022 Hueller, F., Novelli, E., Aversa, P. Benefiting from a shock: innovation in connectedness and architectural advantage in platform-based ecosystems
- 2022 Ebrahim, M., Gaonkar,S., Kapoor, R., Lavie, D., Novelli, E., Winston Smith, S. Innovation and cooperation in ecosystems in the face of distrust: The implication of the Cambridge Analytica scandal for Facebook's partners

TEACHING EXPERIENCE

- 2016-present **Strategic Leadership** (Executive MBA Programme; Executive Master in Leadership), Bayes Business School, City, University of London. Students' evaluation (2019): **4.9/5**
- 2016-present **Corporate Strategy** (Modular Executive MBA Programme), Bayes Business School, City, University of London. Students' evaluation (2019): **4.6/5**
- 2016-present **Capturing value from technological innovation** (Elective, MBA Programme), Bayes Business School, City, University of London. Students' evaluation (2020): **4.5/5**
- 2016-present **Strategy, Leading Digital Transformation**, Bayes Executive Education
- 2016-2018 **Managing Innovation** (MSc Programme), Bayes Business School, City, University of London. Students' evaluation (2018): **4.6/5**
- 2014-2018 **International Consulting Week** (MBA Programme), Bayes Business School, City, University of London. Students' evaluation (2018): **4.5/5**
- 2010-2013 **International Business Strategy** (M.Sc., 83 students), University of Bath. Students' evaluation (2013): **4.5/5**
- 2010-2013 **Strategic Management** (B.B.A Programme), University of Bath. Students' evaluation (2013): **4.3/5**
- 2010 **Techniques for Innovation Management** (M.Sc. Programme), Bocconi University, Students' evaluation: **9.2/10**

RESEARCH GRANT EXPERIENCE

- 2018-2019 **Principal investigator, BEIS**, "A scientific approach to SME productivity" Business Basics: Boosting SME productivity (Trial strand)", Total Value: **GBP 373,208**, Innovate UK.
- 2013-2016 **Principal investigator, Future Research Leaders Grant**, "Understanding firm boundaries", Total Value: **GBP 212,240**, UK Economic and Social Research Council.
- 2008-2010 **Researcher, InnoS&T** – "Innovative S&T indicators combining patent data and surveys: Empirical models and policy analyses", European Commission DG Research. Coordinator: Bocconi University, Milano

- 2008-2010 **Researcher**, GLOBINN, "The changing nature of internationalization of innovation in Europe: impact on firms and the implications for innovation policy in the EU", funded under 7th FWP (Seventh Framework Programme), European Commission DG Research. Coordinator: SPRU, Science and Technology Policy Research, University of Sussex, Brighton
- 2007 **Researcher**, "Business models in markets for ideas: technologies' demand and supply analysis", PRIN 2006, Italian Ministry of University and Research (MIUR), Scientific Coordinator Prof. Alfonso Gambardella
- 2006-2007 **Researcher**, "Serial Innovators: Strategies, Growth, Profitability". Scientific Coordinator Prof. Alfonso Gambardella
- 2004 **Researcher**, "Venture Route", E-Content Funding Programme, European Commission and IEGI Institute of Corporate Economics and Management "G.Pivato", Bocconi University (Milano)

ACADEMIC SERVICE

- Leadership **Technology and Innovation Management (TIM) Division, Academy of Management**
Program-Chair Elect and PDW Chair (2021-present)
- SEI Consortium**
Member of the Executive Committee (2021-present)
- Strategic Management Society**
PhD Paper Prize Co-Chair (2021-present)
- Technology and Innovation Management (TIM) Division, Academy of Management**
Treasurer (2015-2021)
- Knowledge and Innovation Interest Group, Strategic Management Society**
Chair (2020-2021)
Program Chair (2019-2020)
Associate Program Chair (2018-2019)
Representative at Large (2017-2018)
- Strategic Management (STR) Division, Academy of Management**
Member of the Executive Committee (2017-2019)
- Editorial review board **Organization Science**, Methods Panel (2020-present)
Organization Science, Editorial Review Board (2017-present)
Journal of Management Studies, Editorial Review Board (2016-present)
Strategy Science, Editorial Review Board (2014-present)
Strategic Management Journal, Editorial Review Board (2013-present)
- Other reviewing activities Journals
Academy of Management Journal, Management Science, Research Policy, Long Range Planning, ad hoc reviewer
Conferences:
DRUID Conference, reviewer (2010-present), **Strategic Management Society Annual Conference**, reviewer (2009-present), **Academy of Management Annual Meeting**, reviewer (2007-present)

