University Academic Curriculum Vita

Personal Information Francesca Zoccarato

Education since leaving school

- February 2022 - May 2025

  Ph.D. Program in Management Engineering
  Department of Management, Economics and Industrial Engineering, Politecnico di Milano, Milan (IT)
  Grade: cum Laude
  Dissertation: “Corporate Foresight as Practice: Investigating Materiality and Discourse in Scanning and Scenario Generation Activities”. The dissertation is based on a collection of five papers.
  Supervisors: Giovanni Toletti, Emanuele Lettieri.

- February 2024 – August 2024

  Visiting doctoral researcher
  Leuphana University, School of Management and Technology.
  Supervisor: Matthias Wenzel.

- September 2019 – December 2021

  M.Sc. in Management Engineering, Major in Sustainable Operations Management and Social Innovation
  Politecnico di Milano, Milan (IT)
  Grade: 110/110.
  Dissertation: “What drives patients' acceptance of digital therapeutics? The interplay between rational and institutional factors”. Supervisor: Emanuele Lettieri.
  Additional courses during the M.Sc.
  - Strategic Performance Management in the Transportation Sector - Project with ATM, designing a new App service.
  - Passion in Action - Comunicare di Scienza

- February 2020 – February 2022

  Alta Scuola Politecnica, Excellence Double Degree Program
  Politecnico di Milano, Politecnico di Torino
  Final Multidisciplinary project: “IN-Exhibition - Inclusive, Intersectional and Interactive.” Supervisor: Franca Garzotto

- September 2016 – July 2019

  B.Sc. in Management Engineering (cum Laude), Università degli Studi di Padova
  Grade: cum Laude.

Present Appointment

- March 2025 – Ongoing

Postdoctoral Research – FSE funded position on Circular Innovation in Sud

Tyrol. Faculty of Economics and Management, Free University of Bozen-Bolzano, Italy.

Research activities in the topic of circular innovation, with a particular focus on the reconceptualization of circular strategies through the lenses of exaptive innovation.
Responsibilities include research design, data collection, data analysis, scientific publication, conference and practitioner dissemination, and project collaboration. Current research activities also involve the publication of a monography on the topic which has been accepted for publication and the organization an invitation-only conference on "Exaptive Pathways to Circular Economy", and the organization of a dissemination event "Cooperatives and Innovation: Enhancing Existing Resources" for cooperatives.

- February 2026 – July 2027

Contract Professor for the Course "Project Management", M.Sc. in Entrepreneurship & Innovation, A.Y. 2025-2026, Free University of Bozen-Bolzano, Italy.

Professional experience

- September – December 2018

  Academic tutor, Università degli Studi di Padova
  Holding exercise lessons on Analisi 1 and study advisor in Job&Orienta Fair in Verona.

Experience in academic teaching

<u>Appointed Contract Professor in graduate course</u>

- Project Management (6 ECTS, Eng), Free University of Bozen-Bolzano M.Sc. In Entrepreneurship & Innovation, A.Y. 2025-2026, 2026-2027 Summer 2026. Students' evaluation: 8.4.

- Coach and mentor in Student Sprint (unibz, in collaboration with NOI Techpark)

<u>Teaching assistant in undergraduate and graduate courses</u>

- Health Care Management (5 ECTS, Eng), Politecnico di Milano, M.Sc. in Biomedical Engineering, elective course - Summer 2022, 50 students Groups tutoring for project work activities, project assessment.

- Management of Organizations and Projects (5 ECTS, Eng), Politecnico di Milano, M.Sc. in Biomedical Engineering, mandatory course - Winter 2022 – 2023 (2 editions), 70 students
  T.A. for Giovanni Toletti – Lectures, projects coordination in the topics of entrepreneurship and innovation (e.g., Business model design, business model canvas), groups tutoring for the creation of a business plan, companies' involvement for project activities, grading of the group activities.

- Innovation in Health and Social Care (5 ECTS, Eng), Politecnico di Milano, M.Sc. in Management Engineering, elective course
  Winter 2022, 47 students: Groups tutoring for project work activities, project assessment.

Winter 2024, around 40 students: Lectures and group activities organization and moderation for the module about foresight and innovation (one module out of three).

- Impresa e decisioni strategiche (10 ECTS, Ita), Politecnico di Milano, B.Sc. in Management Engineering, core course - Winter 2023, 200+ Students
  T.A. for Cristina Masella – Lectures and practice lessons in the topic of accounting (e.g., balance sheet, short-term decisions, costs), written exam preparation, administration and correction, oral exam examinations.

