



Gloria Puliga

Date of birth: 08/04/1992 | **Nationality:** Italian | **Gender:** Female |

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Address: Via E. Cantoni, 35, 21053, Castellanza, Italy (Home)

WORK EXPERIENCE

11/2021 – CURRENT Castellanza, Italy

ASSISTANT PROFESSOR AND CORE FACULTY LIUC BUSINESS SCHOOL LIUC - CATTANEO UNIVERSITY

Research activities

1. Research on technology intelligence and technology transfer topics using different methodologies (from case studies to machine learning algorithms and using a complex approach) by leveraging the collaborations with the University of Genoa, JRC-Ispra, CERN - INFN, Gran Sasso Institute and Turin Polytechnic
2. Research activity on Open Innovation by leveraging collaborations with different European Universities
3. Principal Investigator of the local unit (LIUC - Università Cattaneo) of R.I.S.I.CO. 2 Interreg that analyses the innovation process of fashion, healthcare and mechatronics SMEs in order to create tools to support the management of innovation and help managers in reading their innovation model
4. Qualified participation in the funded PRIN "Innovation policies and economic measures for sustainable development and inequality mitigation after global crisis" in collaboration with the University of Naples Federico II and the University of Genoa.
5. Research on the project "Supply Chain Resilience growth enabled by circular business models: the development of a complexity theory approach" funded by Ailg
6. Qualified participation in LIUC Green Transition Hub and coordination of technology intelligence and technology transfer research activities
7. Core faculty of LIUC Business School - Center on Technological Innovation and Circular Economy with responsibilities of packages of activities related to technology intelligence and technology transfer activities
8. Reviewer in leading journals such as R&D Management, Venture Capital, Technology Analysis & Strategic Management, International Journal of Innovation and Technology Management, Scientific Reports, Journal of Engineering and Technology Management and Baltic Journal

Teaching activities

1. Teaching in the courses of Business Decision Making, Innovation Management and New Product Development and Industrial Design Lab
2. Teaching in Business School courses and companies' training on innovation topics

Third Mission/advisory activities

1. Leading Researcher and Project Manager of the IPcube Observatory to study Marketing, Competitive and Technology Intelligence tools and support companies in their innovation processes management
2. Projects to understand the quantity and the quality of the Italian patent activity (commissioned by Intesa Sanpaolo Innovation center)
3. Projects to define business opportunities in the hydrogen economy (commissioned by Interfluid)
4. Projects to define an evaluation method to score innovation projects (commissioned by Lati)
5. Projects for the evaluation of tax credit and R&D projects (commissioned by CRS Laghi)
6. Advisory for companies in terms of innovation management (commissioned by Univa Servizi)

Institutional activities

1. School of Engineering's delegate for the Internationalization

10/2020 – 09/2021 Castellanza, Italy

POST-DOC (COFUNDED BY LEONARDO HELICOPTERS) AND CORE FACULTY LIUC BUSINESS SCHOOL LIUC - UNIVERSITÀ CATTANEO

Research activities

1. Research on technology intelligence and technology transfer using different methodologies (from case studies to machine learning algorithms and using a complex approach) by leveraging the collaborations with the University of Genoa, JRC-Ispra, CERN, INFN and Turin Polytechnic
2. Research activity on Open Innovation by leveraging collaborations with different European Universities
3. Coordination of R.I.S.I.CO. 1 Interreg activities
4. Reviewer in leading journals such as Venture Capital, Technology Analysis & Strategic Management, International Journal of Innovation and Technology Management
5. Study of strategic-technology roadmaps in Leonardo Helicopters
6. Framework to define KPIs to support roadmap building in Leonardo Helicopters

Third Mission/advisory activities

1. Leading Researcher and Project Manager of the IPcube Observatory to study Marketing, Competitive and Technology Intelligence tools and support companies in their innovation processes management
2. Coaching companies to structure companies' innovation processes focusing on technology intelligence tools and R&D projects evaluation (commissioned by Univa Servizi)
3. Business projects for the evaluation of tax credit and R&D projects (commissioned by CRS Laghi)

