

Education and Training

- 1999 Ph.D. in Electronic Engineering, Management specialization, Thesis in Business Process Management, Supervisor: Prof. Massimo Merlino, University of Genoa
- 1993 Master's Degree in Electronic Engineering, Thesis in Theory and Techniques of Pattern Recognition, Supervisor: Prof. Gianni Vernazza, University of Genoa
- 1987 Classical High School Diploma, G. Chiabrera State Classical High School, Savona

Professional History

Scientific Disciplinary Sector:	IEGE-01/A - Ingegneria economico-gestionale (IEGE-01/A)
Position:	Full Professor
Seniority in position:	Since 2023
University:	University of Genoa
Department:	Mechanical, Energy, Management and Transportation Engineering (DIME)

Previous positions held at the same University

Period	Position	University
1999-2014	Assistant Professor	Università degli Studi di GENOVA
2014-2023	Associate Professor	Università degli Studi di GENOVA

Academic appointments

- From 2017 to 2021, member of the Joint Teacher-Student Commission of the Polytechnic School
- From 2021 to present, Vice-coordinator of the Bachelor's and Master's Program in "Management Engineering", University of Genoa and member of the Quality Assurance Commission, Teaching Commission, Advisory Committee of the same program
- From 2022 to 2023, member of the DIME Research Commission
- From 2022 to present, member of the DIME selection committee for the assignment of official courses/modules under art. 23 c. 2 and for the assignment of supplementary teaching activities within official courses/modules under art. 23 c. 2
- From 2024 to present, member of the Scientific Technical Committee PRIN 2022-PRIN PNRR, SH sector
- Member of the faculty board of the following PhD programs at the University of Genoa:
 - XXIV Cycle (2008): Logistics, transport and territory
 - XXV Cycle (2009): Logistics, transport and territory
 - XXVI Cycle (2010): Logistics, transport and territory
 - XXVII Cycle (2011): Computational intelligence
 - XXVIII Cycle (2012): Computational intelligence
 - XXIX (2013): Mechanical, Energy and Management Engineering
 - XXX (2014): Mechanical, Energy and Management Engineering
 - XXXI (2015): Mechanical, Energy and Management Engineering
 - XXXII (2016): Mechanical, Energy and Management Engineering
 - XXXIII (2017): Mechanical, Energy and Management Engineering
 - XXXIV (2018): Mechanical, Energy and Management Engineering
 - XXXV (2019): Mechanical, Energy and Management Engineering
 - XXXVI (2020): Mechanical, Energy and Management Engineering
 - XXXVII (2021): Mechanical, Energy and Management Engineering
 - XXXVII (2022): Mechanical, Energy and Management Engineering
 - XXXVIII (2023): Mechanical, Energy and Management Engineering
 - XXXIX (2024): Mechanical, Energy and Management Engineering
 - XL (2025): Mechanical, Energy and Management Engineering
 - XLI (2026): Mechanical, Energy and Management Engineering

Publications

For the complete list please go to

https://scholar.google.com/citations?hl=en&user=EgaquQoAAAAJ&view_op=list_works&sortby=pubdate

Experiences

Direction or participation in research group activities characterized by national or international collaborations

Direction of research activity "Creation of a collaborative environment for innovation in the working environment" with Daimler AG (Germany). The results of the collaboration were described in:

- Longhitano, L., & Testa, S. (2006). Creation of a collaborative environment for innovation: the effect of a simulation tool's development and use. In *Innovation through Collaboration* (eds. M. Beyerlein, S. M. Beyerlein, F. Kennedy), Emerald Group Publishing Limited.

Direction of research activity "The role of Entrepreneurs in Society" with the University of Miskolc, Hungary. The results of the collaboration were described in:

- Deák, C., & Testa, S. (2010). Interaction between regional intellectual capital and organizational intellectual capital: the mediating roles of entrepreneurial characteristics. In *The entrepreneurial society: How to fill the gap between knowledge and innovation* (eds. J. Bonnet, D. Garcia-Perez-De Lema, H. van Auken), Edward Elgar Publishing, 208.

Direction of multi-year research activity with CRT, Research Center on Regional Perspectives on Tourism, Development and Economy, Denmark. The results of the collaboration were described in:

- Manniche, J., & Testa, S. (2010). Knowledge bases in worlds of production: the case of the food industry. *Industry and Innovation*, 17(3), 263-284.
- Manniche, J., & Testa, S. (2018). Towards a multi-levelled social process perspective on firm innovation: integrating micro, meso and macro-concepts of knowledge creation. *Industry and Innovation*, 25(4), 365-388.

