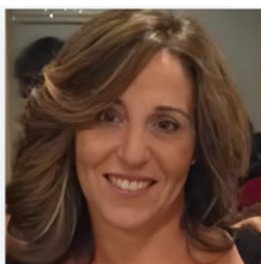


CURRICULUM. VITAE



TIZIANA RUSSO SPENA

ACADEMIC POSITION

Full Professor University of Naples Federico II

PROFESSIONAL ADDRESS

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EDUCATION AND SPECIALIZATION STUDY

- | | |
|-----------|--|
| 2022 | ▪ Full professor of Economics and Business Management |
| 2002-2005 | ▪ PhD in Business Economics, Faculty of Economics, University of Naples Federico II. |
| 2002 | ▪ Master in Expert in the evaluation of investment projects, Research Centre of Urban and Territorial Management (L.U.P.T), University of Naples Federico II |
| 1998 | ▪ Degree in Business and Administration (110/110 cum laude), Faculty of Economics, University of Naples Federico II |

RESEARCH ACTIVITIES

- | | |
|-------------------|--|
| 2023-present | <ul style="list-style-type: none"> ▪ Coordinator of local Task ▪ Title: Stakeholder engagement- Dheal com - Heal COM - Strengthening a person-centred ecosystem for the co-creation of Digital Health services for a smart Community Funder: Funding from National Ministerial Calls |
| 2023-present | <ul style="list-style-type: none"> ▪ Coordinator local Task ▪ Title: AGe-IT Ageing well in an ageing society ▪ Funding from National Ministerial Call |
| June 2020-present | <ul style="list-style-type: none"> ▪ Local co-coordinator Title: Hiro project "Interactive robot therapy to Foster Engagement and Wellbeing in Aging Population: the use of Hiro" Partners: University of Singapore- Advanced Institute of Science and Technology and Felice Pullè Daily Care Center Budget: / • Local co-coordinator Title of the Abii project "Company robots and well-being: the use of Abii", Partners: Cooperativa Sole Budget: / |
| June 2019-present | <ul style="list-style-type: none"> ▪ Co-coordinator |

	Scientific Program: Digital4Human (D4H) Partners IBNO Observatory. Budget: /
2021-2023	Principal investigator Title: The Role of the Blockchain for the Development of sustainable business models in the agri-food sector" Partners: Italian Blockchain Association Funder: University Research Funding Program (FRA) - line B Budget: 40.000 €.
2016-2017	Local Coordinator Title: Project of National Interest titled - CHIS- Cultural Heritage Information System - CHIS PON03PE_00099_1- Funder: Ministry of Economy, Italy Budget: 60.000 €
2015-2016	- Local Coordinator - Title: Project of National Interest titled "SNECS – Social Network of Historical City Center Funder Ministry of Economy, Italy Budget: 60.000 €
September- November 2013	Visiting researcher at VTT Research Center of Finland- coordinator Prof. Maria Toivonen.
2011-2014	Member of the local research unit Scientific research programs of national interest (PRIN 2010-2011 (d.m. 1152/ric del 27/12/2011)-prot. 2010JCWWKM coordinator Prof. Riccardi Gabriele), Funder Ministry of University Italy Budget: 80.000 €
July-September 2012	Visiting researcher at IBM Research Center of Almaden- San Jose, California – (project coordinator Prof. James Spohrer)
June 2011-June 2012	Engaged as an expert in the project "Monitoring for Technology Foresight" of Napoli Attiva S.c.r.al., a research unity participated by Area Science Park of Trieste and University of Naples Federico II
2009 - 2010	Local coordinator international project Title: "Asymmetric relationship in networked food innovation process" Partners: the Lucerne School of Business (Prof. Patricia Wolf) – University of Catanzaro (Prof. Maria Colurcio) Budget: 10.000 €
May- June 2011	Visiting researcher at Lucerne University of Applied Sciences and Arts – Institute of Management and Regional Economics (Prof. ssa Patrica Wolf)
May 2009- May 2010	Research fellow at Centre for Food Innovation and Development Researcher of the University of Naples Federico II (Title project: DEFENSE – Food Safety Project- o
Gen. 2007-gen. 2009	Research fellow CAISIAL - Center for food innovation in Agrifood Business. University of Naples Federico II - title project: SPAM MIPAF project - support to the Agrifood PMI innovation
2007-2010	Member of a national project Title: The medium Italian firm competitiveness".

