



# FEDERICA BRUNETTA

## Current Positions

- Associate Professor of Management – Luiss University
- Head of Executive Masters – Luiss Business School
- Vice-Director - Research Center in Strategic Change “Franco Fontana” – Luiss University

## SHORT BIO

*Federica Brunetta is Associate Professor of Management. She teaches General Management, Strategy, Economics of Strategy and Business Transformation at Luiss Business School and at the Department of Business and Management.*

*She is Head of Executive Masters of Luiss Business School and Vice Director of the Research Centre in Strategic Change “Franco Fontana” of Luiss university. At Luiss Business School she is also Scientific Director of the Major in Med-tech (Executive Master in Healthcare Management – Filiera della Salute).*

*Her research interests are focused on the study of strategies in highly regulated environments, digitalization and business transformation, network analysis. Her works are published, among others, in Organization Studies, Journal of Business Research, IEEE Transactions on Engineering Management, Organizational Dynamics. She is the author of the book “Institutions, Markets and Organizations” published by McGrawHill and “New Organizational Forms, Controls, and Institutions. Understanding the Tensions in ‘Post-Bureaucratic’ Organization” edited by Palgrave. She has conducted research at national and international level, presenting her works in the main conferences. She is also active in several applied research projects on these themes.*

*She received her PhD from the Università Cattolica, and was a Visiting Scholar at the Ross School of Business, University of Michigan. She also received the Distinguished Paper Award from the Strategy Division of the Academy of Management.*

## PROFESSIONAL EXPERIENCE

Jan 2022- To date	Associate Professor Luiss University- Department of Business and Management
October 2023 to date	Head of Executive Masters Luiss Business School
2019 – To Date	Vice- Director - Research Center in Strategic Change “Franco Fontana” Luiss University
Feb 2021- Sept. 2023	Academic Coordinator of Executive Education Programmes Luiss Business School
July 2020 – Dec. 2021	Assistant Professor – Ricercatrice Art. 24 C.3 Lett. B L. 240/10 Luiss University- Luiss Business School & Department of Business and Management
Feb 2015– June 2020	Assistant Professor – Ricercatrice Art. 24 C.3 Lett. A L. 240/10 Luiss University- Department of Business and Management
Jan 2011–Jan 2015	Post Doc Research Fellow Luiss University- Department of Business and Management

## EDUCATION

- 11/2006–12/2009      PhD in Healthcare Management - XXII Ciclo  
Università Cattolica del Sacro Cuore, Milano/Rome  
Thesis: “The role of research networks in highly regulated R&D settings and environments: network effects in clinical research.”
- 08/2009–04/2010      Visiting Scholar  
Ross School of Business - University of Michigan, Ann Arbor, MI (USA)

## AWARDS

- Distinguished Paper Award
- Finalist, Glueck Best Paper Award  
*Business Policy and Strategy division - Academy of Management Annual Meeting 2010*

### *For the Paper*

Brunetta, F., Boccadelli, P., & Lipparini, A. 2010. The role of structural holes in highly regulated settings: a study of clinical research projects, presented at the **2010 Academy of Management Annual Meeting (Peer-Reviewed Conference Paper)**. Montréal, Canada: Academy of Management.

## APPLIED AND EU RESEARCH PROJECTS

- 2023 – 2025      **PRIN 2022 - Luiss University Research Unit**  
Project: Language in Entrepreneurial Ventures  
With Milano Bicocca and Università di Pescara  
**PRIN PNRR 2022 - Luiss University Research Unit**  
Project From margins to mainstream: Novel perspectives on outsider innovators  
With Università di Bologna  
**Luiss Guido Carli**  
Entreprenedu – Enhancing Entrepreneurial Ecosystems for education. Founded by the EU
- 2022      Luiss Business School  
Project: “Sustainability in the Pharmaceutical Industry”
- 2021      **Luiss Business School**  
Project: Megatrends in the Healthcare Industry
- 2019      **Luiss Business School**  
Project: “*Quali traiettorie evolutive e quali competenze per le imprese del mondo energy?*” (Translated title: *Development trajectories and new competencies for the energy companies*)
- 2019      **Luiss Business School and Federalimentare**  
Project “*L’industria alimentare in Italia: Sfide, traiettorie strategiche e politiche di sviluppo*” (Translated title: *The Italian food and drink industry: challenges, strategic directions and avenues for development*)”
- 2017/2018      **Luiss Business School**  
Project: “*Quali traiettorie evolutive e quali competenze per le imprese farmaceutiche?*” (Translated title: “*Development trajectories and new competencies for the pharmaceutical companies*”).
- 2012-2013      **Luiss Business School**
  - *Development of a network of firms operating in the pharmaceutical industry*
  - *Development of broadband networks through the Cohesion Policy*
- 2007-2008      **PRIN 2007 Luiss University Research Unit**  
*Development of a knowledge exchange network in communities of practice.*

