



Nicolò Cocchi

PhD Student in General Management; Research fellow  
Department of Management

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Research

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Personal data

Born in Fivizzano (MS), Italy, on 17/10/1991

## SHORT BIO

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Nicolò Cocchi is currently a PhD student in General Management, research fellow, adjunct professor, and teaching assistant at the Department of Management, Alma Mater Studiorum – University of Bologna, where he is also affiliated with Oper.Lab, the Observatory for Open Innovation. His research focuses on innovation management, in particular new product development, design thinking, and open innovation.

Nicolò earned his MSc in Management Engineering from the University of Pisa in 2017. He was a visiting MSc student at the School for Business and Society, University of York, from September 2016 to April 2017, and at the Department of Management and Production Engineering, Politecnico di Torino, in May 2017. After completing his MSc, he worked as a pre-doctoral research fellow at the Department of Sciences and Methods for Engineering, University of Modena and Reggio Emilia, from 2018 to 2020. As part of his PhD program, he was a visiting PhD student at the House of Innovation, Stockholm School of Economics, from January to June 2024. Since 2018, he has been actively involved in the design and implementation of open innovation initiatives aimed at training students and managers to develop innovative ideas and address business and societal challenges. In this capacity, he collaborates with the Open Innovation Unit of Almacube, the incubator, accelerator, and innovation hub of the University of Bologna and Confindustria Emilia.

## RESEARCH INTERESTS

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Innovation Management, New Product Development, Design Thinking, Open Innovation

## EDUCATION

Nov 2020 – Oct 2024	University of Bologna   Department of Management Ph.D. Student in General Management The defence of the Doctoral Thesis is expected to take place in June 2025
Sep 2014 – Oct 2017	University of Pisa   DESTEC Master of Science in Management Engineering (110/110) MSc dissertation on Organizational Ambidexterity (30/30)
Sep 2010 – Sep 2014	University of Pisa   DESTEC Bachelor of Science in Management Engineering (109/110) Bachelor thesis on Turbogas (29/30)
Sep 2005 – Jul 2010	Technical Institute Paolo Belmesseri, Pontremoli, Italy Diploma in accountancy and programming (100/100 cum laude)

## RESEARCH

Nov 2024 – Present	University of Bologna   Department of Management Research fellow Research on NPD processes in uncertain business environments
Jan–Jun 2024	Stockholm School of Economics   House of Innovation Visiting PhD student Research on NPD processes in uncertain business environments
Nov 2018 – Oct 2020	University of Modena and Reggio Emilia   DISMI Predoctoral research fellow <ul style="list-style-type: none"><li>• Research on design thinking and NPD strategies (Apr 20–Oct 20)</li><li>• Research on design thinking in the food industry (Nov 18–Oct 19)</li></ul>
May 2017	Politecnico di Torino   DIGEP Visiting MSc student Research on organizational ambidexterity
Sep 2016 – Apr 2017	University of York   School for Business and Society Visiting MSc student Research on organizational ambidexterity

## TEACHING

- 2025 – Present Lecturer at University of Bologna | Department of Management  
Course: Fundamentals of project management and design thinking.  
Taught in the second-cycle degree program in innovation and organization of culture and the arts.  
Led the design thinking module.
- 2022 – Present Lecturer at Bologna Business School  
Courses: Innovation Management.
- Executive MBA, “*Hybrid MBA International III ed.*” (Jun–Jul 2024)
  - Executive MBA, “*Hybrid MBA International II ed.*” (Apr–May 2023)
  - Executive MBA, “*Hybrid MBA International I ed.*” (Jun 2022)
  - Executive custom program, “*Dana embracing business evolution II*” (Sep–Dec 2023)
  - Executive custom program, “*Dana embracing business evolution I*” (Sep–Nov 2022)
  - Global MBA, “*Ferrari gMBA II*” (Apr–May 2023)
  - Global MBA, “*Ferrari gMBA I*” (Feb–Apr 2022)
- 2019 – Present Teaching Assistant at University of Bologna | Department of Industrial Engineering  
Course: Technology entrepreneurship.  
Taught in the second-cycle degree program in Engineering Management.  
Led the design thinking lab, where MSc students tackled innovation challenges presented by a partner firm and developed solution concepts using design thinking.
- Project work with [Hera Group](#) (Sep 2024 – Aug 2025)
  - Project work with [Bonfiglioli](#) (Sep 2022 – Aug 2023)
  - Project work with [Poggipolini](#) (Sep 2021 – Aug 2022)
  - Project work with [Sitbrush–Società Italiana TecnoSpazzole](#) (Sep 2020 – Aug 2021)
  - Project work with [Rekeep](#) (Sep 2019 – Aug 2020)
- 2020 Teaching Assistant at Bologna Business School  
Course: Innovation Management
- Executive MBA, “*Public Management and Innovation II ed.*” (May–Jun 2020)

## THIRD MISSION

- 2018 – Present Almacube | Open Innovation Unit  
Innovation coach  
Coaching activities to support the open innovation programs, mentorship activities to complement the training of students and professionals, and research activities to support the design and development of new programs