	Partner: Sant 'Anna School of Pisa, University of Parma; the University of Urbino and University of Sannio Budget: /
2007-2008	- Member of a national project - Title: "The Firm's structural configuration to the global competition", Funder Region Campania regional law 28/03/2002 - Budget: 120.000 €
2006	- Member of a national project - Title: "Investigation and Actions for Food Safety"- - Funder Centre for Food Innovation and Development Researcher- University of Naples Federico - Budget: 65000 €
2003-2005	Research fellow in Business Economics, Faculty of Economics, University of Naples - Federico II
2002	- Co-coordinator - Title: "PMI Innovative processes", University of Naples - Federico II - Funder: MURST research project Young Researchers - Budget: 40.000 €
2002	- Member of a national project - The title "Development of intermodal to the support of logistics chain in Campania", - Funder: University of Naples - Federico II - Budget 35.000 €
SUPERVISOR ACTIVITIES	
2021-current	PhD in Management 36th cycle- University of Naples Federico II, candidate Fereshteh Abbasabadi, Title: Blockchain and sustainability" (DR/2020/1383) Coordinator (Prof. Cristina Mele)
2020-current	PhD in Management 35th cycle, University of Naples Federico II, candidate Antonio Esposito, Title Thesis "The digital transformation in Telcos" (DR 2019/4120)- - Coordinator (Prof. Cristina Mele)
2019-2022	PhD in Management with an industrial characterisation 34th cycle, University of Naples Federico II, The title "Blockchain and Traceability of Italian Excellence, Candidate Francesca Marino, Cycle 34th cycle, Partners: Stockholm University and IBM (Year of defence 2022), Coordinator (Prof. Cristina Mele)
2019-2022	PhD in Management with an industrial characterisation 34th cycle, University of Naples Federico II, Title "Customer Experiences and new technologies, Candidate Angelo Ranieri, Cycle XXXV, University Partners: Hanken School of Economics and Userbot (Year of defence 2022) (Coordinator: Prof. Cristina Mele))
2021-2022	Supervisor Research Grant entitled The Role of the Blockchain for the Development of Sustainable Business Models in Agrifood - Duration 12 Months REF (RIF. 02/2021/ASS. RIC.) Candidate: Ylenia Cavacece: (The year 2021-2022), University of Naples Federico II

2015-2016	Research grant (12 months) under the PON Project Cod. n. PON03PE_00180_1 "Public-Private R&D laboratory entitled Market analysis on innovative traditional products, functional components and new foods tailored to specific populations of consumers (The academic year 2015-2016), University of Naples Federico II
2024	Visiting Researcher Agreement between the Department of Economics Management Institutions of the University of Naples Federico II and the VTT Research Institute of Finland for the visiting period carried out by Dr Katri Kallio, the PhD student at the research centre.

TEACHING ACTIVITIES

2019-CURRENT	Professor of Ethics and Management (advanced) master's degree in business administration (12 CFU)- Department of Economics, Management, Institutions of University Federico II of Naples
2018- CURRENT	Professor of Management- Bachelor's degree course in Economics and Commerce- at the Department of Economics, Management, Institutions of University Federico II of Naples
2012- CURRENT	Professor of Marketing of pharmaceutical products at the Department of Pharmacy of University Federico II of Naples
2013-2019	Professor of International Management at the Department of Economics, Management, Institution of University Federico II of Naples
2016-2018	Professor of International Marketing at the Department of Human Science, University of Naples L'Orientale
2013-2016	Professor of Retail Management at the Department of Economics, Management, Institution of University Federico II of Naples
2013	Visiting Professor in Innovation Management at University Caxias do Sul, Rio Grande Do Sul, Brasile
1994-2012	Assistant professor of Marketing at University Magna Graecia of Catanzaro
2009-2010	Adjunct Professor of Marketing and Management- Master Agrifood Entrepreneurship and Management - Centre for Study in Economics and rural development. University of Naples Federico II
2006-2007	Adjunct professor of Innovation and Development in Agrifood business. University of Naples Federico II
2007-2008	Adjunct professor of Management Master in Non-Profit Organization University of Naples Federico II
2005-2006	Adjunct professor of Technique of International Trade_ University of Naples Federico II
2002-2003	Adjunct professor of Processes and Methods of Construction Management of the University of Naples Federico II