## PUBLICATIONS

### ARTICLES

- Marchegiani, L., Brunetta, F. & Annosi, M.C. 2022. Faraway, not so close. The conditions that hindered knowledge sharing and open innovation in an online Business Social Network. *IEEE Transactions on Engineering Management*. ISSN: 0018-9391
- Annosi, M.C., Brunetta, F., Bimbo, F. & Kostoula, M. 2021. Digitalization within food supply chains to prevent food waste. Drivers, barriers and collaboration practices. *Industrial Marketing Management*. ISSN: 0019-8501.
- Brunetta, F., Marchegiani, L., & Peruffo, E. 2020. When birds of a feather don't flock together: Diversity and innovation outcomes in international R&D collaborations. *Journal of Business Research*. 114(6), pp: 436-445. ISSN: 0148-2963
- Acciarini, C., Brunetta, F. & Boccardelli, P. 2020. Cognitive biases and decision-making strategies in times of changes. A systematic literature review. *Management Decision*. Early access. ISSN: 0025-1747.
- Annosi, M.C., Brunetta, F., Capo, F. & Heidelved, L. 2020. Digitalization in the agri-food industry: The relationship between technology and sustainable development. *Management Decision*. 58(8), pp: 1737-1757. ISSN: 0025-1747.
- Annosi, M.C., Martini, A., Brunetta, F., & Marchegiani, L. 2020. Learning in an Agile Setting: A Multilevel Study on the Evolution of Organizational Routines. *Journal of Business Research*. 110(3), pp 554-566. ISSN: 0148-2963
- Annosi, M.C., Brunetta, F., Monti, A. & Nati, F. 2019. Is the Trend your Friend? An Analysis of Technology 4.0 Investment Decisions in Agricultural SMEs. *Computers in Industry*. Vol 109, August, pp 59-71. ISSN: 0166-3615
- Brunetta, F., Censi, A., Rullani, F., Vicentini, F. 2019. Le reti strategiche per uscire dai confini del distretto. *Stato & Mercato*.
- Boccardelli, P., Brunetta, F., Magni, L. & Mangiacotti, E. 2018. Dalla digital transformation all'open innovation: le strategie del mondo Pharma. *Harvard Business Review Italia*, Ottobre 2018
- Annosi, M.C., & Brunetta, F. 2018. Resolving the dilemma between team autonomy and control in a post-bureaucratic era. Evidences from a telco multinational company. *Organizational Dynamics*. Vol 47, Issue 4, pp 250-258. ISSN: 0090-2616.
- Annosi, M.C., Foss, N.J., Brunetta, F. & Magnusson, M. 2017. The interaction of control systems and stakeholder networks in shaping the identities of self-managed teams. *Organization Studies*. Vol 38, Issue 5, pp 619-645. ISSN: 0170-8406
- Capo, F., Brunetta, F. & Boccardelli, P. 2017. External Challenges in the Process of Emergence of Hybrid Social Enterprises. In: *Academy of Management Proceedings*. ISSN: 0065-0668
- Annosi, M. C., & Brunetta, F. 2017. Regulating self-managing teams: Challenges in a post-bureaucratic era. *Management of Innovation and Technology*, (3), 2-3. ISSN: 2001-208X
- Capo, F., Brunetta, F. & Boccardelli, P. 2016. A Contingency Theory of Institutional Entrepreneurship. *Academy of Management Annual Meeting Proceedings*. ISSN: 21516561
- Brunetta, F., Boccardelli, P., & Lipparini, A. 2015. Central positions and performance in the scientific community. Evidences from clinical research project. *Journal of Business Research*. 68(5) pp. 1074-1081. ISSN: 0148-2963. DOI: 10.1016/j.jbusres.2014.10.009.
- Brunetta, F., Censi, A, Rullani F., & Vicentini, F. 2015. Reti strategiche come evoluzione delle reti emergenti: l'esperienza di due contratti di rete nel bresciano. *Sinergie Italian Journal of Management*. 33(98) pp. 261-286. ISSN: 0393-5108.
- Giustiniano, L., Brunetta, F. 2015. Rethinking employability: New managerial competencies in a global labor market. *Sociologia del Lavoro*, 137, pp. 17-35, ISSN 0392-5048, ISSNe 1972-554X, DOI: 10.3280/SL2015-137002
- Brunetta, F., Giustiniano L. & Marchegiani L., 2014 Caring more by doing less? An enquiry about the impacts of outsourcing on patient care. *American Journal of Applied Sciences*, 11(2) 973-979. ISSN: 1546-9239 DOI: 10.3844/ajassp.2014.273.279
- Capo, F., Brunetta, F. & Boccardelli, P. 2014. Ain't no mountain high enough? Innovative Business Models in the Pharmaceutical Industry. A case on exploiting value networks to stay competitive. *International Journal of Engineering Business Management* 6:23.
- Brunetta, F. & Peruffo, E., 2014. May Parents inherit from heirs? A Study of the parent-spun off relationship. *American Journal of Applied Sciences*, 11(6) 921-928 - ISSN: 1546-9239 DOI: 10.3844/ajassp.2014.921.928
- Giustiniano L., Marchegiani L., & Brunetta, F. 2013. Caring more by doing less: an enquiry about the impacts of outsourcing on patient care, in *Conference Proceedings Growing in Shrinking Markets*, Tignes, 4-6 January 2013, ISSN 1593-2230
- Brunetta, F., Boccardelli, P., & Lipparini, A. 2012. Centralità e Performance Scientifica: Alcune Evidenze dai Network di Ricerca Clinica. *Finanza, Marketing e Produzione*, 1 (special issue su "Tendenze evolutive su conoscenza e competenze") ISSN 1848-2252
- Brunetta, F., & Marchegiani, L. 2009. L'Outsourcing nella sanità. *Consumatori, Diritti e Mercato* (1). ISSN: 1590-1661
- Boccardelli, P., Brunetta, F., & Vicentini, F. 2008. What is critical to success in the movie industry? A study on key success factors in the Italian Motion Picture Industry, pubblicato in formato digitale dal DIME, Observatory of Creative Industries. in *Working Papers series on Intellectual Property Rights* <http://www.dime-eu.org/working-papers/wp14>