PRESENTATIONS AND EVENT ORGANIZATION

Paper Presentations and Discussions

- 2022 Invited talk, Organizational Design Community Annual Conference, Organizing for Novelty
- 2022 Invited seminar, Saïd Business School, University of Oxford
- 2022 Strategic Management Society Conference 2022, London
- 2022 Academy of Management Conference 2022, Seattle
- 2022 Invited talk, BEIS- IGL New experimental research for SME innovation and growth policy
- 2022 Invited talk, Colloquium on the Multi-Dimensional Impacts of Business Accelerators, London School of Economics
- 2022 Sumantra Ghoshal Conference on Managerially Relevant Research, London Business School, London UK
- 2022 Keynote Speech, Boosting Entrepreneurial Skills and Mindset: Theories, Methods and Impact, Bologna Business School
- 2022 Wharton Technology Conference, The Wharton School of University of Pennsylvania
- 2022 Keynote Speech, VII International Scientific Conference – Innovation and Entrepreneurship: Theory and Practice, Akademia WBS Poland
- 2022 Invited seminar, Technis Innovation and IP Research Group
- 2022 STR Virtual Symposium: A Scientific Approach to Strategic Decision Making
- 2021 Invited seminar, Washington University
- 2021 NBER Asia Conference
- 2021 Strategic Management Society Conference 2021, Virtual Conference
- 2021 Academy of Management Conference 2021, Virtual Conference
- 2021 Invited Discussant, Annual CCC Doctoral Colloquium, University of Minnesota
- 2021 Strategy Science Conference, Harvard Business School
- 2021 Invited seminar, Bologna University
- 2021 Wharton Technology Conference, The Wharton School of University of Pennsylvania
- 2021 Invited seminar, ESADE Barcelona
- 2020 Strategy, Entrepreneurship and Innovation (SEI) Faculty Workshop, Bologna, Italy
- 2020 Invited seminar, Warwick Business School
- 2020 Strategic Management Society Conference 2020, Virtual Conference
- 2020 Invited seminar, EPFL
- 2020 Academy of Management Conference 2020, Virtual Conference
- 2020 Sumantra Ghoshal Conference on Managerially Relevant Research, LBS, London (cancelled due to COVID 19)
- 2019 Sumantra Ghoshal Conference on Managerially Relevant Research, LBS, London
- 2018 Strategic Management Society Conference 2018, Paris, France
- 2018 Academy of Management Conference 2018, Chicago, Illinois
- 2018 TIM Mid-year meeting mini conference, Cornell University, New York, USA
- 2017 Strategic Management Society Special Conference 2017, INCAE, Costa Rica
- 2017 Strategic Management Society Conference 2017, Houston, Texas
- 2017 Invited seminar, Norwich Business School
- 2017 Academy of Management Conference 2017, Atlanta, Georgia

2017 Invited presentation, CREI@Bath, School of Management, University of Bath
 2016 Strategic Management Society Conference 2016, Berlin, Germany
 2016 Discussant, SEI Doctoral Consortium, Zurich, Switzerland
 2016 Academy of Management Conference 2016, Anaheim, California
 2016 Sumantra Ghoshal Conference on Managerially Relevant Research, LBS, London
 2016 I&E Conversations, Imperial College Business School, invited discussant
 2016 Invited Seminar, Imperial College Business School
 2016 Wharton Technology Conference, Mack Institute for Innovation Management, Philadelphia
 2016 TIM Division Mid-Year Meeting, Boston College
 2015 Special Conference on Corporate Strategy and Resource Redeployment, Strasbourg
 2015 Invited Seminar, Cardiff School of Management
 2015 Invited Seminar, Catolica Lisbon Business School, Lisbon, Portugal
 2015 Strategic Management Society St. Gallen Special Conference
 2015 Invited Panelist, DRUID Conference, Luiss Business School, Rome, Italy
 2015 DRUID Conference, Luiss Business School, Rome, Italy
 2015 Strategic Management Conference 2015, Denver, Colorado, USA
 2014 Invited Seminar, SKEMA Business School, Nice, France
 2014 Invited Seminar, Warwick Business School
 2013 SEI Doctoral Consortium, Imperial College London. Invited discussant
 2012 BPS Managing your Dissertation Workshop. Academy of Management Conference 2012, Boston, MA, USA
 2012 Invited Seminar, Imperial College Business School, London, UK
 2012 Invited Seminar, Bayes Business School, London, UK
 2012 Invited Seminar, Vice- Chancellor Research Day, University of Bath, Bath, UK
 2011 Strategic Management Conference 2011, Miami, Florida, USA
 2011 BPS Dissertation Award presentation, Academy of Management Conference 2011, San Antonio, Texas, USA
 2011 Doctoral Dissertation Award presentation, Druid Summer 2011 Conference, Copenhagen, Denmark
 2010 Invited Seminar, London Business School, London, UK
 2010 Invited Seminar, Strategy Department, IE Business School, Madrid, Spain
 2010 Invited Seminar, ESMT, Berlin, Germany
 2010 Invited Seminar, Dipartimento di Economia, LUISS, Roma, Italy
 2010 Invited Seminar, Organization and Strategy Department, Tilburg University, Tilburg, Netherlands
 2010 DRUID Summer Conference, London, UK
 2010 Academy of Management Conference, 2010, Montréal, Canada
 2009 Invited Seminar, Department of Innovation and Industrial Organization, Copenhagen Business School, Copenhagen, Denmark
 2009 Strategic Management Society Conference, Washington D.C., USA
 2008 Strategic Management Conference 2008, Cologne, Germany
 2008 Academy of Management Conference 2008, Anaheim, California, USA
 2008 DRUID Summer 2008 Conference, Copenhagen, Denmark
 2008 Bocconi Study Days, Milan, Italy