INSTITUTIONAL AND MEMBERSHIP ACTIVITIES

2024	Member of Editorial Board of International Journal of Research in Marketing
2024	Coordinator, PhD Program in Management University of Naples Federico II
2023- Present	Member, Ateneo Commission for Internationalization and Mobility,

	University of Naples "Federico II"
2023- Present	▪ ▪ Treasures of scientific society ReSER- European Research Network on Services ▪ ▪ Designated Member, Ateneo Task Force "Uman4Future", University of Naples "Federico II" ▪
2017 – Present	▪ Board Member elected RESER: European Research Network on Services (ReSER)
2018 – Present	▪ Board Member, CAISIAL: Center for Innovation and Development in Agro-Food Industry, University of Naples "Federico II" ▪
2021- Present	▪ Member of Spin-off Jafood-advanced research in agri-food industry ▪
2020- Present	▪ Co-founder and Member, Italian Blockchain National Observatory (IBNO) (2019 – Present) ▪
2020- Present	▪ Responsible, Advanced Training Courses in Social Media Marketing , University of Naples "Federico II" ▪ Responsible, Advanced Training Courses in Smart Technologies:
2021-2023	▪ Blockchain, University of Naples "Federico II" (2020 – Present)
	▪ Former Member, Disciplinary and Parity Committees, Department of Economics, Management, and Institutions, University of Naples "Federico II" (2016–2020). ▪ Former Member of Committee of University Federico II of Naples on Teaching Program. ▪ Chair of 26th Annual RESER Conference, 2016- University of Naples Federico II- 8-10 September 2016 ▪ Member of Scientific Committee of Reser Conference Editions 2015 (Copenhagen, September 2015) e 2017 (Bilbao, September 2017), 2018 (Gothenburg, Svezia September 2018), 2019 (Ceuta, Marocco, September 2019), 2020 (Madrid, June 2020) - Special Chair track of International Forum on Knowledge Asset Dynamics (IFKAD) ○ 15th edition (2020) special track on “Business Model in digital cultural Heritage” - Roma, Italy 15-19 June 2020; ○ ○ 11th edition (2016) special track on “Internet of Things and Culture: innovation in service experience” - Dresden, Germany 15-17 June 2016. ○ 10th edition (2015) special track on “Innovation Ecosystems: Concepts, Models, And Knowledge Practices” – University of Bari 10-12 June 2015 ▪ Chair special track e member of Committee Scientific of International Conference on Human Side of Service Engineering- ○ 2nd edition University of special track on “Practice-based innovation: collaborate and learn in innovating & Creativity in Service Innovation”-Polonia 19-24 July 2014; ○ 1st edition special track on “Learning & Creativity in Service Innovation”- San Francisco 21-25 July 2012.

	▪ Member of the scientific committee of 1 Workshop on Service Innovation (-September 18 -21, 2013, University Magna Graecia of Catanzaro-Italy).
AWARDS	
2022	• The article “The impact of covid-19. Developing research agenda for the post-pandemic world”, published in the Journal of Service Theory and Practice, won the Highly Commended Paper award for 2021.
2013	• The article “Store Experience and Co-creation: the case of temporary shop published in the International Journal of Retail & Distribution Management, has been chosen as an Outstanding Paper Award Winner at the Literati Network Awards for Excellence 2013.
2013	• The article “Asymmetric relationships in networked food innovation processes, published in the British Food Journal (vol 114, p. 702-727), won in the category "Scientific works" as the best papers of The Business School of the Lucerne University of Applied Sciences
2012	• Has been recognised as Inaugural Conference Session Chair and Pioneer of the Human Side of Service Engineering” for the Participation at 4Th International Conference on Applied Human Factors and Ergonomics, July 21-25 in San Francisco
2011	• Has been recognised as a finalist at Start Cup- Campania Competition Edition 2011- project title “Gluty Base fresca per pizza senza glutine” (coauthors Stampacchia P., Masi P., Romano A., Tregua M., Casbarra C.) University of Naples Federico II
2008	• Won the Award for the Best Service Innovation thinking with the paper "Innovation in Service Logic" presented at the 22nd Service Conference and Workshop "London 6, 7 & 8 November
2004	• Won Roberto Marrama prize -2004 Edition. Research title: The logistics system of Agrifood Business in Campania”

