



Research Activities of the
Market, Entrepreneurship and Innovation Management Lab
(MEIM LAB)



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MEIM Lab

“Market, Entrepreneurship and Innovation Management Lab” (MEIM Lab) comprises a vibrant research group working on the three research fields of Marketing, Entrepreneurship and Innovation Management:



Lorenzo Zanni
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Tommaso Pucci
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Our team: Lorenzo Zanni



Lorenzo Zanni
Full professor
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Lorenzo Zanni is a full professor of Management and Marketing in the Department of Business and Law (University of Siena). A cum laude graduate of the University of Florence, he became a Junior Professor at the University of Molise (1989-1999) and an Associate Professor at the University of Florence (1999-2001); since 2001 he has been a full professor at the University of Siena where he teaches Marketing, International Marketing and International Management.

His main research interests are in SMEs and Entrepreneurship, Economics and Management of Innovation, International Marketing and Management and Marketing of Made in Italy products.

He serves as Rector Delegate for Technology Transfer for the University of Siena; President of the Academic Spin-off Commission of the University of Siena; he served as a Member of the Board of Directors of the Toscana Life Science Foundation.

Teaching activities: Marketing; International marketing; International Management



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Our team: Tommaso Pucci



Tommaso Pucci
Associate professor
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Tommaso Pucci has a PhD in Economics and Management of Enterprises and Local Systems. He has carried out research and teaching activities (years 2009-2016) at the DISAG (UNISI). Since 2019, he has been an associate professor in management and marketing at DISAG (UNISI). His research interests include Management, Innovation Management and Technology Transfer; Network Organizations; Management and Marketing of “Made in Italy”, Business Model and Business Strategy.

He is an expert in quantitative methodologies.

Teaching activity: Management; Strategy; Entrepreneurship and Innovation Management



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Our team: Elena Casprini



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Elena Casprini is Senior Researcher at Department of Business and Law, University of Siena. During her Ph.D. in Management at Scuola Superiore Sant'Anna, she was a Visiting Ph.D. Student at Cass Business School (London, UK).

Her research interests focus on business models innovation, open innovation and family firms.

She is an expert in qualitative research methodologies, in particular case studies.

She has published in international as well as national journals and she is involved in national and international research projects.

Teaching activity: Management; Entrepreneurship and Innovation Management



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Our team: Niccolò Fiorini



Niccolò Fiorini
Postdoctoral researcher
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Niccolò Fiorini is postdoctoral researcher at the Liaison Office and the Department of Business and Law, University of Siena.

During his Phd in Economics, Markets and Institutions at IMT School for Advanced Studies Lucca, he was visiting PhD student at Cambridge Judge Business School, University of Cambridge (Cambridge, UK). He was visiting researcher at the Fraunhofer Institute for Industrial Engineering IAO (Stuttgart, DEU).

His research interests include technology transfer, entrepreneurship and business models, with a focus on the impact of Industry 4.0. He is a member of the University Patent Commission.

He is an expert in Industry 4.0.

Teaching activity: Marketing (adjunct professor)



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Our team: Jacopo Cammeo



Jacopo Cammeo is research assistant at Department of Business and Law, University of Siena. He graduated from the University of Florence (MSc cum laude in Economics) and from the University of St Andrews (MSc in Sustainable Development and Environmental Economics).

He is PhD Candidate in Business Administration and Management at the University of Pisa, with a project on the impact of digitalisation on firms' sustainability in the Tuscan marble sector.

His research areas lies with sustainability, clusters and innovation eco-systems, transition management, digitalisation.

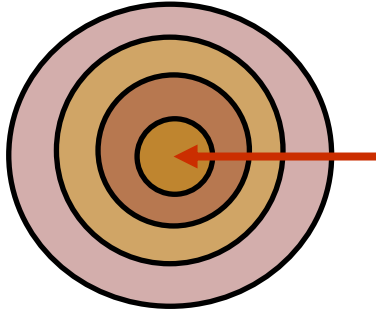
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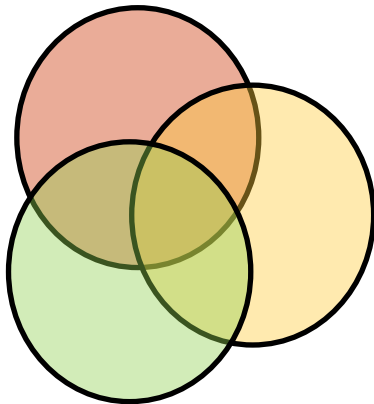


Research Topics



We want to **push research and business together**:

- to enlighten business problems with research-driven insights
- to conduct *ad hoc* research on new and underexplored business challenges.



