

CURRICULUM VITAE

Nicoletta Corrocher

PERSONAL INFORMATION

Address: ICRIOS – Bocconi University, Via Roentgen, 1, 20136 Milan, Italy

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Telephone: + 39 02 58363396

Nationality: Italian

Date and place of birth: 16/4/1974, Trieste (Italy)

CURRENT POSITION

Lecturer in Applied Economics at the Department of Management and Technology, Bocconi University, Milan, Italy

Research Fellow at ICRIOS, Bocconi University, Milan, Italy

PROFESSIONAL EXPERIENCE

Since Oct 1999: Research Fellow at ICRIOS (formerly CRIOS, KITeS and CESPRI), Bocconi University, Milan, Italy.

Jul 2006 - Dec 2009: Associate Professor II in Economics at Department of Economics, NFH, University of Tromso, Tromso, Norway.

Oct 2001 - Aug 2003: Post-doc Research Fellow in Applied Economics, Bocconi University, Italy

Jul 1997- Sept 2007: Intern at UNIDO (United Nations Industrial Development Organisation), Vienna, Austria

EDUCATION

Sept 2001: PhD in Economics and Management of Innovations, Sant'Anna School of Advanced Studies, Pisa, Italy. Dissertation: *The emergence of new technologies in the financial services sector: The diffusion of Internet banking in Italy.*

Sept 1999: MSc in Science and Technology Policy, SPRU, Sussex University, Brighton, UK (with distinction). Dissertation: *Prospects for Internet Telephony: Toy for Multimedia Hobbyists or Next Generation Technology?*

Apr 1997: Laurea in Economics (Final grade: 110/110 cum laude), Bocconi University, Milan, Italy. Dissertation: *Technology Transfer and Accumulation of Technological Capability: The Case of South Korea.*

PRIZES, AWARDS AND FELLOWSHIPS

Feb 2017: Teaching award (10 awards out of more than 300 lecturers) - Bocconi University, Milan, Italy

Apr 2012: Teaching award (25 awards out of more than 250 lecturers) – Bocconi University, Milan, Italy

Sept 2008: Teaching award (undergraduate degrees, compulsory courses) – Bocconi University, Milan, Italy.

Sept 2005: Teaching award (undergraduate degrees, elective courses) – Bocconi University, Milan, Italy.

Oct 1999: Roy Rothwell Prize for the most outstanding Master dissertation from SPRU, Sussex University, Brighton, UK.

Sept 1998: Funding for studying abroad from Sant'Anna School of Advanced Studies – Pisa, Italy.

Jan 1998:

Doctoral scholarship from Sant'Anna School of Advanced Studies – Pisa, Italy.

PUBLICATIONS AND WORK IN PROGRESS

Refereed Journals Publications

Corrocher, N. and Solito, I. (2017) "How do firms capture value from environmental innovations? An empirical analysis on European SMEs". *Industry and Innovation* 24(5), 569-585.

Cecere, G. and Corrocher, N. (2016) "Stringency of regulation and innovation in waste management: an empirical analysis on EU countries". *Industry and Innovation* 23(7), 625-646.

Camerani, R., Corrocher, N. and Fontana, R. (2016) "Drivers of diffusion of consumer products. Empirical evidence from the Digital Audio Player market". *Economics of Innovation and New Technology* 25(7), 731-745.

Corrocher, N. and Guerzoni, M. (2015), "Post-entry product introduction: who explores new niches?". *Industry and Innovation* 22(1), 18-36.

Cecere, G., Corrocher, N. and Battaglia, R.D. (2015), "Innovation and competition in the smartphone industry: is there a dominant design?". *Telecommunications Policy* 39 (3-4), 159-174.

Cecere, G. and Corrocher, N. (2015), "The Intensity of Interregional Cooperation in Information and Communication Technology Projects: An Empirical Analysis of the Framework Programme", *Regional Studies* 49(2), 204-218.

Cecere, G., Corrocher, N., Gossart, C. and Ozman, M. (2014), "Eco-innovations and the evolutionary approach to technical change: a review of the literature". *Journal of Evolutionary Economics* 24(5), 1037-1065.

