

NUNZIA COCO
Curriculum Vitae | February 2022

CURRENT POSITION

Lecturer Department of Economics, Ca'Foscari University of Venice	2021 - Current
Research Associate Qualitative data Analyst, Contractor, Department of Management, Technology, and Economics(MTEC) ETH Zurich	2021- Current

PREVIOUS POSITION

Research Fellow (Assegnista di ricerca) Università Ca'Foscari, Department of Management, BLISS lab 5 months - 01/11/2020 - 23/08/2021 Supervisor: Prof. Massimiliano Nuccio	2020 - 2021
Research Fellow (Assegnista di ricerca) Università Ca'Foscari, Department of Management 12 months- 01/04/2019 - 31/03/2020 Supervisor: Prof. Vladi Finotto	2019 - 2020
Research Fellow (Assegnista di ricerca) Università Ca'Foscari, Department of Management, M.A.C lab 6 months -28/09/2018 - 27/03/2019 Supervisor: Prof. Monica Calcagno	2018 - 2019

EDUCATION

Ph.D. in Business Administration - Management, Doctors Europaeus, Università Ca'Foscari Venezia	April 2018
Title: Designing in the Open Innovation Framework Committee: S. Brusoni (Chair), F. Visintin, F. Montanari	
Visiting Ph.D student at ETH - MTEC, Zurich (Switzerland) 8 months Supervisor: Prof. S. Brusoni	2016 - 2017
MPhil in Management Studies , Università Ca'Foscari Venezia	2015

Master Interaction Design Copenhagen Institute of Interaction Design (DK)	2009
M.A. in Visual and Multimedia Communication University IUAV of Venice	2008
B.A. in Product Design University IUAV of Venice	2005

INDUSTRY EXPERIENCE

Innovation Specialist ERICSSON - IP & Broadband Member of "Innova Squad"- part of Ericsson R&D dedicated to leverages innovation with Design Thinking. In collaboration with IDEO	2012-2014
Senior Design consultant Service Designer freelance /working with Fjord/Accenture (E, IT) IDEO (USA) CIID & ReD (DK) Live work (UK)	2009- 2012

INDUSTRY RESEARCH OUTPUT

- Coco, N. Weimar, Chicago, Ulm, Venezia with Albers and Munari, *il Verri* 43: 132-148, 2010
- Coco, N. The Moholy-Nagy's exercise , *Progetto Grafico* 12/13: 190-191, 2009

RESEARCH INTERESTS

My research articulated in two main streams.

A main line of research deal with **open innovation and the nature of creative problem solving**. This stream has characterized most of my doctoral research work and resulted in several publication, international conference publications and working papers shortlisted to awards.

My second line of research explores **design-led strategies to digital transformation and innovation**. The stream has characterized most my post-doctoral work as research fellow and as a research associate.

From the theoretical and methodological point of view, most of my work is influenced by the tradition of theory of practice and are based on qualitative research methodologies.

PUBLICATIONS

Journal Articles

Coco, N, Calcagno, M, Lusiani, M. Struggles as triggers in a design-thinking journey. *Creativity and Innovation Management* 2020; 1– 13 DOI:10.1111/caim.12384.

Apostolov M, Coco N. Digitalization based innovation - A Case Study Framework, *International Journal of Innovation and Technology Management* 2020; 1-25, DOI:10.1142/S021987702050025X

Book Chapters

Colapinto C, Coco N, Finotto V. Supporting pervasive digitalization in Italian SMEs Through an Open Innovation Process, *book chapter for "MANAGING DIGITAL TRANSFORMATION: Understanding the Strategic Process"* book curated by Hinterhuber, Vescovi and Checchinato (editors) | 2021, ISBN 9780367441975

Bradini L., Coco N., Ingaramo M. Research in Design discipline. A sharing method and an open discussion approach in design research, *in FRID 2017- SUL METODO /SUI METODI. ESPLORAZIONI PER LE IDENTITÀ DEL DESIGN* by Riccini R., 2017, Menemesis Ed, Milano, Isbn: 9788857549231

