

# Enrico Forti

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UCL  
School of Management  
1 Canada Square, Level 38  
London, E14 5AB, UK

## ACADEMIC APPOINTMENTS

|  |              |
|--|--------------|
| <b>University College London</b><br><i>Clinical Assistant Professor (Senior Teaching Fellow)</i><br>UCL School of Management, Strategy & Entrepreneurship Group  | 2018 – Today |
| <b>Columbia University</b><br><i>Chazen Visiting Associate Research Scholar</i><br>Columbia Business School, Management Division                                 | 2017 – 2020  |
| <b>University of Bologna</b><br><i>Visiting Professor of International Management</i><br>School of Economics and Management                                      | 2016 – 2019  |
| <b>University College London</b><br><i>Post-Doctoral Research Associate &amp; Teaching Fellow</i><br>UCL School of Management, Strategy & Entrepreneurship Group | 2013 – 2018  |

## EDUCATION

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|---|-------------|
| <b>University College London</b><br><i>Post-Doctoral Research Associate, UCL School of Management</i>   | 2010 – 2013 |
| <b>London Business School</b><br><i>Visiting Doctoral Researcher, Deloitte Institute of Innovation and Entrepreneurship</i><br>Advisor: Rajesh Chandy, Tony & Maureen Wheeler Chair in Entrepreneurship | 2009 – 2010 |
| <b>University of Bologna</b><br><i>Ph.D. in Management, Department of Management</i><br>Specialization: Strategy and Innovation   | 2007 – 2010 |
| <b>University of Bologna, Bologna Business School</b><br><i>Master in Management of Innovation &amp; Technology</i>   | 2004 – 2005 |

## INDUSTRY EXPERIENCE

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|--|-------------|
| <b>Accenture Management Consulting</b><br><i>Business Analyst</i><br>Financial Services Institutions, Capital Markets Division | 2005 – 2007 |
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## REFEREED JOURNAL ARTICLES

- Ching K., Forti E., Rawley E. (2020) “Extemporaneous Coordination in Specialist Teams” *Organization Science* (Forthcoming) \*Authors contributed equally and are listed in alphabetical order.
- Nominee - 2019 SMS Annual Conference Best Paper Prize
  - Finalist - 2019 SMS Annual Conference Strategic Human Capital Best Paper Prize
- Forti E, Sobrero M, Vezzulli A. (2020) “Continuity, Change and New Product Performance: The Role of Stream Concentration”. *Journal of Product Innovation Management* <https://onlinelibrary.wiley.com/doi/abs/10.1111/jpim.12521>
- Forti E., Morricone S., Munari F. (2020) “Litigation Risks and Innovation Dynamics after the IPO”. *Journal of Industrial and Business Economics* (Forthcoming)
- Forti E., Munari F., Zhang C. (2019). “Does VC Backing Affect Brand Strategy in Technology Ventures?”. *Strategic Entrepreneurship Journal* <https://onlinelibrary.wiley.com/doi/abs/10.1002/sej.1318>
- Forti E, Franzoni C, Sobrero M. (2013). “Bridges or Isolates? Investigating the Social Networks of Academic Inventors”. *Research Policy*. <http://dx.doi.org/10.1016/j.respol.2013.05.003>
- Forti E, Jong S. (2014). “Strategic Discipline in Technology Ventures”. *Best Paper Proceedings of the Academy of Management Meeting*. Philadelphia, USA. 1-5 August 2014. <https://journals.aom.org/doi/10.5465/ambpp.2014.143>
- Forti E, Sobrero M, Vezzulli A. (2011). “Managing Trade-Offs Within and Across Decision Domains: Continuity, Change and New Product Performance”. *Best Paper Proceedings of the Academy of Management Meeting*. San Antonio, USA. 12-16 August 2011. <https://journals.aom.org/doi/10.5465/ambpp.2011.65870486>

## PAPERS UNDER REVIEW

- Forti E., Rindova V., Jong S. “To Start or To Finish? Strategic Dilemmas in the Commercialization of Scientific Breakthroughs”. *Reject & Resubmit, Strategic Entrepreneurship Journal*.