- Economica e Organizzazione Aziendale (10 ECTS, Ita), Politecnico di Milano, B.Sc. in Electronic and Automation Engineering, mandatory course - Summer 2023, 200+ Students
  T.A. for Giovanni Toletti – Lectures and practice in the topic of accounting (e.g., balance sheet, short-term decisions, budgeting), written exam preparation, administration and correction, oral exam examinations.

- Healthcare Management, (5 ECTS, Eng), Politecnico di Milano & Humanitas University, M.D. Course in MEDTECH School, mandatory course – Winter 2024, around 20 students.
  Lectures and group activities organization and moderation for the module about foresight and innovation (one module out of three).

Instructor in Corporate Programs

- SABES 2026: Lecturer of talent Management for Leadership position in the Healthcare field in Sud Tyrol.

Lectureship

- Seminar: “Foresight for Innovation in Healthcare” (2023) at MedTech School, course Health Care Management, Humanitas University, Milan.

- Seminar: “Shaping futures: Foresight for Innovation in Healthcare” at the M.Sc. in Management Engineering, course of Innovation in Health and Social Care (2023), Politecnico di Milano, Milano.

- Seminar: “Shaping futures: how can we spot the signals of change?” (2023) at EIT Digital, Programs: Innovative Digital Technologies for Health, IoT and Digital Interactive Smart Spaces - Politecnico di Milano, Milano.

Master of Science thesis co-supervision

Supervision (as co-supervisor) of 5 theses for M.Sc. in Entrepreneurship and Innovation on the topics of circular innovation, accelerators, and AI adoption at Free University of Bozen.

Supervision (as co-supervisor) of 12 theses for M.Sc. in Management Engineering and M.Sc. in Biomedical Engineering on several topics (e.g., foresight, health technology innovation, business plan, text mining, digital transformation) and methodologies (e.g., Structural Equation Modeling, Case studies, qualitative inquiry) at Politecnico di Milano.

Final project supervision

Supervision (as co-supervisor) of one project on foresight analysis in a post graduate program (Executive Master in Management) at POLIMI Graduate School of Management.

Other academic responsibilities

Reviewing Activities

- Ad-hoc reviewer for Annual Meeting AOM – SAP division 2024, 2025, 2026, ONE division 2026
- Ad-hoc reviewer for JPIM Research Forum 2025
- Ad-hoc reviewer for Journal of Product Innovation Management, Creativity and Innovation Management, Journal of Medical Internet Research, Social Sciences & Huminites Open, Futures, Journal of Knowledge Management, Academy of Management Conference

Graduated in Journal of Product Innovation Management Reviewer Program 2026.

Participated in reviewer training programs:

- Academy of Management Review – enrolled

Mentorship

- Tutor, GenNext Hackathon @ Talent Week 2025, 2026 (Università del Nord Est, Padova), for Bachelor and Master students
- Mentor, Alta Scuola Politecnica Alumni program

Conference Organization

- Organization of an Invitation-only conference on "Exaptive Pathways to Circular Economy", 1-2 December 2025, Free University of Bozen-Bolzano.

University service

Since February 2026. Co-organizer of the EIM seminar series (seminar series of the Entrepreneurship, Innovation and Management cluster of the Faculty of Economics and Management), together with Paola Rovelli, Free University of Bozen-Bolzano.

Memberships

- 2026 – ongoing AOM
- 2025-2026 EMES
- 2022-2024 EIASM
- 2022-2024 Associazione italiana Ingegneria Gestionale (AiIG)

Research and scholarships

Research grants and Scholarships

Post-doctoral research fellowship on the topic of circular innovaiton, Free University of Bozen-Bolzano (FSE EU funding). 24 months (2025–2027). Amount: €59,000. Role: Principal researcher

Post-doctoral research fellowship, Politecnico di Milano. 12 months (2024–2025). Amount: approx. €16,800. Role: Principal researcher

Visiting fellowship (PhD mobility grant), Italian Ministry of Education and Research. 6 months (2024). Amount: approx. +50% of PhD monthly fellowship (mobility top-up). Role: Principal researcher

Ph.D. fellowship, Politecnico di Milano School of Management. 36 months (2022–2025). Amount: approx. €50,000. Role: Ph.D. candidate

Merit scholarship, Alta Scuola Politecnica. Duration: 2 years (2020–2021). Amount: approx. €8,000 (covering academic activities)

Merit scholarship, Università degli Studi di Padova. Duration: 3 years (2017–2019). Amount: approx. €6,000 (total)

Honors and awards

- "Envisioning the Future through GenAI: Unveiling the Influence of GenAI on Corporate Foresight Practices", Research-Technology Management Selected among the Top 5 finalists for the Best Paper Award 2025

- Winner of the Doctoral Dissertation Proposal Competition Runner-Up Award 2024 of the Product Development and Management Association

Publications

Journal articles in refereed academic journals

- *Zoccarato F.* & Narduzzo A., The Circual Leap: Innovation Beyond the 3Rs, Palgrave Pivot, 2026. Accepted and forthcoming.

