

## KITeS

Knowledge,  
Internationalization  
and Technology  
Studies

**Highlights  
2010**

# About KITeS

KITeS was established in 2008, and is hosted by Università Bocconi in Milan. It is an inter-departmental research center that integrates researchers from economics, management and institutional analysis. It builds upon two pre-existing research centers (CESPRI and CRITOM) that merged into one larger group of researchers interested in the relationship between innovation, company competitiveness and economic growth in the global economy.

The center's research focuses on three key areas: **innovation and applied economics**, **technology management** and **international trade**.

The KITeS honorary president is Fabrizio Onida, and Salvatore Vicari is president.

The director is Franco Malerba, supported by deputy directors Stefano Brusoni, Myriam Mariani and Emanuela Prandelli. Stefano Breschi joined the KITeS Board of Directors as deputy director in January 2011. Stefano Brusoni will leave Bocconi and KITeS Board of Directors, and move to Zurich University in September 2011.



The KITeS research team includes 22 fellows, 15 affiliates plus 14 research assistants and PhD candidates.

## Data Management

Gianluca Tarasconi is KITeS's database manager.

## Administrative Staff

Sabrina Miraglino, Stefania Torriani

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# Selected Research Projects

## **AEGIS - Advancing Knowledge-Intensive Entrepreneurship and Innovation for Economic Growth and Social Well-Being in Europe**

The project deals with the interaction between knowledge, innovation, economic growth and social well-being. It studies the role of competencies and incentives across sectors and countries in promoting the generation of knowledge from suppliers, users and related activities, and its transformation through entrepreneurship into innovation, economic value added, and social benefits. The project then draws policy conclusions and recommendations addressing supply, demand and system features.

**Coordinators:** Franco Malerba, Nicoletta Corrocher

## **UNDERSTANDING LEADERSHIP A Neuro-Scientific Approach to Managerial Decision-Making**

Funded by Cariplo Foundation, the project intends to deploy an experimental design to improve human abilities in decision making, and tracking such improvements through psychological tests and brain imaging.

**Coordinators:** Stefano Brusoni, Maurizio Zollo. Partners: CROMA, KITeS, San Raffaele-Vita Salute

## **CID - Culture and Innovation Dynamics**

The benefits of new ideas and new technologies are unevenly distributed, both geographically and across different types of organizations. Addressing this imbalance is especially important in the current context of the newly enlarged EU. CID studies underlying cultural reasons for its existence, as a step towards the definition of policies to promote greater equality and entrepreneurship through cross-cultural interaction.

**Coordinator:** Stefano Brusoni

## **Europe INNOVA - Sectoral Innovation Watch**

Within the project EUROPE INNOVA, KITeS and IWW in Karlsruhe have drafted a report on "National Specialization and Innovative Performance". The focus is European national specialization in innovative activities, its characteristics and the relationship with European economic performance.

**Coordinator:** Fabio Montobbio

## **GLOBINN - The Changing Nature of Internationalization of Innovation in Europe: Impact on Firms and the Implications for Innovation Policy in the EU**

The purpose of the GLOBINN project is to study international knowledge sourcing strategies of European firms and their effect on performance. KITeS team in particular focuses on the heterogeneity of technology licensing strategies and the barriers to the growth of global licensing markets.

**Coordinators:** Alfonso Gambardella, Salvo Torrisi

## **APE-INV Academic Patenting in Europe**

Funded by the European Science Foundation, the aim of the project is the creation and diffusion of a harmonized database on academic patenting in Europe. Two related goals are the creation of an online system for updating the database through the collection of user information, and the exploitation of the harmonized data through a number of joint publications.

**Coordinator:** Francesco Lissoni

## **SISVEL**

The project focuses on high tech standards. By using patent data and company information, it identifies the

determinants of patent essentiality in the telecommunication industry. The project is developed by the Sisvel Group, a world leader in managing intellectual property and maximizing the value of patent rights.

