The research of the University of Bologna investigates the innovation process and its impact on the creation of new firms, addressing also marketing, organizations and management of profit, not-for-profit, cooperative and social enterprises.
Innovation and technological change
Breakthrough technology; Operations & supply chain management; International and global strategies; Corporate governance, R&D investments and firm market value; R&D management, public research systems; Economic evaluation of technological intangibles; Technology transfer from university to business; Business start-ups; Local systems of innovation; Business ecosystems/geographical agglomeration.

Marketing
Consumer behavior; Post-purchase satisfaction over time, loyalty and retention; Marketing Models: channel migration models, modeling customer behavior over time; Brand analysis; B2B Customer relationship management; Development and management of new product launches, management of distribution channels and multichannel marketing, brand management consumer and B2B markets; Digital transformation; Marketing in tourism/cultural markets.

Organisation
Organisational changes, assessment of organizational climate, evaluation on training programs in the organizations, assessment of teamwork and leadership behaviour, training, organisational demography; Organizational identification, identity at work, organizational commitment and decision-making processes; Organisational communities, emergence of organizations high-risk organizations, High-risk organizations, emergency organizations and disaster management; Organizational learning, dynamics of social networks; Positive Leadership; Tourism and cultural organizations.

Management of profit, not-for-profit, cooperative and social enterprises
Business theory and business groupings, strategies and policies; Design and analysis of business structures and processes; Corporate ethics, corporate reporting, mission, governance and accountability in different configurations of social entrepreneurship, social firms, cooperative firms; History of accounting, accounting methods, financial reporting and analysis, auditing and management accounting; Social entrepreneurship, social firms, cooperative firms and community cooperatives in tourism; Third sector and social economy; Public management health care management; Management and innovation of museums, cultural and artistic organizations; Public Management and Social Innovation; Integrated Reporting and Non Financial Information For Businesses; International Reporting Standards; Management of city governments.