Participation in multi-year research activity with the University of Pisa and subsequently also with the Research Center (Business Group), Pôle Universitaire Léonard de Vinci, Paris, France on the theme "Innovation and Social Media". The results of the collaboration were described in:

- Martini, A., Massa, S., & Testa, S. (2012). The role of social software for customer co-creation: does it change the practice for innovation? *International Journal of Engineering Business Management*, 4, 40.
- Martini, A., Massa, S., & Testa, S. (2013). The firm, the platform and the customer: A "double mangle" interpretation of social media for innovation. *Information and Organization*, 23(3), 198-213.
- Martini, A., Massa, S., & Testa, S. (2014). Customer co-creation projects and social media: The case of Barilla of Italy. *Business Horizons*, 57(3), 425-434.
- Appio, F. P., Martini, A., Massa, S., & Testa, S. (2016). Unveiling the intellectual origins of social media-based innovation: insights from a bibliometric approach. *Scientometrics*, 108(1), 355-388.
- Martini, A., Massa, S., & Testa, S. (2016). The inextricable intertwining of the firm, the platform and the customer: the case of a social media platform for innovation. In *Empowering Organizations* (pp. 115-131). Springer, Cham.
- Appio, F. P., Martini, A., Massa, S., & Testa, S. (2017). Collaborative network of firms: antecedents and state-of-the-art properties. *International Journal of Production Research*, 55(7), 2121-2134.

- Testa, S., Massa, S., Martini, A., & Appio, F. P. (2020). Social media-based innovation: A review of trends and a research agenda. *Information & Management*, 57(3), 103196.

Direction of research activity "Combinatorial Knowledge Bases, Regional Innovation and Development Dynamics" with CRT Research Center (Denmark) and LUND/Jönköping International Business School (Sweden). The results of the collaboration were described in:

- Manniche, J., Moodysson, J., & Testa, S. (2017). Combinatorial knowledge bases: An integrative and dynamic approach to innovation studies. *Economic Geography*, 93(5), 480-499.

Direction of research activity (Food innovations in Nordic and Southern European countries) with Polytechnic University of Bari. The results of the collaboration were described in:

- Savino, T., Testa, S., & Petruzzelli, A. M. (2018). Researcher understanding of food innovations in Nordic and Southern European countries: A systematic literature review. *Trends in Food Science & Technology*, 77, 54-63.

Direction of research activity "Crowdfunding as a tool to move towards a sustainable society" with Copenhagen Business School and University of Copenhagen. The collaboration led to the development of a Special Issue in TFSC and the publication of:

- Testa, S., Nielsen, K. R., Bogers, M., & Cincotti, S. (2019). The role of crowdfunding in moving towards a sustainable society. *Technological Forecasting and Social Change*, 141, 66-73.

Direction of research activity "Local Development and Sustainability" with Danish Research Center CRT, under the aegis of the Italian Cultural Institute of the Italian Embassy in Denmark. The results were presented on the occasion of the BIRD 2018 award (Best Italian Researcher in Denmark).

Direction of research activity "Crowdfunding as a tool to support sustainability-oriented initiatives" with University of Palermo. The results of the collaboration were described in:

- Testa, S., Roma, P., Vasi, M., & Cincotti, S. (2020). Crowdfunding as a tool to support sustainability-oriented initiatives: Preliminary insights into the role of product/service attributes. *Business Strategy and the Environment*, 29(2), 530-546.

Direction of research activity "Sustainability-oriented innovation in the agri-food industry" with Copenhagen Business School and Polytechnic University of Milan. The collaboration led to the development of a Special Issue in TFSC and the publication of:

- Testa, S., Nielsen, K. R., Vallentin, S., & Ciccullo, F. (2022). Sustainability-oriented innovation in the agri-food system: Current issues and the road ahead. *Technological Forecasting and Social Change*, 179, 121653.

Participation in research activity "The effect of environmental sustainability orientation on crowdfunding success and venture capital investments" with University of Palermo. The results of the collaboration were described in:

- Roma, P., Vasi, M., Testa, S., & Perrone, G. (2023). Environmental Sustainability Orientation, Reward-Based Crowdfunding, and Venture Capital: The Mediating Role of Crowdfunding Performance for New Technology Ventures. *IEEE Trans. Engineering Management*, 70(9), 3198-3212.