Napoli, November 2024

Firm



LIST OF MAIN PUBLICATIONS

Articles

1. Mele, C., Hollebeek, L. D., Di Bernardo, I., & Russo-Spena, T. (2025). Unravelling the customer journey: A conceptual framework and research agenda. *Technological Forecasting and Social Change*, 211, 123916, first on line
2. Mele, C., Russo-Spena, T., Ranieri, A., & Di Bernardo, I. (2024). A system and learning perspective on human–robot collaboration. *Journal of Service Management*, first on line
3. Mele, C., Di Bernardo, I., Ranieri, A., & Russo Spena, T. (2024). Phygital customer journey: a practice-based approach. *Qualitative Market Research: An International Journal*, first on line
4. Russo, S., Mele, C., & Russo Spena, T. (2024). Innovative value propositions in the fashion metaverse. *Journal of Global Fashion Marketing*, 15(1), 39-61.
5. Mele, C., Russo Spena, T., & Russo, S. P. (2024). Experimenting on the metaverse to foster innovation. *Spanish Journal of Marketing-ESIC*. First online
6. Mele, C., & Russo-Spena, T. (2024). Agencement of onlife and phygital: smart tech–enabled value co-creation practices. *Journal of Service Management*, First online
7. Mele, C., Spena, T. R., Marzullo, M., Di Bernardo, I., Russo, S. P., Massi, R., ... & Ranieri, A. (2024). Progetto di ricerca “HIRO-a minimal design robot-for interactive doll therapy”. *European journal of volunteering and community-based projects*, 1(1), 185-219.
8. Mele, C., Spena, T. R., Marzullo, M., & Di Bernardo, I. (2023). The phygital transformation: a systematic review and a research agenda. *Italian Journal of Marketing*, 2023(3), 323-349.
9. Mele, C., Russo-Spena, T. Pels J., Tregua M., (2023). A value-based wellbeing framework, *Journal of Macromarketing*, Vol. 43(1) 85-97 (<https://doi.org/10.1177/02761467221105>)
10. Mele, C., Russo-Spena, T (2023). Artificial intelligence in Services (Eds. Gallouj, Gallouj, Monnoyer, and Rubalcaba) *Elgar Encyclopedia of Services*. Edward Elgar Publishing.
11. Russo-Spena, T., Mele C., (2023). Blockchain and Innovation in Services (Eds. Gallouj, Gallouj, Monnoyer, and Rubalcaba), *Elgar Encyclopedia of Services*. Edward Elgar Publishing.
12. Russo-Spena, T., Mele, C. and Pels, J. (2022). Resourcing, sensemaking and legitimizing: blockchain technology-enhanced market practices. *Journal of Business & Industrial Marketing*, 38 (9), 1806-1821
13. Mele, C., Russo-Spena, T., Corsaro, D., & Kleinaltenkamp, M. (2022). Guest editorial: Crisis management in the COVID-19 pandemic waves. *Journal of Business & Industrial Marketing*, 37(10), 1949-1958. (<https://doi.org/10.1108/JBIM-10-2022-599>)
14. Russo-Spena, T., Mele, C., Cavacece, Y., Ebraico, S., Dantas, C., Roseiro, P., & van Staalduinen, W. (2022). Enabling Value Co-Creation in Healthcare through Blockchain Technology. *International Journal of Environmental Research and Public Health*, 20(1), 67 <https://doi.org/10.3390/ijerph20010067>
15. Russo Spena T. Mele C., Valtteri K., Caputo F. Marzullo M (2022) Viability amid systemic crisis: The CORER framework, *Journal of Business and Industrial Marketing*, first on line (<https://doi.org/10.1108/JBIM-07-2021-0350>)
16. Mele, C.; Marzullo, M; Morande, S. Russo-Spena, T. (2022) How Artificial Intelligence enhances human learning abilities: opportunities in the fight against Covid-19, *Service Science*, 14 (2), 77-89 (DOI: [org/10.1287/serv.2021.0289](https://doi.org/10.1287/serv.2021.0289)).
17. Russo-Spena, T., Tregua, M.; D'Auria, A., Bifulco, F. (2022) A digital business model: An illustrated framework from the cultural heritage business, *Journal of Entrepreneurial Behavior & Research*, 28 (8), 2000-2023 (DOI: [10.1108/IJEBr-01-2021-0088](https://doi.org/10.1108/IJEBr-01-2021-0088)).
18. Mele, C., Russo-Spena, T., (2022). The architecture of the phygital customer journey: a dynamic interplay between systems of insights and systems of engagement, *European Journal of Marketing*, 56(1), pp. 72–91 (DOI [10.1108/EJM-04-2019-0308](https://doi.org/10.1108/EJM-04-2019-0308)).
19. Mele C., Marzullo M., Di Bernardo I., Russo-Spena T., (2022). A smart tech lever to augment caregivers' touch and foster vulnerable patient engagement and well-being, *Journal of Service Theory and Practice*, 32(1), pp. 52–74 (DOI: [10.1108/JSTP-12-2020-0292](https://doi.org/10.1108/JSTP-12-2020-0292))