**Bocconi coordinator:** Alfonso Gambardella

## **DIME - Dynamics of Institutions and Markets in Europe**

DIME is a network of social scientists in Europe, working on the economic and social consequences of increasing globalization and the rise of the knowledge economy. DIME is sponsored by the 6th Framework Programme of the European Union.

**Bocconi coordinator:** Franco Malerba

## **ICT Network Impact on Structuring a Competitive ERA**

This project develops and tests a methodological framework for assessing the effectiveness of ICT networks formed in FP6 and FP7 in supporting the formation of a European Research Area (ERA). To address this issue we use data from different sources: ICT RTD collaborative projects in the FP6 and FP7; global strategic alliances in ICTs from SDC Thomson Financial database; patents and patent citations (KITeS-PATSTAT database); survey information from organizations in IST RTD projects in FP6 (InnoImpact survey).

**Coordinators:** Stefano Breschi, Franco Malerba

## **INNOS&T - Innovative S&T Indicators Combining Patent Data and Surveys: Empirical Models and Policy Analyses**

INNOS&T is a world-wide survey of patent inventors – it is the second wave of the PatVal-EU survey. The objectives of the project are: 1) to develop and collect novel and systematic science and technology indicators; 2) to produce empirical models that can contribute to improving policies on topics such as the economic use of the patents (unused patents and strategic patenting; licensing, entrepreneurship); science-industry connections and innovation performance; gender, education and mobility of inventors; the economic value of patents. **Coordinator:** Alfonso Gambardella

**More information on KITeS research projects can be found at:**

[www.kites.unibocconi.it/projects](http://www.kites.unibocconi.it/projects)  
[www.kites.unibocconi.it/networks](http://www.kites.unibocconi.it/networks)



KITeS fellows supervise several students of the **Bocconi PhD School**:

- Gianluca Capone, "Entry, Industrial Structure and Innovation in an Agent-Based Perspective"
- Bruno Cirillo, "Cool Again! Old-Timers Rejuvenation through Corporate Spin-Outs"
- Raffaele Conti, "Chance or Necessity? Exploring The Determinants of Technological Breakthroughs"
- Giada Di Stefano, "Knowledge, Innovation, and Social Norms in Creative Industries: Three Essays"
- Kun Fu, "Knowledge Base of Industrial Cluster and Innovative Start-Ups' Performance"
- Allya Paramita Koesoema, "On the Interplay between Creative and Economic Outcomes: Firm and Individual Level Strategies in the United States Comic Book Industry"
- Gili Greenberg, "Essays on the Economic Value of Start-Ups' Patents"
- Daniella Laureiro Martinez, "The Cognitive and Neuropsychological Foundations of Strategic Decisions"
- Martina Pasquini, "Three Essays on User Innovation and Entrepreneurship"
- Michele Pezzoni, "Productivity, Career and Collaboration in Science: Three Studies on French and Italian Physicists"
- Irene Scopelliti, "Three Essays on the Evaluation of Product Design"



## Selected 2010 Publications

Arora A., Gambardella A. "**Ideas for Rent: An Overview of Markets for Technology**", *Industrial and Corporate Change*.

Bacchiocchi E., Montobbio F. "**International Knowledge Diffusion and Home-Bias Effect. Do USPTO & EPO Patent Citations Tell the Same Story?**", *Scandinavian Journal of Economics*.

Balconi M., Brusoni S., Orsenigo L. "**In Defense of the Linear Model: An Essay**", *Research Policy*.

Breschi S., Catalini C. "**Tracing the Links Between Science and Technology: An Exploratory Analysis Of Scientists' and Inventors' Networks**", *Research Policy*.

Cillo P., De Luca L., Troilo G. "**Market Information Approaches, Product Innovativeness, and Firm Performance: An Empirical Study in the Fashion Industry**", *Research Policy*.

Corrocher N., Zirulia L. "**Demand and Innovation in Services: The Case of Mobile Communications**", *Research Policy*.

Cusmano L., Mancusi M.L., Morrison A. "**Globalisation of Production and Innovation: How Outsourcing is Reshaping an Advanced Manufacturing Area**", *Regional Studies*.

