



# NICOLÒ COCCHI

17 October 1991

**Management engineer**  
**Ph.D. Student**  
Bologna (BO)

## CONTACT



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## PROFILE

Nicolò Cocchi is currently a PhD student in general management at the Department of Management, University of Bologna. He is also affiliated with Oper.Lab, the Observatory for Open Innovation at the Department of Management, University of Bologna. His research focuses on innovation management, especially new product development, design thinking, and open innovation. Nicolò earned his MSc in management engineering from the University of Pisa in 2017. He was a visiting MSc student at the School for Business and Society, University of York, from 2016 to 2017, and at the Department of Management and Production Engineering, Politecnico di Torino, in 2017. Following the completion of his MSc, he worked as a predoctoral research fellow at the Department of Sciences and Methods for Engineering, University of Modena and Reggio Emilia, from 2018 to 2020.

## PRESENT

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| <b>From Nov 2020</b> | <b>Alma Mater Studiorum - University of Bologna</b><br><b>Department of Management</b><br><b>Ph.D student in general management</b><br>Research fellow in the field of innovation management. His research focuses on new product development, design thinking, and open innovation<br>JEL CODE: 031   033   035 |
| <b>From Sep 2022</b> | <b>Alma Mater Studiorum - University of Bologna</b><br><b>Department of Management</b><br><b>Research fellow at Oper.Lab</b><br>Research fellow at Oper.Lab, the Observatory for Open Innovation, at the Department of Management, University of Bologna   |
| <b>From Sep 2018</b> | <b>Almacube S.r.l.</b><br><b>Open Innovation Unit</b><br><b>Collaborator of the Open Innovation Unit</b><br>His tasks involve coaching activities to support the open innovation programs and mentorship activities to complement the training of students   |



## EDUCATION

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| <b>Master Degree in Management Engineering</b>   | <b>University of Pisa</b><br><b>Engineering Department of Energy, Systems, Territory, and Constructions</b><br>Sep 2014 - Oct 2017<br>Grade: <b>110/110</b><br>MSc dissertation: " <i>Organizational ambidexterity</i> " - 30/30 |
| <b>Bachelor Degree in Management Engineering</b> | <b>University of Pisa</b><br><b>Engineering Department of Energy, Systems, Territory, and Constructions</b><br>Sep 2010 - Sep 2014<br>Grade: <b>109/110</b><br>Thesis project: " <i>Turbogas</i> " - 29/30                       |
| <b>Diploma. Accountant programmer</b>            | <b>Technical Institute "Paolo Belmesseri" (Pontremoli)</b><br>Sep 2005 - Jul 2010<br>Grade: <b>100/100 cum Laude</b>   |



## WORKING EXPERIENCE: TEACHING, RESEARCH, THIRD MISSION

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<b>Lecturer</b>	<i>Sep 2023 - Dec 2023</i>	<b>Bologna Business School - University of Bologna</b> <b>Executive Custom Program (Embracing Business Evolution)</b> Professor of innovation management at the <a href="#">Dana</a> custom program II ed.
	<i>Sep 2022 - Nov 2022</i>	Professor of innovation management at the <a href="#">Dana</a> custom program I ed.
	<i>Apr 2023 - May 2023</i>	<b>Executive Master in Business Administration</b> Professor of innovation management at the Hybrid MBA International II ed.
	<i>June 2022</i>	Professor of innovation management at the Hybrid MBA International I ed.
	<i>Apr 2023 - May 2023</i> <i>Feb 2022 - Apr 2022</i>	<b>Global Master in Business Administration</b> Professor of innovation management at the <a href="#">Ferrari</a> gMBA II Professor of innovation management at the <a href="#">Ferrari</a> gMBA I
<b>Teaching assistant</b>	<i>Sep 2022 - Aug 2023</i>	<b>Alma Mater Studiorum - University of Bologna</b> <b>Department of Management</b> Technology entrepreneurship course at the school of engineering. He led the design thinking laboratory, where MSc students tackled innovation challenges presented by a partner company and developed solution concepts using the design thinking methodology
	<i>Sep 2021 - Aug 2022</i>	Partnership with <a href="#">Bonfiglioli S.p.A</a>
	<i>Sep 2020 - Aug 2021</i>	Partnership with <a href="#">Poggipolini S.p.A</a>
	<i>Sep 2019 - Aug 2020</i>	Partnership with <a href="#">SITBRUSH - Società Italiana TecnoSpazzole S.p.A</a>
		Partnership with <a href="#">Rekeep S.p.A</a>
<b>Visiting PhD student</b>	<i>May 2020 - Jun 2020</i>	<b>Bologna Business School - University of Bologna</b> <b>Executive Master in Business Administration</b> Assignment, project, and exam supervisor at the Executive Master in Public Management and Innovation II ed.
	<i>Jan 2024 - June 2024</i>	<b>Stockholm School of Economics</b> <b>House of Innovation</b> Research on the role of uncertainty in new product development processes
<b>Predoctoral research fellow</b>	<i>Apr 2020 - Oct 2020</i>	<b>University of Modena and Reggio Emilia</b> <b>Department of Sciences and Methods for Engineering</b> Design thinking and new product development strategies
	<i>Nov 2018 - Oct 2019</i>	Design thinking for innovation in the food industry
<b>Visiting MSc student</b>	<i>May 2017</i>	<b>Polytechnic University of Torino</b> <b>Department of Management and Production Engineering</b> Research project on organizational ambidexterity
	<i>Sep 2016 - Apr 2017</i>	<b>University of York</b> <b>School for Business and Society</b> Research project on organizational ambidexterity
<b>Innovation coach</b>	<i>Sep 2018 - PRESENT</i>	<b>Almacube S.r.l.</b> <b>Open Innovation Unit</b> His tasks involve coaching activities to support the open innovation programs, mentorship activities to complement the training of students, and research activities to support the design and development of new programs