Cecere, G., Corrocher, N., Gossart, C. and Ozman, M. (2014) "Technological pervasiveness and variety of innovators in Green ICT: A patent-based analysis". *Research Policy* 43(10), 1827-1839.

Corrocher, N. and Cusmano, L. (2014), "Are KIBS a real engine of growth for regional innovation systems? Empirical evidence from European regions", *Regional Studies* 48(7), 1212-1226.

Corrocher, N. and Lasio, L. (2013), "Diversification strategies in network-based services: The case of mobile virtual network operators". *Telecommunications Policy*, 37(11), 1110-1123.

Corrocher, N., Cusmano, L. and Lenzi, C. (2013), "Growth in Knowledge-Intensive Business Services: Evidence from Lombardy". *Industry and Innovation* 20(6), 563-584.

Corrocher, N. (2013), "The development of short message services: Standard organizations as engines of innovations", *Revue Economique*, 64(1), 149-163.

Cecere, G., Corrocher, N. and Scarica, F. (2012), "When pirates buy digital music online: An empirical analysis on a sample of college students", *Economics Bulletin*, 34(2), 2955-2968.

Cecere, G. and Corrocher, N., (2012) "The usage of VoIP services and other communications services: An empirical analysis of Italian consumers", *Technological Forecasting and Social Change* 79(3), 570-578.

Cecere, G. and Corrocher, N., (2011), "The intensity of VoIP usage in Great Britain: users' characteristics and firms' strategies", *Telecommunications Policy* 35(6), 522-531.

Corrocher, N. (2011), "The adoption of Web 2.0 applications: an empirical investigation", *Technological Forecasting and Social Change* 78, 547-558.

Corrocher, N. and Zirulia, L. (2010), "Switching costs, consumers' heterogeneity and price discrimination in the mobile communications industry", *Journal of Economics*, 101(2), 149-167.

Corrocher, N. and Zirulia, L. (2010), "Demand and Innovation in services: the case of Mobile Communications", *Research Policy* 39, 945-955.

Corrocher, N. and Guerzoni, M. (2009), "Product variety and price strategy in the ski manufacturing industry", *Journal of Evolutionary Economics*, 19(4), 471-486.

Corrocher, N., Cusmano, L. and Morrison, A. (2009), "Modes of innovation in knowledge-intensive business services: Evidence from Lombardy", *Journal of Evolutionary Economics*, 19(2), 173-196.

Corrocher, N. and Zirulia, L. (2009), "Me and you and everyone we know: An empirical analysis of local network effects in mobile communications", *Telecommunications Policy*, 33, 68-79.

Cassi, L., Corrocher, N., Malerba, F., Vonortas, N. (2008), "The impact of EU-funded research networks on knowledge diffusion at the regional level", *Research Evaluation*, 17(4), 283-293.

Cassi, L., Corrocher, N., Malerba, F. and Vonortas, N. (2008), "Research Networks as Infrastructure for Knowledge Diffusion in European Regions", *Economics of Innovation and New Technologies*, 17(7-8), 633-676.

Corrocher, N. and Fontana, F. (2008), "Expectations, Network Effects and Timing of Technology Adoption: Some Empirical Evidence from a Sample of SMEs in Italy", *Small Business Economics: An Entrepreneurship Journal*, 4 425-441.

Corrocher, N. and Fontana, R., (2008), "Objectives, obstacles and drivers of ICT adoption. What do IT managers perceive?", *Information Economics and Policy*, 20(3), 229-242.

Corrocher, N. and Fontana, R. (2008), "Determinanti dell'adozione di standard per reti locali: evidenza empirica su un campione di imprese in Italia". *L'Industria*, 1, 15-36.

Battaglion, M.R., Corrocher, N. and Zirulia, L. (2007), "Abolizione del contributo di ricarica nella telefonia mobile: i consumatori ci guadagnano?", *Consumatori, Diritto, Mercato*, 2, 102-110.

Corrocher, N., Malerba, F., and Montobbio, F. (2007), "Schumpeterian Patterns of Innovative Activity in the ICT Field", *Research Policy*, 36(3), 418-432.

Battaglion, M.R., Corrocher, N. and Zirulia, L. (2006), "Telefonia mobile e costi di ricarica: un dibattito aperto", *Economia e Politica Industriale*, 4, 197-216.

