

ELENA CANDELO - CURRICULUM VITAE

ELENA CANDELO

Full Professor, Department of Management
– Turin University
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EDUCATION AND TRAINING

Degree in Economics with 110 and Honorable mention – Faculty of Economics, Turin University.
Degree thesis: "Market analysis of a developing country: the case of China".

Phd in Business Management – School of Management and Economics, Turin University. Phd thesis: "Turnaround strategies: success and failure factors".

Training courses:

- Strategic Marketing Management– Chicago Graduated School of Business
- Negotiation Strategies – Harvard Business School

CURRENT ACADEMIC ACTIVITY

Full Professor of Strategic Management and Marketing- University of Turin

University Researcher in economics and business management (Febr 2003 – to date)

Member of the Research Committee of Department of Management

Member of the Scientific Committee of Inter-Departments Research Centre CINEDUMEDIA

Member of the Committee of Business Management degree

Member of the Committee of PhD in Business Management

Masters directions

- Scientific Director of Fiat Chrysler Automobiles Master in Business Administration (English version and Executive program) – 2013/2020
- Scientific Director of Iveco Master in Business Administration – 2011/2012
- Scientific Director of Master in Business Administration School of Management and Economics – 2009/2010
- Member of the Scientific Committee and coordinator of several Masters: – 2001 to date

Teaching activities

Degree: Strategic Management; Marketing (to date)

MSc degree: Corporate strategy (to date), Competitive strategies in automotive industry (until 2013/14)

Masters Turin University in English (until 2020): Strategic Marketing, Strategic management

Master Turin University (Italian language): Marketing for Health Care Organizations in – Master in Management of Health Care System (2013/14, 14/15, 15/16).

Master Sapienza University (Rome): Master in Marketing Management –Automotive industry analysis and Marketing in the Automotive industry (2014/15, 2015/16)

RESEARCH INTERESTS

Automotive industry, Innovation strategies, Start up development, University Innovative Spin off Marketing strategies, Tourism marketing, Sustainable development and strategies.

MANAGEMENT SOCIETIES MEMBERSHIP

SIM – Italian Society of Marketing - 2015 and 2018

SIMA – Italian Society of Management – 2015 to date

AIDEA - Italian academy of business administration - 2018

REFEREE ACTIVITY

Editorial Review Boards: Management Decision, Measuring Business Excellence, Psychology and Marketing, British Food Journal, Journal of Business Research, Sustainability, IGI Global, Sinergie, Egea, McGraw Hill, International Journal of Economic Behavior

MAIN PUBLICATIONS

Scientific papers

Casalegno C., Candelo E., Santoro G., (2022), “Exploring the antecedents of green and sustainable purchase behaviour: A comparison among different generations, Psychology & Marketing, ISSN: 0742-6046, DOI:10.1002/mar.21637, SCOPUS – WOS - FASCIA A ANVUR - 3* ABS

Perotti F.A.; Ferraris A.; Candelo E.; Busso G. (2021), “The dark side of knowledge sharing: Exploring “knowledge sabotage” and its antecedents”. pp.1-11. *JOURNAL OF BUSINESS RESEARCH*, ISSN:0148-2963 DOI 10.1016/j.jbusres.2021.11.033 - SCOPUS – WOS - ANVUR: FASCIA A – 3* ABS

Troise, C., Matricano, D., Candelo, E., Schjoedt, L. (2021), "A ten-year cross-national examination of the dance between intuition and rationality in entrepreneurial processes", *International Entrepreneurship and Management Journal*, DOI 10.1007/s11365-021-00760-8, SCOPUS – WOS - FASCIA A ANVUR– 1*ABS

Matricano D., Candelo, E., Sorrentino, M., (2021), “Startups' innovation processes and performance in the food industry: a stochastic frontier analysis”, *British Food Journal*, pp 1-15; Doi 10.1108/BFJ-10-2020-0944, SCOPUS – WOS - ANVUR: FASCIA A, 1*ABS

Troise, C., Matricano, D., Sorrentino, M., Candelo, E., (2021), “Investigating Investment Decisions in Equity Crowdfunding: The Role of Projects' Intellectual Capital”, *European*

Management Journal, Doi: 10.1016/j.emj.2021.07.006, SCOPUS – WOS - ANVUR: FASCIA A, 2* ABS

Matricano D., Castaldi, L., Sorrentino, M., Candelo, E., (2021), “The behavior of managers handling digital business transformations: Theoretical issues and empirical evidence from firms in the manufacturing industry”, *International Journal of Entrepreneurial Behaviour & Research*, pp. 1-18, Doi 10.1108/IJEER-01-2021-0077, SCOPUS – WOS - 3* ABS