## PAPERS IN PREPARATION FOR SUBMISSION

- Ching K., Forti E. “Product Innovation Strategy for Value Capture: Innovative Style without Superior Quality” *In preparation for submission to: Organization Science*
- Tyrangiel A., Forti E. “Impacts of Cross-Functional Integration on New Product Development Performance: A Systematic Review” *In preparation for submission to: Journal of Management*
- Ching K., Forti E., Rawley E. “Competitive Learning and Team Performance” *In preparation for submission to: Management Science*

## WORK IN PROGRESS

- Forti E., Mauskapf M. “Relational and Non-relational Constraints to Innovation in New Product Development Teams” *Collecting/Analyzing Data*
- Forti E., Rindova V. “Knightian Uncertainty and the Evolution of Technology Commercialization Strategies”. *Simulation Modelling*
- Chandy R.K., Forti E., Lee E., Ramdas K. “Handling Surprises. Do CEOs Backgrounds Hurt, Help, or Have No Effect on Innovation and Firm Performance?” *Collecting/Analyzing Data*.
- Forti E., Phillips D. “Slack Resources and New Product Performance: Evidence from a Natural Experiment”. *Collecting Data*

## BOOK CHAPTERS

- Soda G., Forti E. (2013). “Technological Foundations for a Sustainable Competitive Edge” in Bergami, M., Celli, P. L., & Soda, G. (2013), *National Monopoly to Successful Multinational: The Case of Enel*. New York: Palgrave Macmillan. ISBN: 978-1-349-44162-4  
[https://link.springer.com/chapter/10.1057/9781137033901\\_11](https://link.springer.com/chapter/10.1057/9781137033901_11)
- Soda G., Forti E. (2013). “2008-2010: Enel Today” in Bergami, M., Celli, P. L., & Soda, G. (2013), *National Monopoly to Successful Multinational: The Case of Enel*. New York: Palgrave Macmillan. ISBN: 978-1-349-44162-4  
[https://link.springer.com/chapter/10.1057/9781137033901\\_5](https://link.springer.com/chapter/10.1057/9781137033901_5)
- Forti E., Franzoni C, Sobrero M. (2007). “*The Effect of Patenting on the Networks and Connections of Academic Scientists*”. In: Sri Krishna C. *Academic Patents: Emerging Issues and Challenges*. ISBN: 8131413497: Icfai University Press (India).

## AWARDS & FELLOWSHIPS

- Finalist - 2019 SMS Annual Conference Strategic Human Capital Best Paper Prize**  
**Nominee - 2019 SMS Annual Conference Best Paper Prize**  
**Best Paper Proceedings of the 74th Annual Meeting of the Academy of Management.**  
Philadelphia, USA. 1-5 August 2014. Paper: “When Ambidexterity Backfires: Strategic Discipline in New Technology Ventures”.
- Best Paper Proceedings of the 71st Annual Meeting of the Academy of Management.**  
San Antonio, USA. 12-16 August 2011. Paper: “Managing Trade-Offs Within and Across Decision Domains: Continuity, Change and New Product Performance”
- Marco Polo Fellowship** (2009) funded final year of PhD studies as Visiting Doctoral Researcher at London Business School
- Nominee - 2020 UCL Student Choice Award – Exceptional Feedback**  
**Nominee - 2020 UCL Student Choice Award – Excellent Personal Tutoring**  
**Winner - 2018 UCL School of Management Excellence in Teaching Award**  
**Nominee - 2017 UCL Student Choice Award – Outstanding Teaching Category**

## EXTENDED RESEARCH VISITS

- Columbia Business School, Columbia University** (July 2017 – Today)  
*Chazen Visiting Associate Research Scholar*, Management Division
- McCombs School of Business, The University of Texas at Austin** (November 2015)  
*Visiting Scholar*, Department of Management
- London Business School** (September 2010 - June 2017)  
*Visiting Research Fellow*, Deloitte Institute of Innovation and Entrepreneurship

## COURSES TAUGHT

- |  |              |
|--|--------------|
| <i>Strategy (MSIN0121)</i> , UCL School of Management (MBA)                        | 2019 – Today |
| <i>Business Strategy (MSING015)</i> , UCL School of Management (MSc)               | 2018 – 2019  |
| <i>International Strategy (MSIN0055)</i> , UCL School of Management (BSc/MSc)      | 2013 – Today |
| <i>International Management (34539)</i> , U. of Bologna, School of Economics (MSc) | 2016 – 2019  |

## EXECUTIVE EDUCATION (COURSE LEADER)

- |   |             |
|---|-------------|
| The Data Lifecycle and Managing Data Projects, UCL Big Data Institute | 2015 – 2017 |
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## PRESENTATIONS IN REFEREED CONFERENCES