## INNOVATION PROJECTS

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May 2020 – Dec 2021	University of Bologna   Department of Management Competitive research projects <ul style="list-style-type: none"><li>• Bi-Rex, <a href="#">Ippodamo project</a> (May 2020 – Dec 2021)</li><li>• Bi-Rex, <a href="#">Evolving Open Facility Management project</a> (Nov 2020)</li></ul>
2020 – Present	Almacube   Open Innovation Unit Open innovation projects <ul style="list-style-type: none"><li>• <a href="#">Tech to Market entrepreneurship bootcamp</a> (Sep 2024; Dec 2024)</li><li>• <a href="#">BeLeaf 2023</a> (Nov 2023 – May 2024)</li><li>• <a href="#">Una Futura design sprint</a> (Jun–July 2021)</li><li>• <a href="#">Una.Ten design hackathon</a> (Apr–May 2020)</li><li>• <a href="#">Oper.Ten design hackathon</a> (Mar 2020)</li></ul>
Nov 2017 – Oct 2018	University of Modena and Reggio Emilia   DISMI New Product/Service Development projects <ul style="list-style-type: none"><li>• New product development consultancy project for <a href="#">Barilla S.p.A.</a></li><li>• Service design consultancy project for <a href="#">Interporto Bologna S.p.A.</a></li><li>• Service design consultancy project for <a href="#">Coopservice S.Coop.P.A.</a></li></ul>

## VOLUNTEERING INNOVATION PROJECTS

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Dec 2019	Legambiente Modena Organizer of the <a href="#">Legambiente sustainability jam</a> Workshop to design sustainable festivals for Legambiente Modena
Mar 2019	Global Service Jam Network Organizer of the <a href="#">Bologna service jam 2019</a> Workshop to prototype services inspired by a secret global theme
Jan 2019 – Feb 2020	Service design drinks Bologna Organizer of the <a href="#">Service design drinking bologna</a> meetings. Open meetings to connect people interested in innovation topics

## PROFESSIONAL SERVICE

Nov 2020 – Nov 2023	University of Bologna   Department of Management Member of the State Exam Commission in Management Engineering <ul style="list-style-type: none"><li>• 2023: Jul &amp; Nov</li><li>• 2022: Jul &amp; Nov</li><li>• 2021: Jun &amp; Nov</li><li>• 2020: Nov</li></ul>
Dec 2021 – Present	University of Bologna   Department of Management Support for the organization of bachelor's and master's theses <ul style="list-style-type: none"><li>• 2025: Feb</li><li>• 2024: Feb, Mar, Jul, Oct, Dec</li><li>• 2023: Feb, Mar, May, Jul, Sep, Oct, Dec</li><li>• 2022: Feb, Mar, May, Jul, Oct, Dec</li><li>• 2021: Dec</li></ul>
Mar 2021 – Present	University of Bologna   Department of Management Co-Supervisor for master's theses <ul style="list-style-type: none"><li>• <a href="#">Mattia Campanini (2023)</a>: “Progettazione del ruolo di un intermediario di innovazione. Il caso di Oper.Lab”</li><li>• <a href="#">Letizia Venturini (2022)</a>: “Progettazione di un kit di supporto ai corsi Project Based Learning: il ruolo del tutor nel modello Tech to Market”</li><li>• <a href="#">Luigi Ferramosca (2021)</a>: “Progettare il valore della tecnologia nello sviluppo di piattaforme digitali: il caso Ippodamo”</li></ul>
Apr 2020 – Dec 2021	University of Modena and Reggio Emilia   DISMI Co-Supervisor for master's and bachelor's theses <ul style="list-style-type: none"><li>• <a href="#">Luca Tognazzi (2021)</a>: “Creazione di un Business Model per una piattaforma digitale per Smart Cities”</li><li>• <a href="#">Giuseppe Dargenio (2021)</a>: “Il need-finding a distanza nel design thinking: esperienze a confronto”</li><li>• <a href="#">Beatrice Vittoria (2021)</a>: “Analisi dei Big Data nelle Smart City: Il caso Ippodamo”</li><li>• Elisabetta Ferrari (2020): “Analisi e confronto di processi di NPD”</li></ul>
Sep 2023	Italian Association of Management Engineering (AiIG) Support for the organization of the summer school “Striving for research quality” held in Bologna
Nov 2020 – Present	Reviewer The Journal of Technology Transfer, CERN IdeaSquare Journal of Experimental Innovation

## CONFERENCES

### Annual Scientific Meeting (RSA AiIG)

- Oct 2024 [How AI is changing Economic Systems, Organizations, and Society](#), Palermo
- Oct 2023 [Humanizing technologies for a better society](#), Lecco
- Oct 2022 [Redesigning networks and supply chains in times of transition](#), Roma
- Oct 2019 [The challenges ahead: work, tech. change and organizations of the future](#), Torino