Corrocher, N. (2006), "Internet adoption in Italian banks: An empirical investigation", *Research Policy*, 35(4), 533-544.

Canato, A. and Corrocher, N. (2004), "Information and communication technology: organisational challenges for Italian banks", *Accounting Business and Financial History*, 14(3), 355-370.

Corrocher, N., Malerba, F. and Montobbio, F. (2003), "How do New Technologies Emerge? A Patent-Based Analysis of ICT-related New Industrial Activities", *Innovation: Management, Policy & Practice*, 5(2-3), 234-256.

Corrocher, N. (2003), "L'industria dei servizi Internet: dinamiche settoriali di innovazione in Italia e nel Regno Unito", *L'industria*, 2, 249-279.

Battaglion, M.R. and Corrocher, N. (2003) "Scambio di informazioni e intese: approccio giuridico e implicazioni economiche", *Economia e Politica Industriale*, 118, 155-179.

Corrocher, N. (2003), "The diffusion of Internet telephony among consumers and firms: current issues and future prospects", *Technological Forecasting and Social Change*, 70, 525- 544.

Battaglion, M.R. and Corrocher, N. (2003) "Nuove tecnologie e distretti industriali: il caso di Biella", *Economia e Politica Industriale*, 117, 159-172.

Corrocher, N. (2002), "The adoption of Internet banking in Italy: some empirical evidence", *Economia e Politica Industriale*, 113, pp.223-238.

Corrocher, N. and Ordanini, A. (2002), "Measuring the digital divide: A framework for the analysis of cross-countries differences", *Journal of Information Technology*, 17, 9-19.

Recent writings/Papers submitted to Journals

Corrocher, N. and Deshares, M.L., "The curse of natural resources: An empirical analysis on European regions". Submitted to *Regional Studies*.

Corrocher, N., Lamperti, F. and Mavilia, R., "Do Science Parks matter for firms' growth? An empirical analysis on the Italian experience". Submitted to *R&D Management*.

Cecere, G., Corrocher, N. and Guerzoni, M., "Price or performance? A probabilistic choice analysis of the intention to buy electric vehicles in European countries". Revised and resubmitted to *Energy Policy*.

Cecere, G., Corrocher, N. and Mancusi, M.L. "Financial constraints and eco-innovation: an empirical analysis on small and medium European companies". Revised and resubmitted to *Small Business Economics*.

Camerani, R., Corrocher, N. and Fontana, R., "Entry time, pre-entry experience and firms' exit in the Digital Audio Players industry". Revised and resubmitted to *Research Policy*.

Anic, D., Aralica, Z., Corrocher, N. and Morrison, A., "The development of clusters of competitiveness in Croatia: A survey-based analysis". To be presented at the International Workshop "Rethinking clusters" - 3-4 May 2018 - Florence.

Camerani, R., Corrocher, N. and Fontana, R., "Why do consumers replace high tech products? An empirical analysis on Digital Audio Players". Presented at the DRUID17 Conference, 2017, New York.

Corrocher, N. and Bodas-Freitas, I.M., "Reaping the benefits from the adoption of resource efficiency measures: An empirical analysis on European SMEs". Presented at the SPRU 50th anniversary conference, 2016, Brighton.

Corrocher, N. and Lenzi, C., "Innovation and knowledge-based heterogeneity in founding teams". Presented at the DRUID conference, 2015, Rome.

Books

Corrocher, N. and Foresti, T. (2015). *Principi di Economia. Problemi di micro e macroeconomia*. Egea, Milano.

Malerba, F., Perrone, V., Corrocher, N. and Fontana, R. (2012). *Poste Italiane: L'innovazione come strategia vincente*, Egea, Milano.

Malerba, F., Perrone, V., Corrocher, N. and Fontana, R. (2012). *Poste Italiane. Innovation – a winning strategy*, Egea, Milano.

Chapters in Books

Camerani, R., Corrocher, N. and Fontana, R., "Competing for product innovation in knowledge intensive industries. The case of the Digital Audio Player industry", forthcoming in Caloghirou, Y., Malerba, F., McKelvey, M., Radošević, S. (eds.) *The Dynamics of Knowledge Intensive Entrepreneurship*. Routledge.