### BOOKS

- Annosi, M.C., Appio, F., & Brunetta, F. 2023. Sustainability in Agribusiness. The Impact of Societal Challenges, Technological Advancements, and Development Goals. Taylor & Francis, Routledge. ISBN: 9781032122250
- Annosi, M.C & Brunetta, F. 2020. How is Digitalization Affecting Agri-food? New Business Models, Strategies and Organizational Forms. Taylor & Francis, Routledge. ISBN: 9780367196516
- Boccardelli, P., Annosi, M.C., Brunetta, F., Magnusson, M. 2018. Learning and Innovation in Hybrid Organizations. Strategic and Organizational Insights. Palgrave MacMillan. ISBN: 9783319624662
- Annosi, M.C., Brunetta, F. 2017. New Organizational Forms, Controls, and Institutions. Understanding the Tensions in 'Post-Bureaucratic' Organizations. Palgrave Macmillan. ISBN: 9783319547503
- Boccardelli, P. & Brunetta, F. 2014. Istituzioni, Mercati e Imprese. Il ruolo delle istituzioni nelle strategie di crescita. McGrawHill, Milano.

## BOOK CHAPTERS

- Annosi, M.C., Appio, F., & Brunetta, F. 2023. Introduction. In: Annosi, M.C., Appio, F., & Brunetta, F. (eds). Sustainability in Agribusiness. The Impact of Societal Challenges, Technological Advancements, and Development Goals. Taylor & Francis, Routledge. ISBN: 9781032122250
- Annosi, M.C., Appio, F., & Brunetta, F. 2023. Sustainability in Agribusiness, what is still in the works. In: Annosi, M.C., Appio, F., & Brunetta, F. (eds). Sustainability in Agribusiness. The Impact of Societal Challenges, Technological Advancements, and Development Goals. Taylor & Francis, Routledge. ISBN: 9781032122250
- Annosi, M. C., & Brunetta, F. 2020. Introduction. In *How is Digitalization Affecting Agri-food? New Business Models, Strategies, and Organizational Forms* (pp. 1-7).
- Annosi, M. C., & Brunetta, F. 2020. Digital technology in the agri-food sector: a review on the business impact of digitalization in the agri-food sector. In *How is Digitalization Affecting Agri-food? New Business Models, Strategies and Organizational Forms* (pp. 25-34). New York: Taylor & Francis – Routledge. ISBN: 9780367196516.
- Annosi, M. C., & Brunetta, F. 2020. The use of digital technologies in agri-food: Evidences from the rural sector. In *How is Digitalization Affecting Agri-food? New Business Models, Strategies and Organizational Forms* (pp. 49-58). Taylor & Francis – Routledge. ISBN: 9780367196516.
- Annosi, M. C., Brunetta, F., & Peichan, L. 2020. The impact of digitalization: a review on the issue. In *How is Digitalization Affecting Agri-food? New Business Models, Strategies and Organizational Forms* (pp. 11-24). New York: Taylor & Francis – Routledge. ISBN: 9780367196516.
- Gosciu, A., Brunetta, F., & Annosi, M. C. 2020. Artificial intelligence: toward a new economic paradigm in agri-food. In *How is Digitalization Affecting Agri-food? New Business Models, Strategies and Organizational Forms* (pp. 101-105). New York: Taylor & Francis – Routledge. ISBN: 9780367196516.
- Gosciu, A., & Brunetta, F. 2020. Agri-food and AI: integrating technology as a core element of the business model: the case of Elaisian. In *How is Digitalization Affecting Agri-food? New Business Models, Strategies and Organizational Forms* (pp. 106-110). New York: Taylor & Francis – Routledge. ISBN: 9780367196516.
- Brunetta, F., & Annosi, M. C. 2020. Conclusion: Where next? In *How is Digitalization Affecting Agri-food? New Business Models, Strategies and Organizational Forms* (pp. 126-130). New York: Taylor & Francis – Routledge. ISBN: 9780367196516.