### R&D Management Conference

- Jun 2024 [Transforming industries through technology](#), Stockholm (Sweden)
- Jun 2023 [Responsible and responsive innovation for a better future](#), Seville (Spain)
- Jun 2022 [Innovation for people and territories](#), Trento (Italy)

### International Conference on Engineering Design (ICED)

- Jul 2023 [Design in a complex world](#), Bordeaux (France)
- Aug 2021 [Design in motion](#), Göteborg (Sweden)

### Design Factory Global Network Research Conference (DFGN.R)

- Oct 2023 [Designing for Multiplicity](#), Ankara (Turkey)

### World Open Innovation Conference (WOIC)

- Dec 2020 [Leading the recovery: turning threats into opportunities with OI](#), online

### Journal of Product Innovation Management research forum

- Nov 2019 [Competitive edge: disruption by design](#), Orlando (US)

### Research-Technology Management (RTM) Lunch & Learn Discussion

- Aug-Sep 21 Invited talk. Presentation of the paper "*The Hybrid Model Matrix. Enhancing Stage Gate with Design Thinking, Lean Startup, and Agile*"

## SUMMER SCHOOLS

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### AiIG PhD Summer School

Sep 2023      [Striving for research quality](#), Bologna (Italy)

Sep 2021      [Pathways to research impact](#), Bari (Italy)

### R&D Management Conference

Jun 2024      [Doctoral Colloquium](#), Stockholm (Sweden)

Jun 2023      [Doctoral Colloquium](#), Seville (Spain)

### International Conference on Engineering Design (ICED)

Aug 2021      [International PhD forum](#), Göteborg (Sweden)

### Business Engineering for data science Summer School

Jun 2024      [Text Mining for Innovation Management](#), Stockholm (Sweden)

## PUBLICATIONS

### Scientific articles

- [5] Cocchi, N., Dosi, C., and Vignoli, M. (2024). Stage-Gate hybridization beyond Agile. Conceptual review, synthesis, and research agenda. *IEEE Transactions on Engineering Management*, 71, 6435–6453. <https://doi.org/10.1109/TEM.2023.3282269>
- [4] Cocchi, N., Dosi, C., and Vignoli, M. (2023). Tech to Organization. Assessing and designing technology adoption with design thinking. *CERN IdeaSquare Journal of Experimental Innovation*, 7 (3), 20–31. <https://doi.org/10.23726/cij.2023.1478>
- [3] Cocchi, N. (2023). Motivating students to attend open innovation initiatives. A motivational structure perspective. *CERN IdeaSquare Journal of Experimental Innovation*, 7 (2), 33–50. <https://doi.org/10.23726/cij.2023.1451>
- [2] Cocchi, N., Dosi, C., and Vignoli, M. (2021). The Hybrid Model Matrix. Enhancing Stage Gate with Design Thinking, Lean Startup, and Agile. *Research-Technology Management*, 64 (5): 18–30. <https://doi.org/10.1080/08956308.2021.1942645>
- [1] Mincoletti, G., Cocchi, N., Dosi, C., and Vignoli, M. (2020). “OPER.TEN” Transform Emergency Now! – facing Covid-19 with Open Innovation and Human Centered Design. *Strategic Design Research Journal*, 13 (3): 658–668. <https://doi.org/10.4013/sdrj.2020.133.28>

### Contributions to conference proceedings

- [2] Cocchi, N., Dosi, C., and Vignoli, M. (2023). Tech to Market. Finding and designing suitable technology applications with design thinking. *Proceedings of the International Conference on Engineering Design (ICED23)*, Bordeaux, France, 24–28 July 2023, 3: 3315–3324. <https://doi.org/10.1017/pds.2023.332>
- [1] Dosi, C., Cocchi, N., and Vignoli, M. (2021). TEN Transform Emergency Now! – Facing COVID 19 with Open and Frugal Innovation. *Proceedings of the International Conference on Engineering Design (ICED21)*, Gothenburg, Sweden, 16–20 August 2021, 1: 2971–2980. <https://doi.org/10.1017/pds.2021.558>

### Extended abstracts

- [1] Vignoli, M., Cocchi, N., and Dosi, C. (2023). Tech to Organization. Assessing and designing technology adoption with design thinking. *Proceedings of the Design Factory Global Network Research Conference (DFGN.R 2023)*, Ankara, Turkey, 5–6 October 2023, 1: 110–113. <http://urn.fi/URN:ISBN:978-952-64-9638-2>

★ Reviewers' Favourite Award ★

### Teaching cases

- [1] Barbini, F.M., Cocchi, N., and Giuri, P. (2022). Stage-Gate or Agile? Addressing new product development dilemmas at SCM group. *The Case Centre – ECCH*, [Case study](#) (no. 322-0057-1) and [Teaching note](#) (no. 322-0057-8)



## PUBLICATIONS

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### Informative articles

- [1] Barbini, F.M., Cocchi, N., and Giuri, P. (2023). SCM, rethinking innovation beyond crisis and successes. Online practice-oriented articles BBS, [Bologna Business School's official website](#)