Direction of research activity "Exploring the role of e-waste management solutions in influencing consumer behaviours in the crowdfunding context" with University of Turin and University of Malta. The results of the collaboration were described in:

- Testa, S., Troise, C., Cincotti, S., & Camilleri, M. A. (2024). The role of electronic waste management solutions and message framing in influencing consumer behaviours: Exploring the crowdfunding context. *Business Strategy and the Environment*, 33(2), 917-929.

Direction of research activity "Innovation Failure" with San Jose State University (USA), Polytechnic University of Bari, and Sabanci University (Turkey). The collaboration led to the development of a Special Issue in Technovation and the publication of:

- Testa, S., Forsman, H., Mattarelli, E., & Petruzzelli, A. M. (2025). Innovation failure: What we know and what is missing. *Technovation*, 140, 103140.

Direction of research activity "Crowdfunding food waste related campaigns" with University of Turin. The results of the collaboration were described in:

- Troise, C., Testa, S., Battisti, E., & Cincotti, S. (2025). Crowdfunding food waste related campaigns: The role of waste hierarchy classification and target market. *Finance Research Letters*, 74, 106745.

Scientific responsibility for international and national research projects, admitted to funding based on competitive calls with peer review

Participation (from 2000 to present) in the following projects:

- PRIN 2001: Knowledge management and new technologies: a synergistic framework for SMEs.
- FISR 2002: Efficiency and effectiveness of new technology transfer: the role of economic-territorial elements.
- FIRB 2003: Development of advanced models and tools to acquire, manage and valorize new knowledge to support the competitiveness of small and medium-sized enterprises.
- PRIN 2005: Creation and management of knowledge in new organizational models.
- PRIN 2007: Strategic management of intellectual capital for improving organizational performance. Development of an intellectual capital management model in healthcare organizations.
- RAISE (Robotics and AI for Socio-economic Empowerment) PNRR: spoke 5, Advanced AI & Robotics Applications4SMEs
- PRIN 2022: "Digital technologies and social sustainability: harnessing digitalization for a fair distribution of value within agri-food supply chains", Scientific responsibility for UNIGE research unit, Principal Investigator: Marco Formentini (University of Trento)
- Interreg IT-FR Marittimo II call: "Eco-inn innovation pathways in the blue and green economy", Responsibility for UNIGE research unit, lead partner: CFLC Cooperativa Formazione Lavoro e Cooperazione (Genoa)

Direction or participation in editorial boards of journals, editorial series, encyclopedias and treatises of recognized prestige

Member of the editorial board of the following journals:

- Technological Forecasting and Social Change
- Journal of Business Excellence
- Journal of Knowledge Management
- Journal of Innovation Management

Specific professional experiences characterized by research activities

Examples of experiences include:

- Chamber of Commerce of Ancona (1996): "Analysis of transport companies in the Province of Ancona for outsourcing solutions"
- Sfir SPA (Cesena) (1996): "Analysis of diversification and globalization strategies in the European sugar industry"
- Fincantieri (Trieste) (2001): "The multimodal cycle and cabotage: identification of implications and obstacles"
- Globus et Locus (Milan) (2003): "POLIS: Logistics Positioning of Northern Italy"
- Siemens (Milan) (2008): "Definition of potential demand in Italian ports for cold ironing services"

In more recent years (2013-2014-2015-2021), professional experiences have been mainly related to the theme of entrepreneurship as an engine of innovation and development. On this topic, four initiatives financed by the De Mari Foundation were conducted to stimulate entrepreneurial spirit among high school students, following the most recent indications provided by literature on the subject and field research activities.

Other qualifications

- In 2006, collaboration with Sviluppo Italia and the managerial office for research, innovation and technology transfer of UNIGE for the preparation of the UNI.T.I. project (University, Technology Transfer, Enterprises). The project was funded by the Ministry of Productive Activities to promote technology transfer through entrepreneurship in technologically advanced sectors.
- In 2010, collaboration in the creation of the spin-off Nanotech Liguria, presented within the UNI.T.I. project. Specifically, preparation of the business plan.
- In 2011-2012, teaching activities for PhD students and faculty of the University of Genoa intending to start their own business to commercialize their patents within the UNI.T.I. project.
- In 2012, ex-post evaluation of the impact of the UNI.T.I. project on the entrepreneurial culture of PhD students and researchers at the University of Genoa who participated in the UNI.T.I. project.
- From 2013 to 2019, formal appointment as visiting researcher at CRT, a Danish research center active in the field of regional development research.