Teaching activities

1. Teaching in the courses of Business Decision Making, Innovation Management and New Product Development
2. Teaching in Business School courses

01/2020 – 09/2020 Castellanza, Italy

POST-DOC (INTERREG R.I.S.I.CO. 1) AND CORE FACULTY LIUC BUSINESS SCHOOL LIUC - CATTANEO UNIVERSITY

Research activities

1. Leading Researcher and Project Manager of the IPcube Observatory to study Marketing, Competitive and Technology Intelligence tools and support companies in their innovation processes management
2. Reviewer in leading journals such as Journal of Technology Transfer, European Journal of Innovation Management, International Journal of Innovation and Technology Management
3. Assessment of SMEs' innovation processes within the R.I.S.I.CO. 1 Interreg Project

Third Mission/advisory activities

1. Leading Researcher and Project Manager of the IPcube Observatory to study Marketing, Competitive and Technology Intelligence tools and support companies in their innovation processes management
2. Technology Intelligence activities for Amaplast trade associations (commissioned by Amaplast)
3. Business projects for tax credit evaluation (commissioned by CRS Laghi)

Teaching activities

1. Teaching in the courses of Business Decision Making, Innovation Management and New Product Development
2. Teaching in Business School courses

● EDUCATION AND TRAINING

11/2016 – 12/2019 Castellanza, Italy

PHD IN MANAGEMENT, FINANCE AND ACCOUNTING COFUNDED BY ITALIAN NATIONAL AGENCY FOR NEW TECHNOLOGIES, ENERGY AND SUSTAINABLE ECONOMIC DEVELOPMENT (ENEA) LIUC - Cattaneo University

1. Research on technology intelligence and technology transfer using different methodologies (from case studies to machine learning algorithms and using a complex approach) by leveraging the collaborations with the University of Genoa, JRC-Ispra and CERN-INFN, Arizona State University
2. Specific research and study of the impact of Big Science projects on industry (particularly SMEs) and publication of scientific articles on the collaboration between research organizations and industry
3. Core faculty of LIUC Business School - Center on Technological Innovation and Circular Economy with responsibilities for packages of activities related to technology intelligence and technology transfer activities
4. Scientific studies on Marketing, Competitive and Technology Intelligence tools (for example with Intesa Sanpaolo and SAES Getters)
5. Collaboration on Business Plans for Big Science projects (€1bn)

- 6. Collaboration on Industry 4.0 and Technology Intelligence scientific project
- 7. Innovation assessment of companies' innovation processes

Address Corso Giacomo Matteotti, 22, 21053, Castellanza, Italy

03/2019 – 05/2019 Phoenix, United States
VISITING PHD Arizona State University

Supervision Prof. Barry Bozeman

Address 85004, Phoenix, United States

09/2014 – 10/2016 Castellanza, Italy
MASTER OF SCIENCE IN INDUSTRIAL ENGINEERING LIUC - Catteneo University

Best LIUC master degree award in Industrial Engineering 2015/2016

Address Corso Giacomo Matteotti, 22, 21053, Castellanza, Italy | **Final grade** 110/110 cum laude

09/2016 – 09/2016 Innsbruck, Austria
MASTER OF ARTS - DOUBLE DEGREE Management Center of Innsbruck

10/2011 – 10/2014 Castellanza, Italy
BACHELOR IN INDUSTRIAL ENGINEERING LIUC - Catteneo University

Best LIUC bachelor degree award in Industrial Engineering 2013/2014

Address Corso Giacomo Matteotti, 22, 21053, Castellanza, Italy | **Final grade** 110/110 cum laude

08/2013 – 12/2013 Hong Kong, China
EXCHANGE STUDENT Baptist University of Hong Kong