Cusmano L., Morrison A., Rabellotti R. "**Catching up Trajectories in the Wine Sector: A Comparative Study of Chile, Italy and South Africa**", *World Development*.

D'Amuri F., Ottaviano G., Peri G. "**The Labor Market Effects of Immigration in**

**Western Germany in the 1990's**", *European Economic Review*.

De Luca L., Verona G., Vicari S. "**Market Orientation and R&D Effectiveness in High-Technology Firms: An Empirical Investigation in the Biotechnology Industry**", *The Journal of Product Innovation Management*.

Di Stefano G., Peteraf M., Verona G. "**Dynamic Capabilities Deconstructed: A Bibliographic Investigation into the Origins, Development and Future Directions of the Research Domain**", *Industrial and Corporate Change*.

Durisin B., Calabretta G., Parmeggiani V. "**The Intellectual Structure of Product Innovation Research: A Bibliometric Study of the Journal of Product Innovation Management, 1984-2004**", *The Journal of Product Innovation Management*.

Fontana R., Malerba F. "**Demand as a Source of Entry and the Survival of New Semiconductor Firms**", *Industrial and Corporate Change*.

Fuchs C., Prandelli E., Schreier M. "**The Psychological Effects of Empowerment Strategies on Consumers' Product Demand**", *Journal of Marketing*.

Gambardella A., Giarratana M. "**Organizational Attributes and the Distribution of Rewards in a Region: Managerial Firms Vs Knowledge Clusters**", *Organization Science*.

Gambardella A., Giarratana M. "**Localized Knowledge Spillovers and Skill-Biased**

**Performance**", *Strategic Entrepreneurship Journal*.

Gambardella A., Giarratana M., Panico C. "**How and When Should Companies Retain their Human Capital? Contracts, Incentives and Human Resource Implications**", *Industrial and Corporate Change*.

Giarratana M., Torrisi S. "**Foreign Entry and Survival in a Knowledge-Intensive Market: Emerging Economy Countries' International Linkages, Technology Competences, and Firm Experience**", *Strategic Entrepreneurship Journal*.

Giuliani E., Morrison A., Pietrobelli C., Rabellotti R. "**Why Do Researchers Collaborate with Industry? An Analysis of the Wine Sector in Chile, South Africa and Italy**", *Research Policy*.

Klepper S., Malerba F. "**Demand, Innovation and Industrial Dynamics: An Introduction**", *Industrial and Corporate Change*.

Laursen K., Leone I., Torrisi S. "**Technological Exploration Through Licensing: New Insights from the Licensee's Point of View**", *Industrial and Corporate Change*, Special Issue on Markets for Technology and Industry Evolution.

Lissoni F. "**Academic Inventors as Brokers**", *Research Policy*.

Naghavi A., Ottaviano G. "**Outsourcing, Complementary Innovations and Growth**", *Industrial and Corporate Change*.

## Selected Forthcoming Publications

Bodas Freitas I., Clausen T., Fontana R., Verspagen B. “**Formal and Informal External Linkages and Firms’ Innovative Strategies. A Cross-Country Comparison**”, *Journal of Evolutionary Economics*.

Breschi S., Malerba F., “**Assessing the Scientific and Technological Output of EU Framework Programmes: Evidence from the FP6 Projects in the ICT Field**”, *Scientometrics*.

Crespi G., Geuna A., D’Este P., Fontana R. “**The Impact of Academic Patenting on University Research and its Transfer**”, *Research Policy*.

Epifani P., Gancia G. “**Trade, Markup Heterogeneity and Misallocations**”, *Journal of International Economics*.

Fontana R. “**Technological Disequilibrium. Price Indexes in Hubs for Local Area Networks**”, *Telecommunications Policy*.

Lissoni F., Mairesse J., Montobbio F., Pezzoni M. “**Scientific Productivity and Academic Promotion: A Study on French and Italian Physicists**”, *Industrial and Corporate Change*.