Our **complementary** and synergic mix of skills and **competences** allows us to deal with a **broad range of arguments**:

1. Entrepreneurship, Family Business and Start-up
2. Business Model and Strategies
3. Innovation and Technology Transfer
4. Clusters, Districts and Innovation Eco-systems
5. International Marketing and “Made In” effect
6. Industry and Market Analysis



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Research Setting

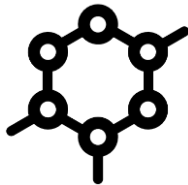
Well documented **experience**, at both national and international levels, on **four main industries**:



High-Tech



Fashion



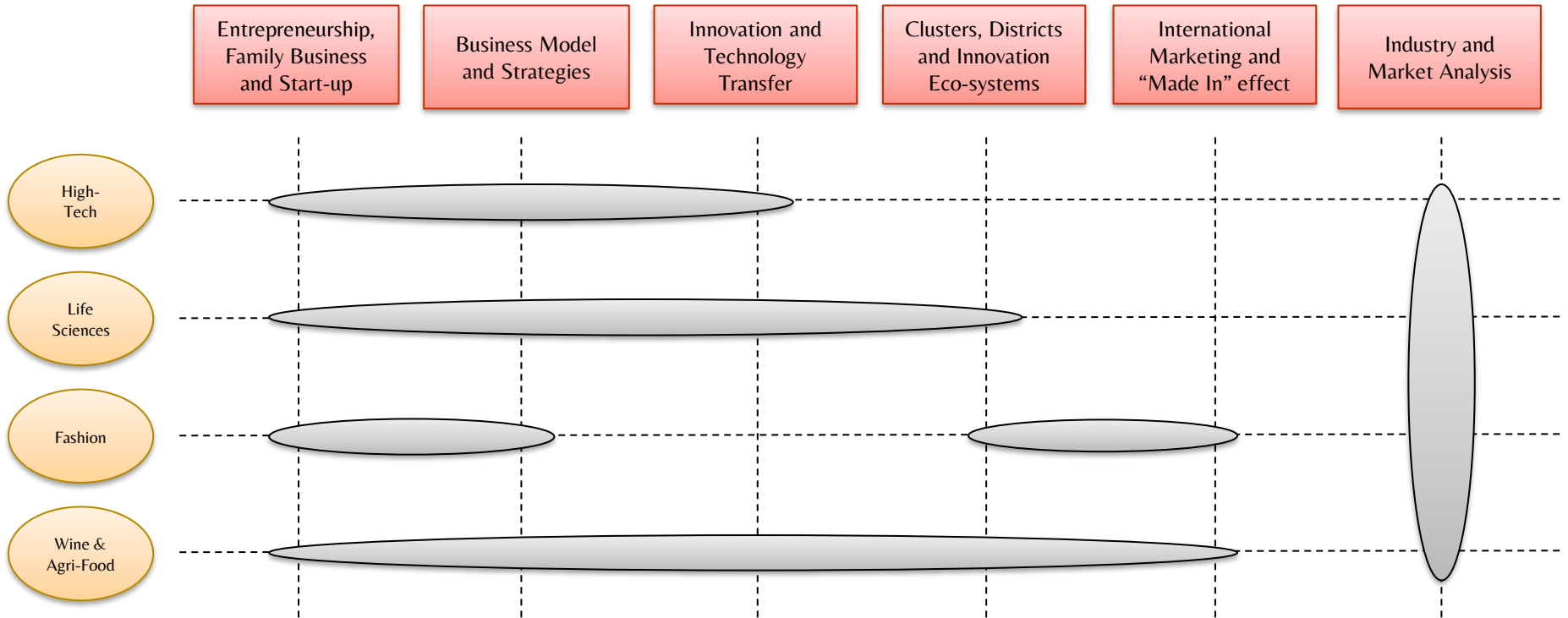
Life Sciences



Wine & Agri-Food



Our Research Matrix





Entrepreneurship, Family Business and Start-up: Main recent research output

- Pucci, T., and L. Zanni. 2016. 'Entrepreneurship and Technological Clusters: The Influence of Contextual Factors on the Birth and Growth of New Businesses'. In *Fast Growing Firms in a Slow Growth Economy: Institutional Conditions for Innovation*, 19–43. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85075326747&partnerID=40&md5=734a6b17e3644dd91c0d0059a3a77bee>
- Casprini, E., De Massis, A., Di Minin, A., Frattini, F., Piccaluga, A., 2017. How family firms execute open innovation strategies: the Loccioni case. *Journal of Knowledge Management* 21, 1459–1485. <https://doi.org/10.1108/JKM-11-2016-0515>
- Marullo, C., Casprini, E., Di Minin, A., Piccaluga, A., 2018. 'Ready for Take-off': How Open Innovation influences startup success. *Creativity and Innovation Management* 27, 476–488. <https://doi.org/10.1111/caim.12272>
- Casprini, E., Di Minin, A., Paraboschi, A., 2019. How do companies organize nascent markets? The BlaBlaCar case in the inter-city shared mobility market. *Technological Forecasting and Social Change* 144, 270–281. <https://doi.org/10.1016/j.techfore.2018.01.012>
- Casprini, E., Pucci, T., Vitale, G., Zanni, L., 2020. From Individual Consumption to Venture Development: the Role of Domain Passion in the Videogame Industry. *Journal of the Knowledge Economy* 11, 1470–1488. <https://doi.org/10.1007/s13132-019-00611-6>
- Casprini, E., Dabic, M., Kotlar, J., Pucci, T., 2020. A bibliometric analysis of family firm internationalization research: Current themes, theoretical roots, and ways forward. *International Business Review* 29, 101715. <https://doi.org/10.1016/j.ibusrev.2020.101715>
- Casprini, E., Melanthiou, Y., Pucci, T., Zanni, L., 2020. Managing founder-based brand identity during succession. *Journal of Brand Management* 27, 1–14. <https://doi.org/10.1057/s41262-019-00161-x>