## WORKING EXPERIENCE: INNOVATION PROJECTS

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<b>Innovation projects</b>	<i>May 2020 - Dec 2021</i>	<b>Alma Mater Studiorum - University of Bologna</b> <b>Department of Management</b> <b>Competitive research projects</b> <a href="#">Ippodamo project</a> A digital urban management platform developed in partnership with Rekeep S.p.A., TIM S.p.A., Rekeep Digital S.r.l., and Epoca S.r.l. Funded by Bi-Rex - Big Data Innovation & Research Excellence, the Ippodamo project aims to contribute to the digital transformation of Bologna
	<i>November 2020</i>	<a href="#">eOFM - Evolving Open Facility Management project</a> A digital facility platform based on emerging technologies developed in partnership with CNS - Consorzio Nazionale Servizi S.Coop.P.A., Formula Servizi S.Coop.P.A., Teleconsys S.p.A., and Gruppo Pragma S.r.l. eOFM was funded by Bi-Rex - Big Data Innovation & Research Excellence
	<i>Nov 2023 - Feb 2024</i>	<b>Almacube S.r.l.</b> <b>Open Innovation Unit</b> <b>Open innovation programs</b> <a href="#">BeLeaf 2023</a> Open innovation program to accelerate the implementation of innovative technologies and solutions from startups, spin-offs, and national and international companies within Philip Morris's tobacco supply chain
	<i>Jun 2021 - July 2021</i>	<a href="#">Una Futura design sprint</a> Open innovation program to tackle challenges arising from the digital revolution ran in partnership with the Una Europa Alliance of Universities
	<i>Apr 2020 - May 2020</i>	<a href="#">Una.Ten design hackathon</a> Open innovation program to help people facing Covid-19 performed in partnership with the Una Europa Alliance of Universities
	<i>March 2020</i>	<a href="#">Oper.Ten design hackathon</a> Open innovation program to help people facing Covid-19 performed in partnership with the universities of Bologna, Modena and Reggio Emilia, and Ferrara
	<i>Nov 2017 - Oct 2018</i>	<b>University of Modena and Reggio Emilia</b> <b>Department of Sciences and Methods for Engineering</b> <b>Embedded design thinking programs</b> New product development consultancy project for <a href="#">Barilla S.p.A</a> Service design consultancy project for <a href="#">Interporto Bologna S.p.A</a> Service design consultancy project for <a href="#">Coopservice S.Coop.P.A</a> All these projects are protected by a Non-Disclosure Agreement
	<i>December 2019</i>	<b>Legambiente Modena</b> Organizer of the " <a href="#">Legambiente sustainability jam</a> ". Workshop to design sustainable festivals for Legambiente Modena
<b>Volunteering innovation projects</b>	<i>March 2019</i>	<b>Global Service Jam Network</b> Organizer of the " <a href="#">Bologna service jam 2019</a> ". Workshop to prototype services inspired by a secret global theme provided by the Global Service Jam Network
	<i>Jan 2019 - Feb 2020</i>	<b>Service design drinks Bologna</b> Organizer of the " <a href="#">Service Design Drinks Bologna</a> " meetings. Open and informal meetings to connect people interested in service design, design thinking, user experience, and innovation topics