Candelo, E., Casalegno, C., Civera, C. (2021), “Digital transformation or analogic relationships? A dilemma for small retailer entrepreneurs and its resolution”, under review *Journal of Strategy and Management*, pp. 1-19, doi: 10.1108/JSMA-02-2021-0056, AIDEA - SCOPUS - 1* ABS

Candelo, E., Troise, C., Matricano D., Lepore, A., Sorrentino, M., (2021), “The evolution of the pathways of innovation strategies in the automotive industry. The case of Fiat Chrysler Automobiles”, *European Journal of Innovation Management*, pp. 1 - 20, Doi 10.1108/EJIM-01-2021-0058, SCOPUS – WOS- ANVUR: FASCIA A – 1* ABS

Troise C., Matricano D., Candelo E., Sorrentino M. (2021), “Entrepreneurship and fintech development: comparing reward and equity crowdfunding”, *Measuring Business Excellence*, pp. 1 – 12, Doi 10.1108/MBE-11-2020-0157- SCOPUS - 1* ABS

Jafari-Sadeghi, V., Garcia-Perez, A., Candelo, E., Couturier, J., (2021), “Exploring the impact of digital transformation on technology entrepreneurship and technological market expansion: The role of technology readiness, exploration and exploitation”, *Journal of Business Research*, 124, pp 100-111, Doi: 10.1016/j.jbusres.2020.11.020, SCOPUS – WOS - ANVUR: FASCIA A – 3* ABS

Matricano, D., Candelo, E., Sorrentino, M., & Cappiello, G. (2020). “Investigating the link between intellectual capital and open innovation processes: a longitudinal case study”. *Journal of Intellectual Capital*, pp 1-23, doi: 10.1108/JIC-02-2020-0020, SCOPUS - WOS - ANVUR: FASCIA A – 2* ABS

Troise C., Matricano D., Candelo E., Sorrentino M., (2020), “Crowdfunded and then? The role of intellectual capital in the growth of equity-crowdfunded companies”, *Measuring Business Excellence*, Vol. 24 No. 4, pp. 475-494, doi 10.1108/MBE-02-2020-0031, SCOPUS - 1* ABS

Scuotto V., Candelo E., Arrigo E., Nicotra M., (2019), “Ambidextrous Innovation Orientation effected by the Digital Transformation. A Quantitative Research on Fashion SMEs”, *Business Process Management Journal*, Vol. 26 No. 5, pp. 1121-1140, Doi 10.1108/BPMJ-03-2019-0135, SCOPUS – WOS - ANVUR: FASCIA A - 2* ABS

Casalegno C., Candelo E., Santoro G., Kitchen P. (2019), “The perception of tourism in coffee-producing equatorial countries: an empirical analysis”, *Psychology and Marketing*, 37, pp 154-166 Doi: 10.1002/mar.21291, SCOPUS – WOS – ANVUR: FASCIA A - 3* ABS

Candelo E., Casalegno C., Civera C., Buchi G., (2019), “A Ticket to Coffee: Stakeholders’ view and Theoretical Framework of Coffee Tourism Benefits”, *Tourism Analysis*, Issue 3, doi: 10.3727/108354219X15511864843830 - SCOPUS - 2* ABS

Matricano D., Candelo E., Sorrentino M., Martínez Martínez, A., (2019), “Absorbing in-bound knowledge within open innovation processes. The case of Fiat Chrysler

Automobiles”, *Journal of Knowledge Management*, Vol. 23, Issue 4, pp. 786-807, Doi 10.1108/JKM-10-2018-0625 SCOPUS - WOS- ANVUR: FASCIA A - 2* ABS

Caputo F, Cillo V., Candelo E., Liu Y., (2019), “Innovating through digital revolution. The role of Soft Skills and Big Data in increasing firm performance”, *Management Decision*, January, 57, 8, pp 2032-2051, DOI 10.1108/MD-07-2018-0833, SCOPUS – WOS- ANVUR: FASCIA A – 2* ABS

Candelo E., Matricano D., Sorrentino M., (2018), “Top Management Involvement in Open Innovation Processes: Learning from a Global Carmaker”, *International Business Research*, Vol. 11, n. 7, pp. 142-151, ISSN 1913-9004, E-ISSN 1913-9012, DOI: <https://doi.org/10.5539/ibr.v11n7p142>