- Casprini, E., Pucci, T., 2020. Business models, strategies and innovation of companies that apply high technology to cultural goods: first evidence in Italy. *Declar srl, Pisa*. ISBN: 9788894901085



Business Model and Strategies: Main recent research output

- Casprini, E., Pucci, T., Zanni, L., 2014. Business model shifts: a case study on firms that apply high technology to cultural goods. *Technology Analysis & Strategic Management* 26, 171–187. <https://doi.org/10.1080/09537325.2013.850474>
- Pucci, T., Simoni, C., Zanni, L., 2015. Measuring the relationship between marketing assets, intellectual capital and firm performance. *Journal of Management and Governance* 19, 589–616. <https://doi.org/10.1007/s10997-013-9278-1>
- Casprini, E., D'Antone, S., Paraque, B., Pucci, T., Zanni, L., 2016. I choose my business model! A cross-national analysis of business model choice in family firms. *EuroMed Journal of Business* 11, 212–231. <https://doi.org/10.1108/EMJB-06-2014-0017>
- Pucci, T., Nosi, C., Zanni, L., 2017. Firm capabilities, business model design and performance of SMEs. *Journal of Small Business and Enterprise Development* 24, 222–241. <https://doi.org/10.1108/JSBED-09-2016-0138>
- Casprini, E., 2019. Beyond servitization. New managerial challenges for manufacturing firms. CEDAM Wolters Kluwer.



Innovation and Technology Transfer: Main recent research output

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- Ombrosi, N., Casprini, E., Piccaluga, A., 2019. Designing and managing co-innovation: the case of Loccioni and Pfizer. *EJIM* 22, 600–616. <https://doi.org/10.1108/EJIM-09-2018-0196>
 - Pucci, T., Casprini, E., Mattiacci, A., Zanni, L., 2019. Does being “greener” pay Bridging the gap between “green” technology orientation and firms’ growth. *World Review of Entrepreneurship, Management and Sustainable Development* 15, 279-302. <https://doi.org/10.1504/WREMSD.2019.099403>
 - Fiorini N., Devigili M., Pucci T., Zanni L. 2019. Managing Resources and Innovation inside the Industry (Industrial) 4.0 Revolution: The role of Supply Chain. *Sinergie Italian Journal of Management* 37, 35-56. <https://doi.org/10.7433/s109.2019.03>
 - Pucci, T., Brumana, M., Minola, T., Zanni, L., 2020. Social capital and innovation in a life science cluster: the role of proximity and family involvement. *Journal of Technology Transfer* 45, 205–227. <https://doi.org/10.1007/s10961-017-9591-y>
 - Pucci, T., Casprini, E., Galati, A., Zanni, L., 2020. The virtuous cycle of stakeholder engagement in developing a sustainability culture: Salcheto winery. *Journal of Business Research* 119, 364–376. <https://doi.org/10.1016/j.jbusres.2018.11.009>