- Tammam, D., Brunetta, F., Vicentini, F., & Graziano, E. A. (2019). Facing Disruptive Innovation: Strategic and Managerial Challenges. In *Handbook of Research on Managerial Thinking in Global Business Economics* (pp. 196-209). IGI Global. ISBN: 9781522571803
- Giustiniano, L. & Brunetta, F. (2018). The organizational side of outsourcing. In Mitev, N., Morgan-Thomas, A., Lorino, P., de Vaujany, F. & Nama, Y. "Materiality and Managerial Techniques: New Perspectives on Organizations, Artefacts and Practices". Palgrave Macmillan. ISBN: 9783319661001
- Annosi, M. C., Brunetta, F., Magnusson, M., & Boccardelli, P. (2018). Strategic and Organizational Insights into Learning and Innovation in Hybrids and "New" Organizations. In *Learning and Innovation in Hybrid Organizations* (pp. 1-10). Palgrave Macmillan, Cham. ISBN 9783319624662/9783319624679
- Annosi, M. C., Hemphälä, J., & Brunetta, F. (2018). Investigating the impact of agile methods on learning and innovation. In *Learning and Innovation in Hybrid Organizations* (pp. 73-97). Palgrave Macmillan, Cham. ISBN 9783319624662/9783319624679
- Brunetta, F., Boccardelli, P., & Lipparini, A. (2018). The Role of Networks for Innovation in Temporary and Project-Based Organizations. In *Learning and Innovation in Hybrid Organizations* (pp. 101-113). Palgrave Macmillan, Cham. ISBN 9783319624662/9783319624679
- Annosi, M. C., Giustiniano, L., Brunetta, F., & Magnusson, M. (2018). The Emergence of New Organization Designs. Evidences from Self-Managed Team-Based Organizations. In *Learning and Innovation in Hybrid Organizations* (pp. 255-268). Palgrave Macmillan, Cham. ISBN 9783319624662/9783319624679
- Brunetta, F., Annosi, M. C., Magnusson, M., & Boccardelli, P. (2018). Lesson Learned, Implications, and Summary of the Main Findings. In *Learning and Innovation in Hybrid Organizations* (pp. 289-299). Palgrave Macmillan, Cham. ISBN 9783319624662/9783319624679
- Brunetta, F., Peruffo, E., & Pinelli, M. 2017. Il contesto digitale e il nuovo modello di consumo. In Boccardelli, P & Iacovone, D. (eds) *L'impresa" di diventare digitale. Come la rivoluzione tecnologica sta influenzando la gestione di impresa. Il Mulino*. ISBN: 9788815274045
- Brunetta, F., Giustiniano, L., & Boccardelli, P. 2017. The institutional understanding of technological innovation. Considerations on international R&D networks, in Ran, B. (ed) "Contemporary Perspectives on Technological Innovation, Management and Policy", Volume III, Information Age
- Brunetta, F., Capo, F., Vicentini, F. 2017. Institutional approach to strategic management, in Hacıoğlu, Ü., Dinçer, H. & Alayoğlu, N. (Eds.), *Global Business Strategies in Crisis*, Springer International Publishing. ISBN: 9783319445908
- Vicentini, F., Brunetta, F., Capo, F., 2017. Building Organizational Insight: Strategy and Organization, in Hacıoğlu, Ü., Dinçer, H. & Alayoğlu, N. (Eds.), *Global Business Strategies in Crisis*, Springer Edition. ISBN: 9783319445908
- Annosi, M.C., Brunetta, F., Magnusson, M. 2016. Self-organizing coordination and control approaches: the impact of social norms on self-regulated innovation activities in self-managing teams, in Nourani, C.F. (ed) *Ecosystems and Technology. Idea Generation and Content Model Processing*, AAP. ISBN: 9781771885072
- Boccardelli, P. & Brunetta, F. 2014. Institution-based rents e strategie di arbitraggio regolatorio. in F. Fontana and P. Boccardelli Ed. *Corporate Strategy*, HOEPLI Editore, ISBN: 978-88-203-6305-5.