Cecere, G. and Corrocher, N., (2015). "Patterns of collaboration in ICT projects in the Framework Programme: Is there a European Research Area?", in Patrucco, P. (ed). *The economics of knowledge generation and distribution. The Role of Interactions in the System Dynamics of Innovation and Growth*. Routledge.

Corrocher, N., Cusmano, L. and Lenzi, C. (2013) "Imprenditorialità ad alta intensità di conoscenza e crescita in un campione di imprese italiane operanti nei servizi", in Fratesi, G. and Pellegrini, G. (eds.) *Territorio, Istituzioni e Crescita*, Associazione Italiana di Scienze Regionali, Franco Angeli.

Colli, A. and Corrocher, N. (2013). "The role of the state in the Third Industrial Revolution", in Dosi, G. and Galambos, L. (eds.) *The Third Industrial Revolution in Global Business*, Cambridge University Press.

Corrocher, N., Cusmano, L. and Morrison, A. (2012) "Competitive strategies in Knowledge Intensive Business Services. Evidence from Lombardy", in Di Maria, E., Grandinetti, R. and Di Bernardo, B. (eds.) *Exploring Knowledge Intensive Business Services. Knowledge Management Strategies*. Palgrave.

Corrocher, N. and Raineri, A. (2009) "The evolution of the digital divide across developing countries: Theoretical issues and empirical investigation", in Ferro, E., Dwivedi, Y.K., Garcia, R.G. and Williams, M.D. (eds.) *Handbook of Research on Overcoming Digital Divides: Constructing an Equitable and Competitive Information Society*, IGI Global.

Cassi, L., Corrocher, N., Malerba, F., Vonortas, N. (2009), "Evaluating the links between research and deployment networks of innovation in information society in Europe", in Malerba F., Vonortas N. (eds), *Innovation Networks in Industries*. Edward Elgar.

Corrocher, N., Fontana, R. and Parlanti, C. (2008), "Adoption of VoIP applications in public and private organisations", in *Handbook of Research on Telecommunications Planning and Management for Business*.

Corrocher, N. (2003), "The Internet services industry: Sectoral dynamics of innovation and production", in Edquist, C. (ed.) *The Internet and Mobile Telecommunications System of Innovation: Developments in Equipment, Access and Content*. Edward Elgar Publishing.

Corrocher, N. (2003), "The Internet services industry: Country-specific trends in the UK, in Italy and in Sweden", in Edquist, C. (ed.) *The Internet and Mobile Telecommunications System of Innovation: Developments in Equipment, Access and Content*. Edward Elgar Publishing.

Corrocher, N. and Ordanini, A. (2003), "Il ruolo degli investimenti e dell'innovazione", in Frova, S. (ed) *UMTS - Protagonisti, tecnologia, finanza e regolamentazione*. EGEA.

Working Papers

Cecere, G., Corrocher, N. and Mancusi, M.L. (2016) "Financial constraints and public funding for eco-innovation: Empirical evidence on European SMEs". Working Papers Del Dipartimento di Economia e Finanza n. 46, Università Cattolica, Milano.

Corrocher, N. and Guerzoni, M. (2009). "The pursuit of variety: the creation of new products and strategic differentiation". KITeS Working Paper n.18.

Corrocher, N. and Guerzoni, M. (2008). "Variety generation and price strategies in the ski manufacturing industry". Jena Economic Research Papers n°2008-015.

Corrocher, N. and Zirulia, L. (2008). "Me and You and Everyone We Know: an empirical analysis on consumers' choices and local network externalities in mobile communications". RCFEA Working Paper 03-08.

Corrocher, N. and Zirulia, L. (2007). "Demand and Innovation in Services: the Case of Mobile Communications". CESPRI Working Paper 199.

Corrocher, N. and Fontana, F. (2006). "Expectations, Network Effects and Timing of Technology Adoption: Some Empirical Evidence from a Sample of SMEs in Italy". SPRU Electronic Working Paper Series.

Corrocher, N. and Zirulia, L. (2005). "Switching costs, consumers' heterogeneity and price discrimination in the mobile communications industry". CESPRI Working Paper 166.

