



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

INNOVATION, ENTREPRENEURSHIP

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.