20. Mele, C., Russo-Spena, T., Marzullo, M., & Ruggiero, A. (2022). Boundary work in value co-creation practices: the mediating role of cognitive assistants. *Journal of Service Management*, Vol. 33 No. 2, pp. 342-362 (DOI:10.1108/JOSM-10-2020-0381)
21. Russo Spena T., Di Paola N., O'Driscoll A (2022). Configurations to Superior Environmental Innovation Strategy: A Both-And Approach, *Organization & Environment*, 35 (3), 468-494 (DOI: /10.1177/10860266211031623)
22. Mele, C., Russo-Spena, T., Tregua, M. Amitrano, C.C. (2021). The millennial customer journey: a Phygital mapping of emotional, behavioral, and social experiences". *Journal of Consumer Marketing*, 38, 4, 420-433.
23. Mele C., Russo Spena T. (2021). The Dark Side of market practices A concerned view of Dieselgate in the automotive market system, *Journal of Macro-Marketing*, 41, 2, 332-355 (DOI: 10.1177/0276146720960282).
24. Mele C., Russo Spena T. Valtteri K., Marzullo M (2021). Smart nudging: How cognitive technologies enable choice architectures for value co-creation, *Journal of Business Research*, 129, 949-960. (DOI: 10.1016/j.jbusres.2020.09.004).
25. Mele C., Russo Spena T. Valtteri K. (2021). The impact of coronavirus on business: developing service research agenda for a post-coronavirus world *Journal of service theory and practice*, 31, 2, 184-202 (10.1108/JSTP-07-2020-0180)
26. Di Paola N; Russo Spena T (2021). Navigating the tensions in environmental innovation: a paradox perspective. *European Journal of Innovation Management*, Vol. 24 No. 4, 2021 pp. 1110-1129 (DOI 10.1108/EJIM-04-2020-0111).
27. Russo-Spena, Tiziana; Tregua, Marco; Amitrano, Cristina; Bifulco, Francesco (2020) Addressing socio-material issues for an emerging innovation ecosystem: insights from cultural heritage, *IEE Transactions on Engineering Management*, doi: 10.1109/TEM.2020.3040746.
28. Odekerken G., Mele C., Russo Spena T., Mahr D. Ruggiero A. (2020) Mitigating loneliness with companion robots in the Covid-19 pandemic and beyond: an integrated framework and research agenda, *Journal of Service Management*, 31 (6) 1149-1162. DOI: 10.1108/JOSM-05-2020-0148).
29. Mele, C., Russo-Spena, T., Tregua, M., (2020). Social-business innovation: A fresh conceptualization of collective practices, *Social Business*, 10(1), 5-34.
30. Mele, C., Russo-Spena, T., Tregua, M., & Greco, F. (2020). Communication practices in the diffusion of social-business innovation: Insights from B-Corporations. *Mercati & competitività-Open Access*, 4, 11-27 (DOI: 10.3280/mc4-2019oa9054).
31. Russo Spena T., Di Paola N. (2020), Moving beyond the tensions in open environmental innovation towards a holistic perspective, *Business Strategy and the Environment*, 29 (5), 1961-1974 (DOI: <https://doi.org/10.1002/bse.2481>).
32. Russo Spena, T. & Mele C. (2020). Practising innovation in the healthcare ecosystem: the agency of third-party actors. *Journal of Business & Industrial Marketing*, 35 (3), 390-403 (DOI: 10.1108/JBIM-01-2019-0048).
33. Caridà A., Colurcio M., Russo Spena T., Kandampullu J. (2019). Service innovation in emerging economy. *Sinergie Italian Journal of Management*, 37 (3), 11-38.
34. Di Paola N., Russo-Spena T. (2019). What drives biopharmaceutical firms' exploratory openness? A comparative process tracing approach to the analysis of R&D microfoundation, *Journal of Business Research*, 97 (April), pp. 94-103 (DOI: 10.1016/j.jbusres.2018.12.004).
35. Russo Spena T., Di Paola N. (2019). Inbound open innovation in biopharmaceutical firms: unpacking the role of absorptive capacity. *Technology Analysis & Strategic Management*, Vol. 31 (1), pp. 111-124 (DOI:10.1080/09537325.2018.1489047).
36. Russo Spena T., Mele C., Marzullo M., (2018). Practising Value Innovation through Artificial Intelligence: The IBM Watson Case, *Journal of Creating Value*, 4(1), pp. 1-14 (DOI:10.1177/2394964318805839).
37. Mele, C., Spena, T. R., & Peschiera, S. (2018). Value Creation and Cognitive Technologies: Opportunities and Challenges. *Journal of Creating Value*, 4(2), pp. 182-195 (DOI:10.1177/2394964318809152).
38. Amitrano, C., Tregua, M., Russo Spena, T., & Bifulco, F. (2018). On Technology in Innovation Systems and Innovation-Ecosystem Perspectives: A Cross-Linking Analysis. *Sustainability*, 10(10), 37-44.
39. Mele C., Russo Spena T., Tregua M, Coppol M., Marzullo M., (2018) What about the Internet of Everything? An exploratory study in E-health, *Mercati e Competitività*, 3, 87-109.