- *Zoccarato F.*, Toletti G., Lettieri E., Envisioning the Future through GenAI: Unveiling the Influence of GenAI on Corporate Foresight Practices, Research-Technology Management, https://doi.org/10.1080/08956308.2025.2557147.

- *Zoccarato F.,* Ghezzi A., Lettieri E., Toletti G., Technological Scanning for Foresight: The case of Metaverse applications for Healthcare, Futures, Volume 164, 2024, 103476, ISSN 0016-3287. https://doi.org/10.1016/j.futures.2024.103476. (ANVUR: class A area 13)

- *Zoccarato F.,* Lettieri E., Radaelli G., Ghezzi A., Toletti G., Taking Science Fiction seriously: Unveiling its relationship with Employee's Innovative Work Behavior. Technovation, Volume 136, 2024, 103071, https://doi.org/10.1016/j.technovation.2024.103071 (ANVUR: class A area 13)

- Farina, M., Lettieri, E., Filippi, T., *Zoccarato, F.*, Perego, P., Di Francesco, A., & Toletti, G. (2024). The freedom to run: developing an autonomous robot matching the needs of visually impaired citizens to technology opportunities. Disability and Rehabilitation: Assistive Technology, 1–11. https://doi.org/10.1080/17483107.2024.2374454

- *Zoccarato, F.,* Manzoni, M., Minotti, D. et al. Unveiling the interplay between rational, psychological and functional factors in continuous glucose monitoring early adoption: Novel evidence from the Dexcom ONE case in Italy. BMC Health Serv Res 24, 747 (2024). (ANVUR: class A area 13) https://doi.org/10.1186/s12913-024-11195-6

- Carrera, A., *Zoccarato, F.*, Mazzeo, M. et al. What drives patients' acceptance of Digital Therapeutics? Establishing a new framework to measure the interplay between rational and institutional factors. BMC Health Services Research 23, 145 (2023). (ANVUR: class A area 13)

https://doi.org/10.1186/s12913-023-09090-7

- Degiacomi, S., *Zoccarato, F.,* De Pascalis, S., Crovari, P., & Catania, F. (2023). A Meta-Analysis for an Interactive, Intersectional and Inclusive Exhibition Based on the SDGs. diid—disegno industriale industrial design, (ANVUR: class S area 13), 10-10. DOI: 10.30682/diiddsi23t2f

International conference papers

- Zoccarato F., Narduzzo A., Repurposing as a Process of Circular Innovation, PROS, June 2026, Crete.
- Zoccarato F., Olive M., Contested Futures: Professional Visions and the Making of a Political Reform, PROS, June 2026, Crete.
- Zoccarato F., Narduzzo A., Repurposing as a Process of Circular Innovation, Academy of Management Annual Meeting, August 2026, Philadalphia.
- Zoccarato F., Olive M., Contested Futures: Professional Visions and the Making of a Political Reform, Academy of Management Annual Meeting, August 2026, Philadalphia.
- Presentation in the Invitation-only conference on “Exaptive Pathways to Circular Economy”, 1-2 December 2025, Free University of Bozen-Bolzano
- Zoccarato F., Narduzzo A., Social enterprises and the social value of repurposing in circular innovation, EMES, November 2025, Rotterdam & Utrecht.
- Zoccarato F., Wenzel M., Visuals in Future-Making: An Empirical Investigation of European Union Foresight Reports, PROS, June 2025, Athens.
- Zoccarato F., Ghezzi A., Lettieri E., Toletti G., Comparing Methodologies and Data Sources for Corporate Foresight: A Case on the Future of Metaverse Applications in Healthcare, 31TH IPDMC: Innovation and Product Development Management Conference, June 2024, Dublin.
- Zoccarato F., Toletti G., Lettieri E., Towards a research agenda for Corporate Foresight: Insights from a systematic literature review. 30TH IPDMC: Innovation and Product Development Management Conference, June 2023, Lecco.
- Carrera A., Zoccarato F., Mazzeo M., Lettieri E., Giovanni Toletti, Luca Gastaldi, Emanuele Fresa, Developing digital therapeutics that are accepted by chronic patients. Unveiling the interplay between rational and institutional factors, 29th IPDMC: Innovation and Product Development Management Conference, July 2022, Hamburg.

