

University Academic Curriculum Vitae

Francesca Zoccarato

Education since leaving school

- September 2016 – July 2019

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

Bachelor's final work: Business game – Winner of the university and the regional level competition

- September 2019 – December 2021

M.Sc. in Management Engineering, Major in Sustainable Operations Management and Social Innovation
Politecnico di Milano

Dissertation Title: "What drives patients' acceptance of Digital Therapeutics? The interplay between rational and institutional factors." Supervisor: Emanuele Lettieri

Grade: 110/110

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

- February 2022 - February 2025

Ph.D. Candidate in Management Engineering

Department of Management, Economics and Industrial Engineering, Politecnico di Milano, Milan (IT)

Preliminary thesis title: "Corporate foresight as a practice: insights from the materiality and discursive elements interplay in scanning and scenario generation" – Collection of four papers.

Thesis Advisors: Prof. Giovanni Toletti, Prof. Emanuele Lettieri

- February 2024 – August 2024

Visiting doctoral researcher

Leuphana University, School of Management and Technology.

Present appointment

Since February 2022 - Ph.D. Candidate in Management Engineering

Department of Management, Economics and Industrial Engineering, Politecnico di Milano, Milan (IT)

Academic qualitative and quantitative research in the topic of Innovation Management in Health and Social Care, with a specific focus on foresight for innovation; Teaching activities in B.Sc. and M.Sc. courses; M.Sc. thesis supervisions; attendance of

methodological (qualitative and quantitative methods, literature review) and thematic courses (Innovation Management and Economics, Creative Design Thinking), PhD schools, and national and international scientific conferences.

Advisory research projects about innovation in the medical fields, educations in the topic of digital innovation for healthcare professionals, applied qualitative and quantitative research projects, involvement in the production of research center reports, webinars and workshops.

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

Teaching assistant in undergraduate and graduate courses

- 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 50 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)

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 10 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 AOM – SAP division

Memberships

- 2022-2024 EIASM
- 2022-2024 Associazione italiana Ingegneria Gestionale (AiIG)

Research and scholarships

Honors and awards

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

Grants and fellowships

- 1/2/2024 – 31/8/2024: Italian Ministry of Education and Research fellowship for visiting period abroad at Leuphana University (3.745€)
- 1/2/2022 – 31/1/2025: 3-year Ph.D. fellowship, Politecnico di Milano School of Management (50.400€)
- Merit Scholarship, Alta Scuola Politecnica, 2020-2021.
- Merit Scholarship, Università degli Studi di Padova, “Mille e una lode”, years: 2017, 2018, 2019.

Publications

Journal articles in refereed academic journals

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- 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)

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- 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

Articles under review in academic journals

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- Zoccarato F., Toletti G., Lettieri E., Unveiling the Influence of GenAI on Corporate Foresight Practices. Submitted at Research-Technology Management

Working papers

- Zoccarato F., Lettieri E., Toletti G., A qualitative investigation of the tension between materiality and discourse in the narratives of experts in the foresight practices. Ready for submission.
- Zoccarato F., Wenzel M., A qualitative analysis of visuals and discourses in foresight practices. Data analysis.

International conference papers

- 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, 5-7 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, 7-9 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, 17-19 July 2022, Hamburg.

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

Further data

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

Speaker at practice-oriented events and webinars

- 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 and doctoral colloquiums attended

- 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»

Language competence

	Listening	Reading	Speaking	Writing
Italian	Native Speaker	Native Speaker	Native Speaker	Native Speaker
English	C1	C1	C1	C1

Language Certifications: IELTS 7.5 – earned September 2019.

OtherAdditional Certification

Abilitazione all'esercizio della professione di Ingegnere Gestionale – earned December 2022, Politecnico di Milano.

IT and Software competences for research

- Text analysis (e.g., interview coding, document and author co-citation, word co-occurrence, co-author analyses)
Software: VOS viewer, NVivo.
- Econometrics (e.g., cluster analysis, regression models, structural equation modeling)
Software: Stata, SPSS.

Date 14/11/2024