## WORKING EXPERIENCE: OTHER ACADEMIC CONTRIBUTIONS

### Other academic activities

*Nov 2020 - PRESENT*

**Alma Mater Studiorum - University of Bologna**  
**Department of Management**  
**State exam commission member in management engineering**  
He contributes to the evaluation process of state exams. Responsibilities include assessing and grading the performance of candidates

[2023] July, November  
[2022] July, November  
[2021] June, November  
[2020] November

*Dec 2021 - PRESENT*

**Alma Mater Studiorum - University of Bologna**  
**Department of Management**  
**Support to the organization of bachelor and master theses**  
Assisting the coordinator of the management engineering degree program, he contributes to the organization of bachelor and master theses

[2023] February, March, May, July, September, October, December  
[2022] February, March, May, July, October, December  
[2021] December

*Mar 2021 - PRESENT*

**Alma Mater Studiorum - University of Bologna**  
**Department of Management**  
**Co-Supervisor for master's theses at the school of engineering**  
He has worked with 3 master's students, providing guidance and support throughout the research and thesis writing process

[2023] Mattia Campanini (March): "[Progettazione del ruolo di un intermediario di innovazione. Il caso di Oper.Lab](#)"  
[2022] Letizia Venturini (December): "[Progettazione di un kit di supporto ai corsi Project Based Learning: il ruolo del tutor nel modello Tech to Market](#)"  
[2021] Luigi Ferramosca (March): "[Progettare il valore della tecnologia nello sviluppo di piattaforme digitali: il caso Ippodamo](#)"

*April 2021*

**University of Modena and Reggio Emilia**  
**Department of Sciences and Methods for Engineering**  
**Co-Supervisor for master's theses at the school of engineering**  
He has worked with master's students, providing guidance and support throughout the research and thesis writing process

[2021] Luca Tognazzi (April): "[Creazione di un Business Model per una piattaforma digitale per Smart Cities](#)"  
[2021] Giuseppe Dargenio (April): "[Il need-finding a distanza nel design thinking: esperienze a confronto](#)"  
[2021] Beatrice Vittoria (April): "[Analisi dei Big Data nelle Smart City: Il caso Ippodamo](#)"

*April 2020*

**Co-Supervisor for bachelor's theses at the school of engineering**  
He has worked with a bachelor's student, providing guidance throughout the research and thesis writing process

[2020] Elisabetta Ferrari (April): "[Analisi e confronto di processi di New Product Development](#)"

*September 2023*

**Italian Association of Management Engineering (AiIG)**  
**Support to the organization of summer schools**  
Support to the organization of the summer school "Striving for research quality" held in Bologna



### Conferences

- Annual Scientific Meeting (RSA AiIG)**
- October 2023 [Humanizing technologies for a better society](#)  
Italian Association of Management Engineering (AiIG) - Lecco (Italy)  
Paper presentation (track: general track)
- October 2022 [Redesigning networks and supply chains in times of transition](#)  
Italian Association of Management Engineering (AiIG) - Roma (Italy)  
Paper presentation (track: general track)
- October 2019 [The challenges ahead: work, tech. change and organizations of the future](#)  
Italian Association of Management Engineering (AiIG) - Torino (Italy)  
Paper presentation (track: the role of digital technologies in design thinking)
- R&D Management Conference**
- June 2023 [Responsible and responsive innovation for a better future](#)  
Pablo de Olavide University - Seville (Spain)  
Paper presentation (track: the technology dimension of R&D management)
- July 2022 [Innovation for people and territories](#)  
University of Trento - Trento (Italy)  
Paper presentation (track: general track)
- International Conference on Engineering Design (ICED)**
- July 2023 [Design in a complex world](#)  
University of Bordeaux - Bordeaux (France)  
Paper presentation (track: understanding customers)
- August 2021 [Design in motion](#)  
Chalmers University of Technology - Göteborg (Sweden)  
Paper presentation (track: design methods)  
Presentation of the PhD research proposal (international PhD forum)
- Design Factory Global Network Research Conference (DFGN.R)**
- Oct 2023 [Designing for Multiplicity](#)  
Design Factory Global Network - Ankara (Turkey)  
Paper contribution (track: technology adoption and transformation)
- World Open Innovation Conference (WOIC)**
- December 2020 [Leading the recovery: turning threats into opportunities with OI](#)  
Garwood Center for Corporate Innovation - Online  
Paper presentation (track: shark thank session)
- Journal of Product Innovation Management research forum**
- November 2019 [Competitive edge: disruption by design](#)  
Product Development and Management Association (PDMA) - Orlando (US)  
Paper presentation (track: developmental paper session)
- Aug & Sep 2021 **Research-Technology Management (RTM) Lunch & Learn Discussion**  
Innovation Research Interchange (IRI) - Online  
Invited talk: presentation of the paper "*The Hybrid Model Matrix. Enhancing Stage-Gate with Design Thinking, Lean Startup, and Agile*"