40. Russo Spena T., Tregua M., De Chiara A. (2018). Trends and Drivers in CSR Disclosure: A Focus on Reporting Practices in the Automotive Industry, *Journal of Business Ethics*, 151 (2) 563-578 (DOI: 10.1007/s10551-016-3235-2).
41. Russo Spena T., Tregua M., Bifulco F., (2017). Searching Through the Jungle of Innovation Conceptualizations: System, Network and Ecosystem domains, *Journal of Service Theory and Practice*, 27 (5), 977-1005, (Impact Factor 2015: 1.286), DOI (10.1108/JSTP-10-2015-0224).
42. D'Auria A., Tregua M., Russo Spena T., Bifulco F. (2017). Multiple Contexts of Innovation: Insights from Literature, *International Journal of Innovation and Technology Management*, 14 (2), (DOI: 10.1142/S0219877017400077).
43. D'Auria A., Tregua M., Russo Spena T., Bifulco F. (2016). Exploring Innovation Contexts: System, Network and Ecosystem Innovation, *International Journal of Management and Enterprise Development*, 15 (2/3), 127-146.
44. Russo Spena T., Tregua M., Bifulco F. (2016). Knowledge practices for an emerging innovation ecosystem, *International Journal of Innovation and Technology Management*, 13 (5), 1-21.
45. Tregua M., Russo Spena T., Casbarra C. (2015). Being Social for Social: A Co-Creation Perspective, *Managing Service Quality*, 25 (2), 198 – 219.
46. Mele C. Russo Spena T. (2015). Eco-Innovation Practices, *Journal of Organizational Change Management*, 2 (28) 4-25.
47. Mele C. Russo Spena T. (2015). Innomediary agency and practices in shaping market innovation, *Industrial Marketing Management*, 44 (1) 42-53.
48. Mele C. Colurcio M., Russo Spena T. (2014). Research traditions of innovation: Goods-dominant logic, the resource-based approach, and service-dominant logic, *Managing Service Quality*, 26 (4), 612- 642.
49. Bifulco F, Russo Spena T. (2014). Dal Distretto tecnologico all'eco-sistema dell'innovazione: sfide e opportunità imprenditoriali, *Sinergie - Rivista di studi e Ricerche*, 17, 67-86.
50. Russo Spena T., Melia M., Colurcio M., (2013). Storytelling e web communication, *Mercati e Competitività*, 1, 97-119.
51. Russo Spena T., Mele C. (2012). Five Co-s' in innovating: a practice-based view, *Journal of Service Management*, 23 (4), 527- 553.
52. Russo Spena T., Caridà A., Colurcio M., Melia M. (2012). Store experience and co-creation: the case of temporary shop, *International Journal of Retail & Distribution Management*, 40, 21-40.
53. Russo Spena T., De Chiara A. (2012). CSR, innovation strategy and supply chain management: toward an integrated perspective, *International Journal of Technology Management*, 58, 83-108.
