

**LORENZO MASSA**  
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Professor of *Business Model Innovation* – Executive MBA  
Bologna Business School University of Bologna

#### **OTHER ACADEMIC POSITIONS**

Professor of *Managing Sustainability and Innovation* – MBA Green Energy and Sustainable Businesses  
Bologna Business School University of Bologna

Since 2013 Professor of Executive Leadership – MSc  
Vienna University of Economics and Business

Since 2012 Assistant Professor of Strategy and Innovation  
Vienna University of Economics and Business

2012 Research Associate  
University of Bologna

#### **OTHER POSITIONS**

2005-2006 Project Manager  
Techselesta Engineering, Switzerland

2003-2004 Technologist, SMS Demag  
Italimpianti SpA, Italy

#### **VISITING POSITIONS**

2013 Visiting Researcher  
MIT, Massachusetts, USA

2013 Scientific Fellow  
College of Management, EPFL, Lusanne, Switzerland

2011-2012 Andreatta Fellow  
University of Bologna

#### **EDUCATION**

PhD Management  
IESE Business School, Barcelona, Spain

MSc Management, Sustainability and Innovation  
IESE Business School, Barcelona, Spain

MSc Mechanical Engineering  
University of Genoa, Italy

Honours Degree in Mechanical Engineering  
Dublin Institute of Technology, Dublin, Ireland

## PRINCIPAL PUBLICATIONS

2013 "Achieving Superior Sustainability Performances: Self-interest, Legitimacy, Ethics and Slack Resources" – different Versions of the Paper were presented at Academy of Management

2013 Annual Meeting, Orlando, Florida. Goshal Conference, London Business School, May,

2012. PhD seminar, IESE Business School, March 2011; Medici Summer School, Florence, June, 2011.  
Target Journal Academy of Management Journal.

2013 "An Agent Based Model for Organizational Learning, Evolution and Sustainability Performances", with Mollona, E. and D'Angelo, G. (University of Bologna). Paper Presented at EGOS 2013 Annual Meeting, Montreal, Canada. Target Journal Management Science.

2013 "The impact of Macro-Economic crises on Corporate sustainability: Differentiation of Hygiene?" with Jollo, M. (Bocconi), Neumann, K. (Bocconi) & Bettinazzi, E. (Bocconi). R&R Long Range Planning

2013 "Corporate Sustainability, Sustainable Development and Theories of CSR". Paper presented at IABS annual meeting

2011 and Gronen for Sustainability, by-annual conference 2012, Target Journal Journal of Business Ethics.

2013 "The Intellectual Property Business Model: Lessons from ARM Plc.", with Lorenzoni, G. (Univ. of Bologna) and Ferriani, S. (Univ. of Bologna). Paper presented at the conference "Intellectual Property Management", European Patent Academy of the European Patent Office (EPO). Munich, May 2012. Target Journal Entrepreneurship Theory and Practice.

2013 "Business Model Innovation" Book Chapter, In M. Dodgson, D. Gann, N. Phillips (Eds.) The Oxford Handbook of Innovation Management. New York: Oxford. With Tucci, C. (EPFL)

2011 "The Business Model: Recent Developments and Future Research" Journal of Management. With Amit R. (Wharton) and Zott C. (IESE)