Corrocher, N. (2002). "Does Internet banking substitute traditional banking? Empirical evidence from Italy". CESPRI Working Paper 134.

Corrocher, N. (1999). "Prospects for Internet Telephony: Toy for Multimedia Hobbyists or Next-Generation Technology?". SPRU Electronic Working Paper, 40.

Corrocher, N. (1997). "La politica tecnologica in Corea del Sud: una valutazione". CESPRI Working Paper, 98.

TEACHING ACTIVITY

Since 2017:	Internet Economics (in English) – Bocconi University, LL.M.
Since 2014:	Principles of Economics (in Italian) – Bocconi University, Undergrad.
Since 2011:	Innovation, Growth and Sustainability (in English) – Bocconi University, MSc.
Since 2010:	Applied Decision Making – Telecom Italia Case (in English) - Bocconi University, MBA
Since 2008:	Innovation in services (in English) - Bocconi University, MSc.
Since 2001:	Microeconomics (in Italian) - Bocconi University, Undergrad.
2008-2013:	Telecommunications (in English) - Bocconi University, MSc.
2004-2009:	Industry Analysis (in Italian) - Bocconi University, MSc.
2004-2008:	Economics of the digital society (in Italian) - Bocconi University, MSc.
2004-2008:	Technology and economic development (in Italian) - Bocconi University, Undergrad.
2003-2008:	Workshop on innovative sectors and new technologies - Multimedia (in Italian) - Bocconi University, Undergrad.

SERVICE AND ADMINISTRATION

- Since June 2011: Deputy Director of the MSc in Economics and Management of Innovation and Technology, Bocconi University, Milan, Italy.
- 2009–2010: Vice coordinator for the evaluation study “Trends and Evolution of the EU ICT Research and Deployment Landscape” European Commission, DG Information Society and Media, co-ordinated by KITEs, Bocconi University.
- Since 2007: Lecturers’ Representative, Bocconi University, Milan, Italy.
- 2002–2008: Deputy Director of the Undergraduate Degree in Economics of International Markets and New Technologies, Bocconi University, Milan, Italy.

CONSULTANCY

- Jan. 2016-Nov. 2016: Participation to the Advisory Board of the Program “Digital Italy 2016” coordinated by The Innovation Group. Coordination of the sub-project “Innovation Policies for the Digital Growth”.
- Nov 2014-Apr. 2016: Consultancy project for IIT (Italian Institute of Technology) concerning the development of a start-up in the area of robotics for healthcare.
- Feb - May 2012: “SMEs and eco-innovation. Selected case studies and emerging policy implications”. Report prepared for the OECD.
- Jan - Dec 2009: “Innovation and Diversification in Public Services: The Case of Poste Italiane”. Report prepared for Poste Italiane.
- Jan - Dec 2007: Collaboration to the project “The diffusion of VoIP in the Italian economic system: a multi-level analysis”. Bocconi University.
- Feb - Dec 2003: “Investments in e-governments: an evaluation framework” – Report prepared for the Italian Ministry of Innovation – National Authority for the Information Technology in the Public Administration.
- 2002: Databank Consulting (Italy) e-Business Sector Report on Credit institutions, investment firms and leasing enterprises - A contribution to the Quarterly Report 4/2002 of the e-Business W@tch.
- 2002: Databank Consulting (Italy) – SIBIS IST-2000-26276 Statistical Indicators Benchmarking the Information Society SIBIS – WP 5: Topic Report: E-commerce.
- 2001 – 2002: Databank Consulting (Italy) “Internet diffusion dynamics in Europe: demand scenarios and the digital divide” - Issue Report N. 29. STAR (Socio-Economic Trends Assessment for the Digital Revolution) project.