PIPELINE

Published papers

Calcagno M, Cavara R, Coco N, Bend but Don't Break: A Case Study on the Cultural Entrepreneurial Process in the Publishing Industry | published *Department Working Paper No. 2019/03* - Department of Management, Università Ca' Foscari Venezia DOI:10.2139/ssrn.3445102

Coco N., Calcagno M., Lusiani M. Towards design thinking as a management practice: a learning experiment in teaching innovation | published *Department Working Paper No. 2016 / 08* - Department of Management Ca' Foscari University DOI:10.2139/ssrn.2814149

Published conference proceeding

Coco N. Crowdsourcing to co-design meaningful social change| published as AOM proceeding 2017, DOI:10.5465/AMBPP.2017.12315abstract. We are aiming at a submission to *Journal of Business Ethics* by Spring 2022

Work in progress

Coco N., Colapinto C, Finotto. Let it emerge: a process view of policies for digital transformation | Target Journal: *Science and Public Policy* (Feb 2022)

Coco N, Niedworok A. Together we're stronger: How teams frame and reframe ill-structured tasks, a micro foundation perspective
Target Journal: *JPIM* (Feb 2022)

Niedworok A., Coco N., Team task conflicts as support for creative problem solving
Target Journal: *Organization Studies* (March 2022)

Coco N., Colapinto C., Finotto V., Framing digital transformation across boundaries:
contested frames, collaboration and coordination in the Triple Helix
Target Journal: *Technovation* (April 2022)

Coco N, Comacchio A. Task Framing in Crowdsourcing Design Contest
Target Journal: *Technological Forecasting and Social Change* (April 2022)

PAPER PRESENTED AT CONFERENCE

Coco N., Nuccio M, Marra A. Mapping the digital transformation of Cultural and
Creative Industries (CCI): a dynamic capability perspective | **R&D
Management Conference 2021** | July 2021

Coco N., Colapinto C., Finotto V. Developing digital literacy among SMEs: Digital
transformation as an open and guided innovation process | **2nd conference
"Management and marketing in digital age"** at Cattolica University, Italy |
February 2020

Coco N., Colapinto C., Finotto V. Digital transformation as an open innovation
process: building digital literacy in Italian SMEs | **WOIC19 Best Student Paper
Nominee | shortlisted for California Management Review Special Issue** |
December 2019

Calcagno M., Cavara R., Coco N. A case study on the cultural entrepreneurial
process in the publishing industry | **International Conference of Art and
Cultural Management** | Venice| June 2019 and **EURAM 2019**

Coco N. Crowdsourcing to co-design meaningful social change| **WOIC16 Best
Student Paper Nominee** | published on **Academy of Management
Proceedings 2017 (1), 12315** |Atlanta| August 2017

Coco N, Design Thinking: how to shape problem-solving without a-priori problem
formulation | **EGOS17** | Copenhagen | July 2017

Coco N, Comacchio A, Formulating task for the crowd. An empirical investigation of
design contests, Proposal | published on **Academy of Management
Proceedings 2016 (1), 15652** | and presented **Open and User Innovation
Conference**| Harvard Business School | August 2016

Coco N. Open Innovation in the digital age: Crowdsourcing to co-design
meaningful social change| **WOIC16** | Barcelona| December 2016| **Best
Student Paper Nominee**

Coco N. Exploring mechanisms to support processes of interdisciplinary innovation
| **Organizational Learning, Knowledge and Capabilities** |St Andrews| April
2016

Coco N., New Basic Design: the tradition of the new | **International Design
Conference** | IUAV| Venice |July 2009

Invited Talks

"Design and creativity as innovation drivers" | **Ca' Foscari University**| Venice |
October 2018

"Using crowdsourcing to co-design social change" | **ETH Zurich| Zurich,
Switzerland| May 2017**

"An open method to research in design" | **IUAV**| Venice| April 2017

"Design as knowledge practice" | **Ca'Foscari University** |Venice| January 2017

"Actual and Factual, a conversation about J.Albers " with Prof. Giovanni Anceschi |
Scuola Open Source| Bari, Italy| July 2016