Candelo E., Civera C., Casalegno C, Mosca F, (2018), “Turning Farmers into Business Partners through Value Co-creation Projects. Insights from the Coffee Supply Chain”, *Sustainability*, 10, 1018, doi 10.3390/su10041018, pp 1-21

Candelo E., Sorrentino M., Cantino W., (2016), “The growth of high tech academic spin-offs and the role of the parent organization: the case study of University of Turin”, *Small Business*, Vol. 3, DOI: 10.14596/pisb.232

Candelo E., (2016), “Birra: le strategie innovative di un settore in cambiamento”, *Espansione*, Milano, August, n. 8, p 39, ISSN 0014-0554

Candelo E, Casalegno C, Civera C, (2015), “Towards Corporate Shared Value in Retail sector: a Comparative Study over Grocery and Banking between Italy and the UK”, *International Journal of Economic Behavior*, vol 5 fasc 1, pp 105-120

Candelo E., (2015), “Hand-Crafted Marketing”, *GRAPHICUS* – Politecnico di Torino Editor, pp 4-5 ISSN: 2282-4545

Candelo E., (2015), “Il settore della birra: un caso di consolidamento senza fine”, *La valutazione delle Aziende*, Vol 77, Giugno, pp 11-18, ISSN: 1724-4080

Casalegno C., Candelo E., (2015), “Young Stakeholders’ Perception of Public Companies Responsibility: An Empirical Study on Business-to-Customer Markets”, *China USA - Business Review*, June 2015, Vol. 14, No. 6, 304-313

Candelo E., (2014), “Nuove opportunità per il marketing. Strategie di marca e sponsorizzazioni di eventi sportivi, culturali, sociali e musicali”, *GRAPHICUS* – Politecnico di Torino Editor, pp 5-6

Casalegno C., Candelo E., Bollani L., (2014), “Social, Viral, Mobile e TV: nuove integrazioni in risposta al cambiamento generazionale. Una riflessione empirica sul settore alimentare”, *Micro & MacroMarketing*, 23(3), 441-460.

Candelo E., Casalegno C., (2013), “Merit and Evaluation Models for Managers in the National Health System: An Empirical Study”, *Chinese Business Review*, ISSN 1537-1506, August 2013, Vol. 12, No. 8, pp 572-582

Candelo E., (2013), “Enhancing Brand Strategies through Corporate Social Responsibility. Human Rights Respect as a Recognized Value for Multinational Companies”, *Notizie di POLITEIA*, XXIX, 111, 2013. ISSN 1128 2401 pp. 233-243

Academic Books chapters

Candelo E., Casalegno C., Civera C., (2020), “Using Integrated Corporate Responsibility to Enhance Consumers’ Perceptions: An Overview of the Banking Sector”, Ch 20, in Musso F., Druica E., (2020), *Handbook of Research Retailing Techniques for Optimal Consumer Engagement and Experiences*, ISBN13: 9781799814122, DOI: 10.4018/978-1-7998-1412-2

Candelo E., Casalegno C., Buchi G., Cerutti M., (2019), “Between climate and social changes: how to struggle against adverse conditions in the coffee industry”, in De Vincentiis P. et al, *The Future of Risk Management*, Vol II, Ch 12, pp 301- 320 Palgrave MacMillan, Switzerland, ISBN 978-3-030-16525-3

Casalegno C., Candelo E., (2020), “Turismo sostenibile al Podere ai Valloni”, *Pianificare il Turismo*, Carocci, Roma, ISBN 9788829004874

Candelo E., Casalegno C., Buchi G., Cerutti M., (2018), “Behind and Beyond the Coffee Cup: How to Develop Tourism in Developing Countries”, pp. 295-309 in Cantino V, Culasso F., Racca G., *SMART TOURISM* - McGraw-Hill Education, ISBN:9788838695025

Candelo E., (2017), “Digital: nuove strategie nel settore dell’auto?” in AA.VV. Strategie di marketing digitale applicate a diversi mercati, Giappichelli Editore, Ch. 4, pp. 67-87

Candelo E., Casalegno C., Civera C., (2017), “Enhancing Retailer-Consumers Relationship through Everyday Sustainability: McDonald’s in Italy”, in Kaufmann H.R., Khan Panni M.F.A., *Perspectives on Consumer Engagement and Buying Behavior*, Ch. 15, pp 312-324, IGI Global

Candelo E., Casalegno C., Civera C., (2016), “Communication for preventing reputational risk. McDonald Strategy and its impact on the Italian market.” in Devinentiis P, Cantino V, Racca D., *Risk management*, Mac Graw Hill