RESEARCH PROJECTS

- Since Jan 2016: Participation to the project “Strengthening scientific and research capacity of the Institute of Economics Zagreb as a cornerstone for Croatian socioeconomic growth through the implementation of Smart Specialisation Strategy” co-

- ordinated by CRIOS, Bocconi University, Milan and EIZ, Zagreb (Three years TWINN project - H2020-TWINN-2015 - Call identifier: 692191)
- Jan 2013-June 2016: Participation to the research project "Creativity for Innovation & Growth in Europe" co-ordinated by The University of Manchester (Three years Collaborative Project –FP7 SSH-2012-1.1-2: Unveiling creativity for innovation in Europe – Call identifier: 320203)
- June 2011 - Sept 2012: Participation to the research project «Une analyse quantitative et qualitative des stratégies d'écoinnovation pour réduire les flux de DEEE» (ECOPATENTS) - Programme Déchets et Société Appel à projets 2010. ADEME.
- Jan 2009 – Sept 2012: Participation to the research project "Advancing Knowledge-Intensive Entrepreneurship and Innovation for Economic Growth and Social Well-being in Europe" co-ordinated by KITeS, Bocconi University. (Three-year Collaborative Project - Large-scale integrating project - under Theme 8 "Socio-Economic Sciences and Humanities" of the 7th Framework Programme for Research and Technological Development – Call identifier: 225134).
- May 2009 – Dec 2010: Participation to the research project "Innovazione e Diversificazione nei Servizi Pubblici: il caso di Poste Italiane".
- Jan 2009 – Feb 2010: Vice-coordinator of the evaluation study "Trends and Evolution of the EU ICT Research and Deployment Landscape" European Commission, DG Information Society and Media, co-ordinated by CESPRI, Bocconi University.
- Jan 2007 – Mar 2010: Participation to the research project "Cultural and Innovation Dynamics: Explaining the Uneven Evolution of Human Knowledge" co-ordinated by CESPRI, Bocconi University. (Three-year research funded by the European Commission under the Programme "New and Emerging Science and Technology" - Call identifier: FP6-2005-NEST-PATH Proposal No 043345).
- Jan 2006 - Dec 2006: Coordinator's Assistant for the evaluation study "Networks of Innovation in Information Society: Development and Deployment in Europe" European Commission, DG Information Society and Media, co-ordinated by CESPRI, Bocconi University.
- Sept 2004 - Sept 2007: Participation to the research project "Knowledge-Based Entrepreneurship: Innovation, Networks and Systems" co-ordinated by CESPRI, Bocconi University. (Three-year research funded by the contract n.506022 with the European Commission, DG XII – VI Framework Programme, Priority 7 "Citizens and Governance in a Knowledge-Based Society).
- Jan 2004 - Dec 2005: Participation to the research project "Domanda, Innovazione e Dinamica Industriale", co-ordinated by CESPRI, Bocconi University and co-funded by the Italian Ministry of Education, University and Research.
- Aug 2002 – Aug 2003: Participation to the research project "Innovation in Services: Issues at Stake and Trends" co-ordinated by CRIC - Manchester (12 months research funded by the contract INNO-Studies 2001: Lot 3 (ENTR-C/2001) - Studies on Innovation Matters Related to the Implementation of the Community 'Innovation and SMEs Programme').
- Sept 2001 – Feb 2004: Participation to the research project "The emergence of New Industrial Activities: Fusing Services and Manufacturing" (TENIA) co-ordinated by the Laboratory of Industrial and Energy Economics, Chemical Engineering, National Technical University of Athens (30 months research funded by the contract n. SOE1- CT98-1119 with the European Commission, DG XII, Targeted Socio-Economic Research, IV RTD Framework Programme).
- Jan 2001 – Jul 2002: Participation to the research project "Dal distretto industriale al distretto virtuale" within the research programme of I-LAB, Bocconi University.
- Dec 2000 – Dec 2002: Participation to the research project "Sistemi Settoriali: teoria ed analisi del caso italiano, co-ordinated by CESPRI, Bocconi University and co-funded by the Italian Ministry of Education, University and Research.
- Jan 2000 – Jul 2002: Participation to a research project on the "Digital Economy in Italy", co-ordinated by Bocconi University.

Jan 1999 - Dec 2001: Participation to the research project “Sectoral Systems in Europe: Innovation, Competitiveness and Growth” co-ordinated by CESPRI, Bocconi University, Milan, Italy (Three-year research funded by the contract n. SOE1-CT98-1119 with the European Commission, DG XII, Targeted Socio-Economic Research, IV RTD Framework Programme).