"Design Thinking" with Hans Haenlein, Director of Innovation at Ericsson | **IUAV**|
Venice| May 2014

"Get inspired: Start with people"|**Libera Università di Bolzano**| Italy| October
2010

EXECUTIVE TEACHING

Series of Lectures on May 2019
"Service Design for change management"
in collaboration with Accenture Interactive Milan, performed for
ENI S.P.A

TEACHING EXPERIENCE

course: *ORGANIZATIONAL DESIGN OF INTERNATIONAL FIRMS* Fall 2021, 2020
30 hours,Bachelor's degree Program of International trade and
Tourism, Ca'Foscari University of Venice| English and Italian
Role - Main Instructor: Design, Execution, Evaluations

course: *ECONOMICS AND MANAGEMENT OF CULTURAL
PRODUCTIONS* Fall 2020
30 hours, Bachelor's degree Program of Conservation of
Cultural Heritage and Performing Arts Management | Italian
Role - Main Instructor: Design, Execution, Evaluations

course: "HELLO DESIGN THINKING: an online introduction to Spring 2020
Design Thinking in times of crisis"
4.5 hours, online modules (on demand), SKEMA BUSINESS
SCHOOL, France | English
Role - Main Instructor: Design, Execution

LAB: PRODUCT AND COMMUNICATION DESIGN WORKSHOP 1 Fall 2019
50 hours, Postgraduate in Product and Communication Design |
Università IUAV di Venezia | Italian
Role - Main Instructor: Design, Execution, Evaluations

MODULE: *ON DESIGN THINKING*, in Design and Innovation Fall 2017, 2015
Management course main lecturer: Prof. Calcagno, h30
module: 10 hours - frontal lectures + 30 TA
Ca'Foscari University, Department of Management,
Postgraduate in Innovation and Marketing |English|
Role: Design and Execution of the module

LAB: *FUNDAMENTALS OF DESIGN FOR VISUAL* Spring 2013,
COMMUNICATION: WORKSHOP 2014
80 hours, Undergraduate in Product Design, IUAV Università di
Venezia| Italian|
Role - Main Instructor: Design, Execution, Evaluations

LAB: *BASIC DESIGN FOR VISUAL COMMUNICATION -* Fall 2011, 2012
WORKSHOP
80 h, Undergraduate in Visual Communication, ISIA Urbino |
Italian|
Role - Main Instructor: Design, Execution, Evaluations

ACADEMIC SERVICE

Thesis supervisor

co-supervising:

1 **Ph.D. students** in Management, D-MTEC, Chair of Technology and Innovation,
ETH Zurich, with Prof. S. Brusoni - discussed at the end of February 2021

main- supervisor:

2 **Master** students in Design Studies, Postgraduate in Product and Communication
Design - thesis discussed in March 2021

Ad-hoc Reviewer

R&D Management Journal | 2017 – Current | total number of completed review
process: 2

Reviewer for EURAM | 2017 – Current

Reviewer for AOM – TIM division | 2016 – Current

Other Academic Services

Member of the research Laboratory "M.A.C. Lab" Ca'Foscari University

Member of the research laboratory "Bliss" Ca'foscari University

Organizer of Management Research Meetings for Ph.D. Students Group Ca' Foscari
Representative, Doctoral Management Students | 2015 – 2017

Appointed coordinator for programs alignments in visual communication undergraduate curriculum at ISIA (Design), Urbino | 2012
Member of the selection committee for admissions at ISIA (Design), Urbino | 2012

LANGUAGE SKILLS

Italian: Native
English: Proficient
Portuguese: Intermediate

SKILLS

Microsoft suite (Word, Excel, powerpoint)
Adobe Suite (Illustrator, Photoshop, Premiere)
Project management tools (Bootcamp, Asana, Trello)
Programming (Processing and Processing for Arduino)

Venezia, February 2022

Nunzia Coco

Dichiarazione resa ai sensi dell'articolo 46 e 47 del D.P.R. 445/2000;
Autorizzazione al trattamento dei dati personali ai sensi del D.lgs 196/2003