Clusters, Districts and Innovation Eco-systems: Main recent research output

- Nosi, C., Zanni, L., 2004. Moving from “typical products” to “food-related services”: The Slow Food case as a new business paradigm. *British Food Journal* 106, 779–792. <https://doi.org/10.1108/00070700410561388>
- Zanni, L., Aquilani, B., Magliacani, M., 2008. Medium-size enterprises in industrial districts: An exploratory study. *EuroMed Journal of Business* 3, 125–143. <https://doi.org/10.1108/14502190810891191>
- Santini, C., Rabino, S., Zanni, L., 2011. Chinese immigrants socio-economic enclave in an Italian industrial district: the case of Prato. *World Review of Entrepreneurship, Management and Sustainable Development* 7, 30-51. <https://doi.org/10.1504/WREMSD.2011.038312>
- Pucci, T., Zanni, L., 2016. Entrepreneurship and technological clusters: The influence of contextual factors on the birth and growth of new businesses, in: *Fast Growing Firms in a Slow Growth Economy: Institutional Conditions for Innovation*. pp. 19–43.
- Pucci, T., Brumana, M., Minola, T., Zanni, L., 2020. Social capital and innovation in a life science cluster: the role of proximity and family involvement. *J Technol Transf* 45, 205–227. <https://doi.org/10.1007/s10961-017-9591-y>



International Marketing and “Made In” effect: Main recent research output

- Mattiacci, A., Simoni, C., Zanni, L., 2008. Italian SME international strategies: State of the art and some empirical evidences, in: *Handbook of Research on European Business and Entrepreneurship: Towards a Theory of Internationalization*. pp. 337–365.
- Pucci, T., Simoni, C., Zanni, L., 2013. Country of origin effect, brand image and retail management for the exploitation of “made in Italy” in China, in: *International Marketing and the Country of Origin Effect: The Global Impact of “Made in Italy.”* pp. 154–177.
- Sogari, G., Pucci, T., Aquilani, B., Zanni, L., 2017. Millennial generation and environmental sustainability: The role of social media in the consumer purchasing behavior for wine. *Sustainability (Switzerland)* 9. <https://doi.org/10.3390/su9101911>
- Pucci, T., Casprini, E., Guercini, S., Zanni, L., 2017. One country, multiple country-related effects: An international comparative analysis among emerging countries on Italian fashion products. *Journal of Global Fashion Marketing* 8, 98–112. <https://doi.org/10.1080/20932685.2016.1274666>
- Pucci, T., Casprini, E., Rabino, S., Zanni, L., 2017. Place branding-exploring knowledge and positioning choices across national boundaries: The case of an Italian superbrand wine. *British Food Journal* 119, 1915–1932. <https://doi.org/10.1108/BFJ-11-2016-0582>
- Devigili M., Pucci T., Fiorini N., Zanni L. (2019). Going crazy for reviewing: The drivers spreading eWoM. in Kaufmann (2019) *Exploring the Power of Electronic Word-of-Mouth in the Services Industry*. IGI Global, Hershey, USA, (ISBN: 9781522585756, doi: 10.4018/978-1-52258575-6)



Industry and Market Analysis: Main recent research output

- Annunziata, E., Pucci, T., Frey, M., Zanni, L., 2018. The role of organizational capabilities in attaining corporate sustainability practices and economic performance: Evidence from Italian wine industry. *Journal of Cleaner Production* 171, 1300–1311. <https://doi.org/10.1016/j.jclepro.2017.10.035>
- Rabino, S., Simoni, C., Zanni, L., 2008. Small medium gold fashion enterprises (SMEs) in Arezzo, Italy: Competitive challenges and strategic implications. *Journal of Global Marketing* 21, 141–159. <https://doi.org/10.1080/08911760802135525>
- Simoni, C., Rabino, S., Zanni, L., 2010. Italian and Indian gold and jewelry SMEs, marketing practices in the USA: A comparative case study. *Journal of Small Business and Enterprise Development* 17, 403–417. <https://doi.org/10.1108/14626001011068707>
- Pucci, T., Rabino, S., Zanni, L., 2014. Explaining firms' performance through the resources and capabilities allocation in strategic groups: The case of Italy's cosmetic sector. *Journal for Global Business Advancement* 7, 375–393. <https://doi.org/10.1504/JGBA.2014.065592>
- Nosi, C., Pucci, T., Silvestri, C., Aquilani, B., 2017. Does value co-creation really matter? An investigation of Italian millennials intention to buy electric cars. *Sustainability (Switzerland)* 9. <https://doi.org/10.3390/su9122159>
- Devigili, M., Pucci, T., Zanni, L., 2018. From firm's brand identity to cluster's brand identity: a web-based analysis of Tuscan wineries. *International Journal of Wine Business Research* 30, 374–393. <https://doi.org/10.1108/IJWBR-09-2017-0057>
- Pucci, T., Casprini, E., Nosi, C., Zanni, L., 2019. Does social media usage affect online purchasing intention for wine? The moderating role of subjective and objective knowledge. *British Food Journal* 121, 275–288. <https://doi.org/10.1108/BFJ-06-2018-0400>