- Ching K., Forti E., Rawley E. (2019) Extemporaneous Coordination in Specialist Teams: The Familiarity Complementarity. **Wharton Corporate Strategy and Innovation Conference**. Philadelphia, US 12-13 December 2019.
- Ching K., Forti E., Rawley E. (2019) Team Composition and Performance: Evidence from Random Assignment in E-Sports. **SMS Annual Conference**. Minneapolis, US 19-22 October 2019.
- Nominee - 2019 SMS Annual Conference Best Paper Prize
  - Finalist - 2019 SMS Annual Conference Strategic Human Capital Best Paper Prize
- Ching K., Forti E., Rawley E. (2019) Team Composition and Performance: Evidence from Random Assignment in E-Sports. **Annual Meeting of the Academy of Management**. Boston, US 9-13 August 2019.
- Forti E., Rindova V., Jong S. (2019) “To Start or To Finish? Strategic Dilemmas in the Commercialization of Scientific Breakthroughs. **SMS Special Conference Frankfurt**. Frankfurt School of Finance & Management. Frankfurt, DE 13-15 June 2019.
- Ching K., Forti E., Rawley E. (2019) Team Composition and Performance: Evidence from Random Assignment in E-Sports. **Managerial and Organizational Cognition Conference**. Cass Business School. London, UK 6-7 June 2019.
- Ching K., Forti E., Rawley E. (2019) Team Composition and Performance: Evidence from Random Assignment in E-Sports. **Winter Strategy Conference** Eccles School of Business. Salt Lake City, USA 7-9 March 2019.
- Ching K., Forti E., Rawley E. (2018) Team Composition and Performance: Evidence from Random Assignment in E-Sports. **INFORMS Annual Meeting**. Phoenix, USA 4-7 November 2018.
- Ching K., Forti E., Rawley E. (2018) Team Composition and Performance: Evidence from Random Assignment in E-Sports. **International Conference on Computational Social Science**. Evanston, USA. 12-15 July 2018
- Ching K., Forti E., Katsampes S., Mammous K. (2017) Product Innovation in Weak Appropriability Regimes: Innovative Style without Superior Quality. **Annual Meeting of the Academy of Management**. Atlanta, USA. 4-8 August 2017
- Ching K., Forti E., Katsampes S., Mammous K. (2017) Product Innovation in Weak Appropriability Regimes: Innovative Style without Superior Quality. **DRUID17** New York, USA. June 12-14, 2017
- Forti E., Sobrero M., Vezzulli A. (2016) Change and Performance in Episodic Organizations. The Moderating Effect of Stream Dependence. **Annual Meeting of the Academy of Management**. Anaheim, USA. 5-9 August 2016. *Symposium Organizer*
- Forti E., Munari F., Zhang C. (2016) Does VC Involvement Affect Branding Strategies in Technology Ventures? **DRUID16** Copenhagen, Denmark. June 13-15, 2016
- Forti E., Santoni S., Vanneste B. (2015). Appropriability Regime and Alliance Formation: A Natural Experiment. 31st **EGOS Colloquium**. Athens, Greece. 2–4 July 2015.
- Forti E., Morricone S., Munari F. (2014). After the IPO: Patenting, Fear of Litigation and Secrecy. **Annual Meeting of the Academy of Management**. Philadelphia, USA. 1-5 August 2014.
- Forti E., Jong S. (2014). When Ambidexterity Backfires: Strategic Discipline in Technology Ventures”. **Annual Meeting of the Academy of Management**. Philadelphia, USA. 1-5 August 2014.
- Zhang C., Forti E., Munari F. (2013). Does VC funding increase trademarking in start-ups? Evidence from the Micro and Nanotechnology Sector in the United Kingdom. **Annual Meeting of the Academy of Management**. Orlando, USA. 12-16 August 2013.
- Antonacci Mv, Forti E, Jong S, Vezzulli A (2013). Product Placement & Web Search. **INFORMS Marketing Science Conference**. July 11-13, 2013.

- Forti E., Jong S. (2013). Strategic Discipline in New Technology Ventures. *SMS Special Conference Glasgow*, UK. 19-22 June 2013.
- Forti E., Vezzulli A., Sobrero M. (2012). Continuity, Change and New Product Performance. *INFORMS Marketing Science Conference*. Boston, USA. 7-9 June 2012.
- Forti E., Vezzulli A., Sobrero M. (2011). Managing Trade-Offs Within and Across Decision Domains: Continuity, Change and New Product Success. *Annual Meeting of the Academy of Management*. San Antonio, USA. 12-16 August 2011.
- Forti E., Franzoni C., Sobrero M. (2011). Aggregates, Bridges or Isolates? Investigating the Social Networks of Academic Inventors. *DRUID 2011*. Copenhagen, Denmark, 15 – 17 June 2011.
- Forti E., Franzoni C., Sobrero M. (2011). Bridges or Isolates? The Effect of Patenting on the Networks and Connections of Academic Scientists. 16 February 2011, *InnoST Conference*, Munich.
- Forti E., Vezzulli A., Sobrero M. (2010). Old Brand New? Continuity and Change in New Products. *Annual Meeting of the Academy of Management*. Montreal, Canada. 5-10 August 2010.
- Forti E., Ferriani S, Montaguti E., Sobrero M. (2009). In the Mix: Exploration and Exploitation in New Product Creation. *SMS Annual Conference*, Washington DC. 10–14 October 2009.
- Forti E., Sobrero M. (2009). In the Mix: Exploration and Exploitation in New Product Creation. 25th *EGOS Colloquium*. Barcelona, ES. 2–4 July 2009.
- Pizzi G, Forti E., Pareschi L, Orsingher C. (2008). Antecedents and Consequences of Service Recovery Process in Experimental Studies: a Meta-Analysis. *37th EMAC Conference*. Brighton, UK. 27-30 May 2008.
- Forti E., Franzoni C, Sobrero M. (2007). The Network Structure of Scientists: An Empirical Analysis of Academic Patenters and Non-Patenters. *Annual Meeting of the Academy of Management*. Philadelphia, USA. 3-8 August 2007.