54. Colurcio M., Wolf P., Kocher P.Y., Russo Spena T. (2012). Asymmetric relationships in networked food innovation processes, *British Food Journal*, 114, 702-727.
55. Stampacchia P., Bifulco F., Russo Spena T., Tregua M. (2012). Participation and widespread creativity: a new model for defining and evaluating plans for innovative conservation of Historic Districts", *BDC - Bollettino del Dipartimento di Conservazione dei Beni Architettonici ed Ambientali dell'Università degli Studi di Napoli*, 12 (1), 1062-1073.
56. De Chiara A., Russo Spena T. (2011). CSR strategy in multinational firms: focus on human resources, suppliers and community, *Journal of Global Responsibility*, 60-74.
57. Russo Spena T., Colurcio M. (2010). A cognitive-relational view of innovation in the agri-food industry: the fresh-cut business, *International Journal of Innovation Management*, 14, 307-329.
58. Mele C., Russo Spena T., Colurcio M. (2010). Co-creating value innovation through resource integration, *International Journal of Quality and Service Sciences*, 2, 60-78 (DOI: 10.1108/17566691011026603).
59. Caridà A., Russo Spena T., Melia M., Colurcio C. (2010). Tempo e spazio per la value co-creation: il Temporary shop", *Mercati E Competitività*, 3, 97-11.
60. Mele C., Russo Spena T. (2009). Piccole imprese in cerca di eccellenza: il caso Villa Massa, *Piccola Impresa*, 1, 9-43.
61. Stampacchia P., Russo Spena T. (2009). Management in a network context: a new model? *Sinergie-Rivista di studi e Ricerche*, 16, 245-26.
62. Colurcio C., Russo Spena T., (2008). Conoscenza e innovazione quali driver di crescita aziendale in un settore tradizionale: Il caso Rago, *Finanza Marketing e Produzione*, 96-119.
63. Di Paola N. Russo Spena T. (2006). Sistema della logistica per l'ortofrutta in Campania, *Rassegna Economica quaderni di Ricerca*, 17, 73-97.

Chapters in books

64. Russo-Spena, R., Mele, C., & Marzullo, M. (2024). AI-enhanced smart service innovation practices. In *Handbook of Services and Artificial Intelligence* (pp. 176-193). Edward Elgar Publishing.
65. Mele, C., Spena, T. R., Di Bernardo, I., Ranieri, A., & Marzullo, M. (2024). HCAI-Based Service Provision for an Engaged University. *Human-Centered AI*, (pp. 163-181), Chapman and Hall/CRC,
66. Ranieri, A., Di Bernardo, I., Mele, C., & Spena, T. R. (2023, October). Dealing with Learning Vulnerability: Service Robots to Nudge Student Engagement. In *2023 IEEE International Conference on Metrology for eXtended Reality, Artificial Intelligence and Neural Engineering (MetroXRINE)* (pp. 1150-1155). IEEE.
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