Additional presentation in national conferences

- Zoccarato F., Negrini A., Toletti G., Lettieri E., Envisioning the future through AI: Unveiling the relation between the materiality and the

discourse in the deployment of genAI in foresight practices. XXXV Riunione Scientifica Annuale (AIIG), 10-11 October 2024, Palermo

- Zoccarato F., Ghezzi A., Lettieri E., Toletti G., Technological Scanning for Corporate Foresight: The case of Metaverse applications for healthcare, XXXIV Riunione Scientifica Annuale (AIIG), 12-13 October 2023, Lecco

- Zoccarato F., Lettieri E., Toletti G., Towards a research agenda for Corporate Foresight in the Medtech Industry: Insights from a systematic literature review. XXXIII Riunione Scientifica Annuale (AIIG), 21-22 October 2022, Rome

- Degiacomi S., Zoccarato F., De Pascalis S., Crovari P., Catania F., A Meta-analysis for an interactive, intersectional and inclusive exhibition based on the SDGs, Proceedings of 8th International Forum of Design as a Process, 20-22 June 2022, Bologna

Research reports and articles

- "Gli strumenti per comprendere l'innovazione nel settore Life Science e il ruolo del foresight" (2024) - Osservatori Digital Innovation, School of Management, Politecnico di Milano. Publication on 04/03/2024

- "Life Science: come puntare sulle tecnologie più promettenti" (2024) – Agenda Digitale. Publication on 14/05/2024

Speaker at practice-oriented events and webinars

- Organization and Speaker of the event: Cooperatives and Innovation: enhancing existing resources" – Competence center for the management of cooperatives. 8th June 2026, unibz.

- Webinar: "Il foresight nel settore Life Science: Metodologie e Strumenti" (2023) - Osservatori Digital Innovation, School of Management, Politecnico di Milano. Presentation of research results on 06/02/2024.

- Preparation for the intervention and for the group activities at the workshop "La gestione dell'innovazione: i processi di Foresight & Strategic Planning", 30th November 2022, Politecnico di Milano and preparation of the material for the final Meeting "Life Science: Tracciare la rotta in un mare di innovazione", 13th July 2023, Politecnico di Milano

Most relevant summer schools, colloquiums and workshops attended

- Workshop on "Problem-Based Learning and Problem-Oriented Learning", 1st October 2025, unibz

- STR Virtual Doctoral Consortium, 2-3 August 2024, Virtual

- ENHANCE Postdoc Career Accelerator, TU Berlin, 23-24 May 2024

- XXXI PhD Summer School of the of the Associazione italiana Ingegneria Gestionale (AiIG), Bologna, September 2023, "Striving for research quality"

- Doctoral workshop of the 30th Innovation and Product Development Management Conference (IPDMC), Lecco, June 2023. Chaired by Prof. Emeritus Gloria Barczak (Northeastern University, USA) and Prof. Pascal Le Masson (MINES ParisTech, France)

- XXX PhD Summer School of the of the Associazione italiana Ingegneria Gestionale (AiIG), Bergamo, September 2022, «It's not about teaching, it's about learning»

Participation in Research Projects

- 2024-2025: BUDD-E Project (Polisocial, PRIN): participation in a project funded by PRIN and by funds from the PoliSocial Award focused on the development of an assistive robotic system for visually impaired users, designed to support navigation in complex environments such as sports facilities and hospitals, contributing to interdisciplinary research at the intersection of digital innovation, robotics, and healthcare
- 2024 – 2025: Innova Project (EU, 40+ partners): participation in research activities connected to a large-scale European initiative involving over 40 research institutes aimed at developing a multidisciplinary advanced diagnostic platform within the Italian healthcare and translational research system
- 2024 – 2025: Cal.Hubria Project (EU, 15 partners): participation in research activities in a European project focused on assessing the organizational, managerial, and digital maturity of healthcare centers engaged in CAR-T therapies, working with multiple clinical and institutional stakeholders across the territory

Languages

- Italian: Mother tongue.
- English: C1. Certification: unibz language certification: C1 (2025) + IELTS 7.5 (2019)
- German: A2