## INVITED RESEARCH TALKS

- Manhattan College, O'Malley School of business, New York, USA – 18 February 2020
- Fordham University, Gabelli School of Business, New York, USA – 7 November 2019
- IÉSEG School of Management, Paris, France – 26 Oct 2019
- Columbia University, Columbia Business School, The Sanford C. Bernstein & Co. Center for Leadership and Ethics, New York, USA – 28 Nov 2018
- Johns Hopkins University, Carey Business School, Baltimore, USA – 7 Nov 2018
- Rutgers Business School, Newark, USA – 29 Nov 2017
- Cass Business School, London, UK – 19 Apr 2016
- Pace University, New York, USA – 16 Feb 2015
- Aalto University: School of Business, Helsinki, Finland – 05 Sep 2014
- Cass Business School, London, UK – 02 Sep 2014.
- Cass Business School, London, UK – 06 Mar 2014.
- Copenhagen Business School, Copenhagen, Denmark – 22 Jan 2013
- Politecnico di Torino, Italy – 14 Mar 2011
- InnoST Conference, Munich, Germany – 16 Feb 2011
- UCL, London, UK – 25 Nov 2010

## TECHNICAL AND POLICY-MAKING PRESENTATIONS

- 23 October 2013 | “Patiris - Permanent Observatory on Patenting by Italian Universities and Public Research Institutes. Open-data and Dynamic Reports.” EPO Patent Information Conference, Bologna, Italy
- 27 March 2012 | Lonza, Cambridge, UK. “Strategic Discipline in New Technology Ventures: The Case of Cell Therapy Companies”.
- 2 February 2009 | Ministry of Economic Development, Rome, Italy. “PATiRis, The Gateway to Italian Universities and PRO's Patents”

## PARTICIPATION TO EXTERNALLY FUNDED PROJECTS

- Post-Doctoral Research Associate Oct 2010 – June 2013  
Research project “*BRITS cell therapy project planning and valuation tool*”. Sponsored by: Technology Strategy Board.  
Overall funding £1,199,575. Units involved: UCL School of Management, UCL Advanced Centre for Biochemical Engineering, Lonza Biologics plc.
- Co-investigator in the project Sept. 2010 – Sept. 2013  
“*PATIRIS Permanent Observatory on Patenting by Italian Universities and Public Research Institutes*”, <http://patiris.uibm.gov.it/home>.  
Overall funding 150,000€. Sponsored by: Italian Patent Institute. Units involved: University of Bologna, Italian Patent Institute
- Member of the project Sept 2010 – Sept 2012  
“*Technological Foundations for a Sustainable Competitive Edge: The Enel Case*”. Sponsored by: ENEL Corporation. Units involved: Bologna Business School, Bocconi University, LUISS
- Member of the project June 2009 – Sept 2010  
Research project “*Innovami: Patent Data for Competitive Intelligence*”. Sponsored by: Innovami Consortium. Units involved: University of Bologna
- Member of the FIRB research project RBNE03ZLFW\_001 April 2007 – June 2009  
“*Reorganizing the Italian Public Research system to foster technology transfer: governance, tools and implementation*” Units involved: University of Bologna, University of Bergamo, Polytechnic of Milan, Polytechnic of Turin, Scuola Superiore S. Anna.  
Overall funding received 1.2M€. Sponsored by: Italian Education Ministry.

## PROFESSIONAL SERVICE

- Ad-hoc Reviewer: Research Policy, Industrial and Corporate Change, British Journal of Management, Scientometrics, Journal of Technology Transfer, Computers in Human Behavior, Academy of Management Meeting, EGOS, DRUID  
Membership: Academy of Management (2010 - ), EGOS (2010- ), DRUID (2016 - )  
Symposium Organizer: Academy of Management Meeting (2016 - )  
Invited Discussant: Academy of Management Meeting (2016 - ), DRUID (2016 - )

## **OTHER**

*Languages:* English (fluent), Italian (native)

*Survey and Statistical Software:* R, Stata, Qualtrics, Pajek, UCINet

*Programming:* R and a working knowledge of the following—SQL, XML, XPath, HTML, CSS, Python