Candelo E., Casalegno C., Civera C., (2014), “Meanings and Implications of Corporate Social Responsibility and Branding in Grocer Retailers: A Comparative Study over Italy and the UK” in Musso F., Druica E., *Handbook of Research on Retailer-Consumer Relationship Development*, IGI Global Inc (editors: Fabio Musso, Elena Druica), pp. 351-369, ISBN 9781466660748

Candelo E. (2012), “Strategie di brand e comunicazione” in *Pubblicità: istruzioni per l’uso. Strategie, strumenti e tecniche in tempi di cambiamento*, a cura di Cecilia Casalegno, Franco Angeli

Candelo E. (2007), “Il Marketing strategico verso i ragazzi”, in AA.VV., *Strategie di marketing applicate a diversi mercati*, Giappichelli, Torino

Books.

Candelo E., (2019), *Marketing Innovations in the Automotive Industry. Meeting the challenges of the Digital Age*, Springer, Sima, London, E-book (March 2019) ISBN 978-3-030-15999-3. Hard cover (July 2019): ISBN 978-3-030-15998-6 <https://www.springer.com/it/book/9783030159986#aboutBook>

Candelo E., (2009), *Il marketing dell’auto*, Giappichelli, Torino, ISBN 978-88-348-9856-7

Candelo E., (2009), Destination Branding. L'immagine della destinazione turistica come vantaggio competitivo, Giappichelli, ISBN 978-88-348-9603-7

Candelo E., (2005), Le strategie di turnaround, Egea, Milano, ISBN 88-7534-028-5

Candelo E., (2005), Brand Management, Giappichelli, Torino, ISBN 88-348-6311-9

Candelo E., (2001), Il marketing per i Giovanissimi, Giappichelli, Torino

Academic conferences and congress

Troise C., Candelo E., Sorrentino M., (2021), "CROWDFUNDING FOR ENTREPRENEURIAL ACTIVITIES IN AGRI-FOOD SECTOR: EVIDENCE FROM SMES AND START-UPS", Annual Conference of the EuroMed Academy of Business, Euromed - *Contemporary Business Concepts and Strategies in the new Era* – on line - contributo accettato per presentazione a settembre

Troise C., Candelo E., Matricano D., Sorrentino M., (2021), "Analyzing the signals of academic spin-offs: some insights from Italy", LEVERAGING INTERSECTIONS IN MANAGEMENT THEORY AND PRACTICE, Sima-Sinergie, Palermo, June 10-11

Casalegno C., Candelo E., Santoro G., (2021) "What drives green and sustainable purchase behaviours? An empirical analysis between different generations", ACIEK conference (Ex Gika), *14th Academy of Innovation, Entrepreneurship, and Knowledge Conference – Innovation, Management and Governance for Sustainable Growth*, June, Sorbonne, Paris, June 14-15-16

Candelo E., Casalegno C., Sertorio A., (2020), "BETWEEN HERITAGE AND INNOVATION: HOW TO CREATE AN EFFECTIVE BUSINESS MODEL: THE PODERE AI VALLONI CASE", SIM, *Marketing for a Better Society*, Parma, 28-30 October

Troise C., Candelo E., Matricano D., Sorrentino M., (2020), "Exploring and comparing the impact of reward crowdfunding and equity crowdfunding on company performance", Sima-Sinergie, *Grand challenges: companies and universities working for a better society*, Verona, 7-8 September

Troise C., Candelo E., Sorrentino M., (2020), "THE INFLUENCE OF SOCIAL CAPITAL ON THE PERFORMANCE OF OPEN INNOVATION PLATFORMS", EuroMed, *Business Theory and Practice Across Industries and Markets*, Cyprus, 9-10 September

Troise C., Matricano D., Candelo E., Sorrentino M., (2020), "Entrepreneurship and Fintech Development: comparing reward and equity crowdfunding", IFKAD, *Knowledge in Digital Age*, Matera, 9-11 September

Casalegno C., Candelo E., Santoro G., Kitchen P., (2019), "The perception of tourism in coffee-producing equatorial countries: an empirical analysis" 9th INEKA (ex GIKA, ora ACIEK) Conference, *Knowledge, Business, and Innovation. Economies and sustainability of future growth* June 11-13, Verona

Matricano D., Candelo E., (2019), "Open innovation, strategic foresight, and business models", *Track 1 - Innovation, sustainability and transformation of business models*, XXXIX National Congress AIDEA, *Identità, innovazione e impatto dell'aziendalismo italiano - Dentro l'economia digitale*, September 12-13, Turin