09/2006 – 07/2011 Oristano
HIGH SCHOOL IN SCIENCE AND TECHNOLOGY I.T.I.S. Othoca

Address Via del Porto, 09170, Oristano | **Final grade** 100/100 cum laude

● LANGUAGE SKILLS

Mother tongue(s): **ITALIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C1	C2	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DIGITAL SKILLS

Microsoft: Microsoft Word, Microsoft PowerPoint, Microsoft Outlook, Microsoft Teams | Financial databases | R R Studio R Markdown

● ADDITIONAL INFORMATION

PUBLICATIONS

Puliga, G., Bono, F., Gutierrez Tenreiro, E.G., & Strozzi, F. (2023). **Bibliometric Analysis of Scientific Publications and Patents on Smart Cities**, EUR 31389 EN, Publications Office of the European Union, Luxembourg, ISBN 978-92-76-61752-5, doi:10.2760/074691, JRC129102.

Ponta, L., Puliga, G., Lazzarotti, V., Manzini, R., & Cincotti, S. (2022). To copatent or not to copatent: An agent-based model for firms facing this dilemma. *European Journal of Operational Research*.

Puliga, G., Urbinati, A., Franchin, E. M., & Castegnaro, S. (2022). Investigating the drivers of failure of research-industry collaborations in open innovation contexts. *Technovation*, 102543.

Ponta, L., Puliga, G., Manzini, R., & Cincotti, S. (2022). Sustainability-oriented innovation and co-patenting role in agri-food sector: Empirical analysis with patents. *Technological Forecasting and Social Change*, 178, 121595.

Eslami, M. H., Puliga, G., Lazzarotti, V., Manzini, R., Pellegrini, L., & Boer, H. (2022). The Effect of Knowledge Collaboration on Innovation Performance: The Moderating Role of Digital Technologies. *International Journal of Technology Management*.

Puliga, G., & Ponta, L. (2022). COVID-19 firms' fast innovation reaction analyzed through dynamic capabilities. *R&D Management*, 52(2), 331-342.

Ponta, L., Puliga, G., & Manzini, R. (2021). A measure of innovation performance: the Innovation Patent Index. *Management Decision*.

Ponta, L., Puliga, G., Oneto, L., & Manzini, R. (2020). Identifying the determinants of innovation capability with machine learning and patents. *IEEE transactions on engineering management*.

Puliga, G., Manzini, R., Lazzarotti, V., & Batistoni, P. (2020). Successfully managing SMEs collaborations with public research institutes: the case of ITER fusion projects. *Innovation*, 22(4), 353-376.

Puliga, G., Nasullaev, A., Bono, F., Gutiérrez, E., & Strozzi, F. (2020). Ambient assisted living and European funds: A bibliometric approach. *Information Technology & People*.

Puliga, G., Manzini, R., & Batistoni, P. (2019). An Industry and Public Research Organization joint effort for ITER construction: Evaluating the impact. *Fusion engineering and design*, 146, 187-193.

Salvador, E., Manzini, R., Urbinati, A., Puliga, G., & Lazzarotti, V. (2021). Research spin-offs and their role within the entrepreneurial university in the digital age: a framework for future research from Italian case studies. In *A research agenda for the entrepreneurial university* (pp. 229-249). Edward Elgar Publishing.

Massari, G. F., Annarelli, A., Primario, S., & Puliga, G. (2022). On the synergetic relationship between Circular Economy and Resilience: findings from a systematic literature review. *IFAC-PapersOnLine*, 55(10), 2869-2874.

CONFERENCES AND SEMINARS

2017 – 2022

Cinet, R&D Management, Italian Industrial Engineering Association Conferences Participation as speaker, track chair and track organizer.

HONOURS AND AWARDS

20/10/2022

Pagliarani Award – Italian Industrial Engineering Association (AiIG) Award for papers published by young AiIG scholars

2021

Measures to support AiIG young members – Italian Industrial Engineering Association (AiIG) Funds for the project "Supply chain resilience growth enabled by circular business models: the development of a complexity theory approach"