- 2008 15th Annual CCC Doctoral Colloquium, Carnegie Mellon University, Pittsburgh, PA, USA
- 2008 DRUID Winter 2008 PhD Conference, Aalborg, Denmark
- 2007 SMS 4th Annual Doctoral Workshop, San Diego, CA, USA
- 2007 Strategic Management Society Conference, San Diego, CA, USA
- 2007 TIM Doctoral Colloquium, Academy of Management Conference 2007, Philadelphia, USA
- 2007 Druid Summer 2007 Conference, Copenhagen, Denmark
- 2007 Bocconi Study Days, Milan, Italy
- 2007 Euram 2007 Doctoral Colloquium, INSEAD, Fontainebleau, France
- 2007 DRUID Winter 2007 PhD Conference, Aalborg, Denmark
- 2006 Essid, European Summer School on Industrial Dynamics, Cargese, Corse, France
- 2006 Fondazione IRI Summer School, SIAF Volterra, Italy

Workshop Organization

- 2022 SMS 2022 London Extension: Decision Making in Strategy, Entrepreneurship and Innovation (with Daniele Battaglia and Chiara Spina)
- 2017 Co-organizer Junior Faculty Paper Development Workshop, Strategic Management Society Conference 2017, Houston, Texas, USA (with Kristina Vaarst Andersen, Olga Bruyaka, Claudine Gartenberg, Denisa Mindurta, Feng Zhu)
- 2017 Co-Organizer, First Digital Transformation and Strategy Forum, Bayes Business School, London (with Gianvito Lanzolla)
- 2016 Co-Organizer, Innovation in an Interconnected World: The Impact of Institutions, Governance and Competition on the Rate and Direction of the Innovative Effort, SMS 2016 London Extension, Bayes Business School, London (with Igor Filatotchev)
- 2016 Organizer, The Exploitation of Researchers' Degrees of Freedom and Malpractice in Management Research: Can Journals' Policies Discourage it? Academy of Management Conference 2016, Anaheim, California (with Alfonso Gambardella)
- 2016 Organizer, Scale, Scope and Firm Boundaries in Technology-Based Industries: Novel Reflections and Directions for Future Research, Bayes Business School (organizer)
- 2015 Organizer, Digital Change and Competitive Advantage: Towards an Integrative Theory Professional Development Workshop. Academy of Management Conference 2015, Vancouver, Canada (with Gianvito Lanzolla)
- 2015 Organizer, Reflecting on the scope of the firm: New avenues for future research, Panel session, Strategic Management Conference 2015
- 2015 Organizer, Reflecting on academic impact Workshop, Bayes Business School (with Paula Jarzabkowski)
- 2014 Organizer, Appropriating Value from Ideas- Panel Symposium. Academy of Management Conference 2014, Philadelphia, PA, USA
- 2013 Organizer, Tackling Uncertainty Professional Development Workshop. Academy of Management Conference 2013, Orlando, FL, USA (with Raffaele Conti).

MEMBERSHIPS AND FELLOWSHIPS

- 2012-present Fellow of the Higher Education Academy
- 2007-present Academy of Management
- 2007-present Strategic Management Society
- 2012-2015 Economic and Social Research Council Peer Review College

LANGUAGES

Italian (Native), English (Fluent), French, Spanish (Conversational)

Updated: October 2022