Mancusi M.L., “**National Externalities and Path Dependence in Technological Change: An Empirical Test**”, *Economica*.

Montobbio F., Sterzi V. “**Inventing Together: Exploring the Nature of International Knowledge Spillovers in Latin America**”, *Journal of Evolutionary Economics*.

Vaccaro A., Brusoni S., Veloso F. “**Virtual Design, Problem Framing and Innovation: An Empirical Study in the Automotive Industry**”, *Journal of Management Studies*.

## Books

F. Malerba, (2010). “**Knowledge Intensive Entrepreneurship and Innovation Systems: Evidence from Europe**”, Routledge.

**For further information on KITeS researchers and complete list of publications, please refer to: [www.kites.unibocconi.it](http://www.kites.unibocconi.it)**

## Seminars

The research center organizes two different types of seminars: the KITeS Seminar Series (KiSS) and Brown Bag (BB) discussion meetings.

### KITeS Seminar Series (KiSS)

Between January 2010 and January 2011 we had the pleasure to welcome the following speakers to the **KITeS Seminar Series**:

- 24 February, **Jacques Cremer** (IDEI, and GREMAQ, Toulouse School of Economics), “Vertical Integration, Information Flows and the Power of Incentives”
- 26 February, **Tommaso Valletti** (Imperial College, Università di Roma Tor Vergata and CEPR), “Versioning when Customers Can Buy Both Versions: An Application to Intertemporal Movie Distribution”
- 10 March, **Otto Toivanen** (HECER, University of Helsinki), “Innovation Policy Reform”
- 28 April, **Jacques Mairesse** (CREST, INSEE and UNU-MERIT), “The Econometrics of Science”
- 12 May, **Robin Cowan** (UNU-MERIT), “Network-Independent Partner Selection and the Evolution of Innovation Networks”
- 3 June, **Ashish Arora** (Fuqua School of Business, Duke University, and NBER), **Anita McGahan** (University of Toronto), **Sarah Kaplan** (University of Toronto), workshop on “The Emergence of Industries and the Implications for Firm Strategy”
- 29 September, **John Walsh** (Georgia Institute of Technology), “What Drives Strategic Patenting? Evidence from the Georgia Tech Inventor Survey”
- 30 September, **Gianmarco Ottaviano**

(KITeS, Università Bocconi) and **Luigi Orsenigo** (KITeS and Università di Brescia), workshop on “Why Do Firms Differ, and How Does it Matter?”

- 27 October, **Massimo Warglien** (Università Ca’ Foscari di Venezia), “Formal Narratives? The Emergent Coherence of a Business Model”
- 9 November, **Bronwyn Hall** (University of California - Berkeley), “Innovation in Clean/Green Technology: Can Patent Commons Help?” (KITeS-DAIMAP seminar)
- 17 December, **Mary Benner** (University of Minnesota), “Offsetting Illegitimacy? How Pressures From Securities Analysts Influence Incumbents in the Face of New Technologies”

### Brown Bag (BB) Discussion Meetings

The **Brown Bag Discussion Meetings** provide a forum where KITEs researchers and external researchers present their ongoing work and exchange feedback. Among the 2010 guests: **Maria Soltau** (Inno-Tech), **Grazia Santangelo** (Università di Catania), **Ernest Miguez** (University of Barcelona), **Paolo Zeppini** (University of Amsterdam), **Lorenzo Zirulia** (Università di Bologna), **Marco Giarratana** (Universidad Carlos III), **Mario Agostino Maggioni** (Università Cattolica di Milano), **Minho Yoon** (Seoul National University), **Lucia Naldi** (Università Bocconi), **Bárbara Larraneta** (Universidad Pablo de Olavide, Sevilla), **Mark Dodgson** (University of Queensland Business School), **Claudio Panico** and **Sebastiano Alessio Delre** (Università Bocconi), **Antonio Della Malva** (University of Maastricht), **Alberto Di Minin** (Scuola Superiore Sant’Anna di Pisa), **Federico Frattini** (Politecnico di Milano).



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