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Current international projects and Collaborations

1. Succession in family firms



2. Credit and women in wine



3. Market research



4. Supply chain



5. International research project



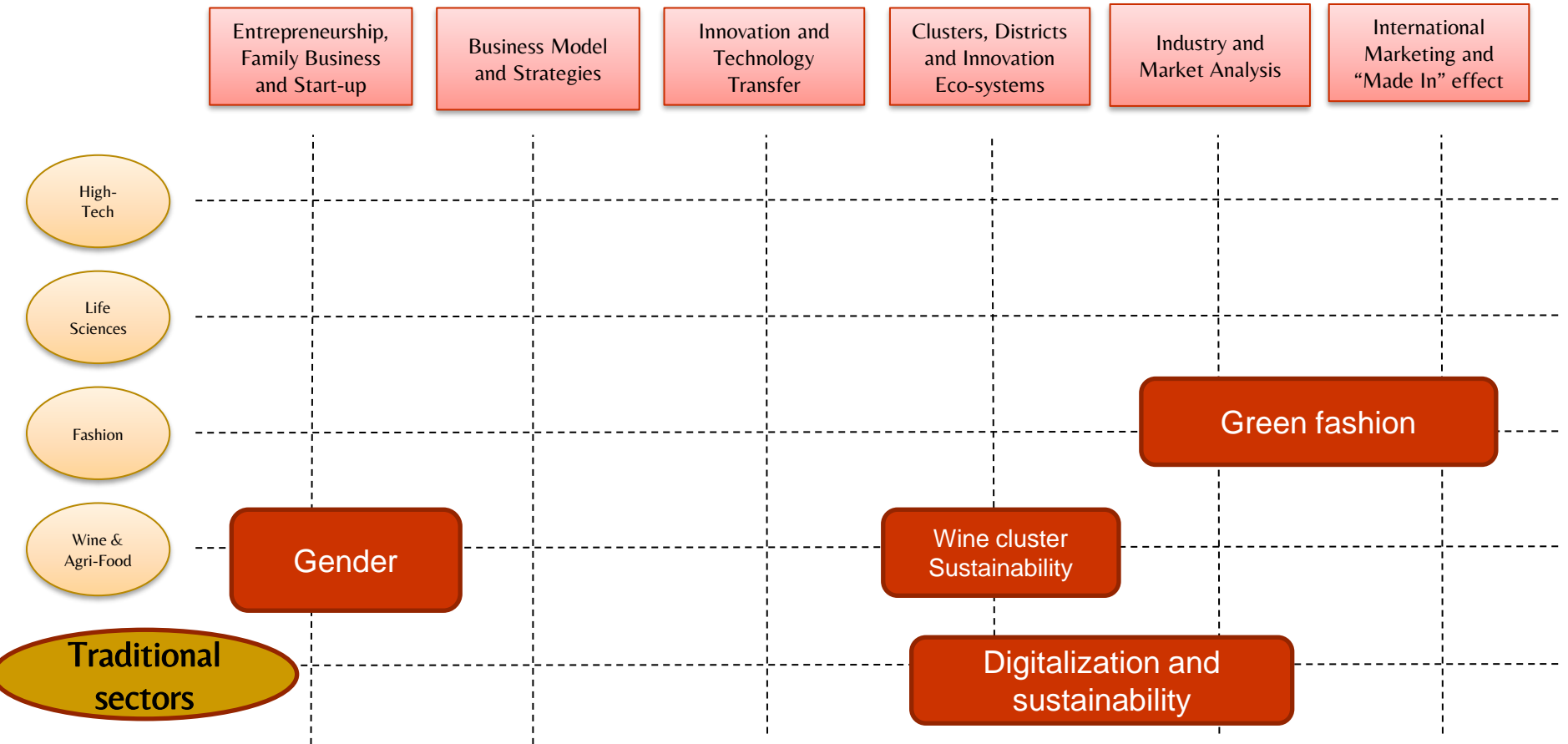
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Ongoing projects (2021)





Thank You