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### Summer schools

- September 2023 **AiIG PhD Summer School**  
[Striving for research quality](#) (theme: research)  
Italian Association of Management Engineering (AiIG) - Bologna (Italy)  
Understand what drives high-quality research
- September 2021 [Pathways to research impact](#) (theme: impact)  
Italian Association of Management Engineering (AiIG) - Bari (Italy)  
Understanding the academic and societal impact of research
- June 2023 **R&D Management Conference Doctoral Colloquium**  
Pablo de Olavide University - Seville (Spain)



### SCIENTIFIC ARTICLES

[5] Cocchi, N., Dosi, C., and Vignoli, M. (2023). Tech to Organization. Assessing and designing technology adoption with design thinking. *CERN IdeaSquare Journal of Experimental Innovation*, 7 (3), 20–31. <https://doi.org/10.23726/cij.2023.1478>

[4] Cocchi, N. (2023). Motivating students to attend open innovation initiatives. A motivational structure perspective. *CERN IdeaSquare Journal of Experimental Innovation*, 7 (2), 33–50. <https://doi.org/10.23726/cij.2023.1451>

[3] Cocchi, N., Dosi, C., and Vignoli, M. (2023). Stage-Gate hybridization beyond Agile. Conceptual review, synthesis, and research agenda. *IEEE Transactions on Engineering Management*, <https://doi.org/10.1109/TEM.2023.3282269>

[2] Cocchi, N., Dosi, C., and Vignoli, M. (2021). The Hybrid Model Matrix. Enhancing Stage-Gate with Design Thinking, Lean Startup, and Agile. *Research-Technology Management*, 64 (5): 18–30. <https://doi.org/10.1080/08956308.2021.1942645>

[1] Mincoletti, G., Cocchi, N., Dosi, C., and Vignoli, M. (2020). “OPER.TEN” Transform Emergency Now! - facing Covid-19 with Open Innovation and Human Centered Design. *Strategic Design Research Journal*, 13 (3): 658–668. <https://doi.org/10.4013/sdrj.2020.133.28>

### CONTRIBUTIONS TO CONFERENCE PROCEEDINGS

[2] Cocchi, N., Dosi, C., and Vignoli, M. (2023). Tech to Market. Finding and designing suitable technology applications with design thinking. *Proceedings of the International Conference on Engineering Design (ICED23)*, Bordeaux, France, 24–28 July 2023, 3: 3315–3324. <https://doi.org/10.1017/pds.2023.332>

[1] Dosi, C., Cocchi, N., and Vignoli, M. (2021). TEN Transform Emergency Now! - Facing COVID 19 with Open and Frugal Innovation. *Proceedings of the International Conference on Engineering Design (ICED21)*, Gothenburg, Sweden, 16–20 August 2021, 1: 2971–2980. <https://doi.org/10.1017/pds.2021.558>

### EXTENDED ABSTRACTS

[1] Vignoli, M., Cocchi, N., and Dosi, C. (2023). Tech to Organization. Assessing and designing technology adoption with design thinking. *Proceedings of the Design Factory Global Network Research Conference (DFGN.R 2023)*, Ankara, Turkey, 5–6 October 2023, 1: 110–113. <http://urn.fi/URN:ISBN:978-952-64-9638-2>

★ Reviewers' Favourite Award ★

### TEACHING CASES

[1] Barbini, F.M., Cocchi, N., and Giuri, P. (2022). Stage-Gate or Agile? Addressing new product development dilemmas at SCM group. *The Case Centre - ECCH*, [Case study](#) (no. 322-0057-1) and [Teaching note](#) (no. 322-0057-8)

### INFORMATIVE ARTICLES

[1] Barbini, F.M., Cocchi, N., and Giuri, P. (2023). SCM, rethinking innovation beyond crisis and successes. *Online practice-oriented articles BBS*, [Bologna Business School's official website](#)

### Nicolò Cocchi profiles

[ORCID](#)

[Scopus](#)

[Web of Science](#)

[Google Scholar](#)