

ELENA CANDELO - CURRICULUM VITAE

ELENA CANDELO

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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

Associate Professor of Strategic Management and Marketing- University of Turin (Oct 2006 to date)

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

Director of Fiat Chrysler Automobiles Master in Business Administration - Executive Program and English version (2013 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

Masters direction

- Scientific Director of Fiat Chrysler Automobiles Master in Business Administration (English version and Executive program) - 2013 to date
- 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 (to date): 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

RESEARCH ACTIVITIES

Responsible for a research grand (May 2016 – May 2017): “Corporate strategies, new consumers trends and market expectations in the automotive industry” - Department of Management, University of Turin.

Responsible of the research projects: “The automotive sector: entrepreneurship, start ups, technology transfer and development strategies” (project approval 2016/I/A/10.3 – Department Board 19/2/16) with Second University of Naples.

Project activities:

- research with Fiat Chrysler Automobiles about future trend in the industry, considering millennials needs and desires – 2016 to date;
- responsible for a senior academic scholarship (July 2016 – Dec 2016): “Entrepreneurship, start up and development strategies in automotive industry”;
- responsible for a junior academic scholarship (Oct 2016 – March 2017 and April 17 – Sept 2017): “New development strategy in automotive industry”;
- responsible for a senior academic scholarship (January 2018 – Sept 2018): “New strategies in automotive industry: social networking and crowdfunding”;

University of Turin Researches (membership):

- Member of the research team: “Performance evaluation systems for the strategic governance of regional health companies” - School of Management and Economics (Department of Management and Department of Economy) and Local Health Company City of Turin – other members: proff. Giacomo Buchi, Monica Cugno, Christian Rainero, Cecilia Casalegno, Luigi Puddo, Anna Cugno – SAA: dr Davide Caregnato – ASL: dr Valerio Fabio Alberti General Director (2017 to date)
- Member of the research team: “The tourism sector: opportunities offered by the commons for the improvement of attractiveness” (other members: proff. Elisia Giacosa, Bernardo Bertoldi, Cecilia Casalegno, Giachino Chiara, Mosca Fabrizio e dr. Chiara Civera, Branca Stefano, Cortese Damiano, Stupino Margherita) – 2018 and 2019

- Member of Deloitte Observatory - observatory of ideas – Scientific Tutorship of research group – 2017/18.
- Member of the research team: “Evaluation methods of physician managers in local healthcare firm” – 2017-2018 (other member: proff. Cecilia Casalegno)
- Member of the research team: Corporate Social Responsibility (CSR) and high value added clusters (other members: proff Fabrizio Mosca, Re Piergiorgio, Casalegno Cecilia, Bertoldi Bernardo, Giachino Chiara, Civera Chiara) (2016-2017)
- Risk management: firm communication as springboard and shield for the corporate reputation – Department of Management (2015-2016)
- Member of Research Committee of Department of Management (2013-2015)
- Corporate strategies. Search for new markets and analysis of sources of competitive advantage – Department of Management (2014 – 2015)
- Facing change, new challenges and opportunities for the future: industry analysis and business strategies - Department of Management (2014)
- Multinational companies and local context - Department of Management (2012)
- Automotive industry analysis – Department of Management (2009 - 2011)
- Pharmaceutical industry analysis (2008 - 2010)
- The choice of competitive strategies in foreign markets - Department of Management (2007 – 2009)
- Why so many Mergers and Acquisitions fail the objectives?” – Department of Management (2005 - 2008)
- Make or Buy or Strategic outsourcing? – Department of Management (2002-2004).

International University Research

Title: Innovative Applications for Sustainability and Responsibility LAB (2016 – to date).

- Research partners: University of Virginia Darden School of Business (Charlottesville, Virginia, USA), Iéseg School of Management Paris La Défence Cadex and Department of Management. From 2016 to date.
- Research Members: Edward Freeman (Full Professor, Darden School of Business), Bidhan L. Parmar (Assistant Professor, Darden School of Business), Andrew C. Wicks (Professor, Darden School of Business), Simone De Colle (Associate Professor, Ieseg), Andrew C. King and Asif Mehedi (Senior Researchers, Darden School of Business), Elena Candelo, Valter Cantino, Fabrizio Mosca (Professors at Turin University), Cecilia Casalegno (Senior Researcher at Turin University), Chiara Civera and Damiano Cortese (Junior Researchers at Turin University).

Harvard Business School – Negotiation Strategies (2004) – Visiting executive student

Stanford University – Graduated School of Business – Visiting researcher. Research about turnaround strategies. Study and benchmarking activity for Masters organization and program (2003).

University of Chicago - Graduated School of Business – 2003. Visiting researcher: research activity about marketing management and brand strategies.

Private and public company researches:

- Fiat Chrysler Automobiles – Emea Region: “Car Industry future trends, considering millennials needs and desires” – 2016 to date;

- Fiat Research Centre (Centro Ricerche Fiat): “The challenge of project management in the automotive industry” (2012-2013)
- Regional Agency for Health Services in Piedmont - Italy “Models of meritocratic growth and transparency of the Regional Health System”; (Agenzia Regionale per i Servizi Sanitari (A.Re.S.S) PIEMONTE (2011)

REFeree ACTIVITY

- Member of the Editorial Review Board of *Journal of Business Research*, since April 2018
- Member of the Editorial Review Board of *Sustainability*, since June 2017
- Member of the Editorial Review Board of *Impresa e Progetto. Electronic Journal of Management*, since March 2016
- Member of the Editorial Review Board of the *International Journal of Economic Behavior*, since October 2015

RECENT PUBLICATIONS

Scientific papers

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., 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

Academic conferences and congress

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.

Academic books

Candelo E., (2009), *Il marketing dell'auto*, Giappichelli

Candelo E., (2009), *Destination Branding. L'immagine della destinazione turistica come vantaggio competitivo*, Giappichelli

Candelo E., (2005), *Le strategie di turnaround*, Egea, Milano

Candelo E., (2005), *Brand Management*, Giappichelli, Torino

Torino, June 2018

Elena Candelo