Troise C., Candelo E., (2019), "Implementing an Entrepreneurial Framework for entrepreneurial process", *Exploring the Future of Management*, EURAM, June, Lisbon

Troise C., Candelo E., Matricano D., Sorrentino M., (2018), "The Role of Entrepreneurial Quality in Equity Crowdfunding Success: an explorative analysis on Italian Platforms", *Social Innovation and Human Entrepreneurship: from Policy to Action*, ICSB International Council for Small Business, October 4, Salerno

Santoro G, Giacosa E., Candelo E., (2018), "Identifying open innovation sources and practices: a systematic literature review", *Research Advancements in National and Global Business Theory and Practice*, pp1202-1211. Euromed Press 11th Euromed Conference of the EuroMed Academy of Business "Research Advancement in National and Global Business Theory and Practice", Sept 12 -14, Malta

Candelo E., Matricano D, Sorrentino M., (2018), "How do millennials foresee the car of the future and the future of the car? Empirical evidence from an open innovation process promoted by a multinational company", European Academy of Management - Euram Conference, *Research in Action – Accelerating knowledge creation in management*, Reykjavik, 19-22 June 2018, ISBN 9782960219500

Troise C., Candelo E., Sorrentino M., (2018), "Equity Crowdfunding: investigating the role of entrepreneurial quality in affecting the success of the campaigns", *Sinergie –Sima Transformative business strategies and new patterns of value creation*, Venice, June 14-15

Matricano, D., Candelo E., Sorrentino M., (2017), "Can Academic spin-offs attract industrial and financial partners? The paradox of Legitimacy", European Academy of Management - Euram Conference *Making Knowledge Work – Glasgow – June 20-25* ISBN ISSN 2466-7498

Matricano D., Candelo. E., (2017), "The innovation performance of research spin-offs and the moderating role of absorptive capacity", *Sinergie – Sima Annual Conference Value co-creation: Management Challenges for Business and Society*, Napoli, June 15-16

Candelo E., Casalegno C., Civera C., Mosca F., (2017), "Value co-creation for resilient supply chains: a cross-country study in the coffee industry" – *Knowledge Management in the 21st Century: Resilience, Creativity and Co-creation* 12th International Forum of Conference Asset Dynamics Ifkad - San Pietroburgo – June 7-9

Candelo E., Matricano D., Sorrentino M, (2016), "Open Innovation and digital natives. Fiat Chrysler Automobiles", *World Open Innovation Conference*, Barcelona, December 15-16

Civera C, Candelo E., Casalegno C., (2016), "Agrifood start ups and the role of the territory: foster mutual benefits through sustainability. Early investigation in Piedmont", *Euromed Academy of Business*, Warsaw, 14-16 Sept, Euromed Press

Candelo E., Sorrentino M., Cantino V., (2015), "The growth of academic spin-offs and the role of University of origin resources: a qualitative analysis", *Repositioning of SMEs in the global value system*, Urbino, 24-25 Sept, Small Business, ISBN 9788894122701

Candelo E., Pastore A., (2015) "CSR activities and communication in the automotive industry. Benchmark and trends in main worldwide carmakers", 22-23 October, Torino 2015, *Il marketing al Servizio delle città. Beni culturali e rivitalizzazione urbana*, XII Convegno Annuale SIM.

Casalegno, Candelo E., Civera C., (2015), “Towards strategic CSR and communication: a comparative study over Grocery and Banking sectors between Italy and the UK”, 22-23 oct, Torino 2015, *Il marketing al Servizio delle città. beni culturali e rivitalizzazione urbana*, XII Convegno Annuale SIM.

Civera C., Candelo E., Casalegno C., (2015), “Corporate Social Responsibility and branding strategy. A comparative study over Banking sectors in Italy and the UK”, *INNOVATION, ENTREPRENEURSHIP AND SUSTAINABLE VALUE CHAIN IN A DYNAMIC ENVIRONMENT*, *Euromed Academy of Business*, Verona, 16-18 Sept , Euromed Press, ISBN, 9789963711376. C.

Candelo E., Casalegno C., Civera C., (2015), “Retailers Corporate Social Responsibility: a comparative study over Grocery and Banking sectors in Italy and the UK”, presented at the 2015 *International Conference on Economics and Administration*, Bucarest 5-6 June.

Public Engagement. Organizer and participant in numerous initiatives aimed at stakeholders

Torino, June 2022

Elena Candelo
