

# Maral Mahdad

Postdoctoral fellow in Innovation Management

Department of Food and Resource Economics

University of Copenhagen, Denmark



## **PERSONAL QUALIFICATION AND EXPERIENCES**

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A dynamic, team spirited and performance driven academy member with blend of business knowledge and experience. Recognized for keen ability to improve team's performance. Ability to communicate effectively and motivate team members to achieve objectives. Creative problem solving skills complemented by analytical thinking approach.

My main professional competences and experiences centre on Open Innovation, innovation management, University-Industry collaboration, business model innovation, and entrepreneurship. These include the extent of openness, knowledge in-flows and out-flows, management and organization of such processes.

## **ACADEMIC BACKGROUND**

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Jan 2017- Present	University of Copenhagen, Copenhagen, Denmark <b>Postdoctoral Fellow</b> in Innovation Management at the department of Food and Resource Economics, Faculty of Science. Current project: Investigating the microfoundations of socioeconomic impact of university-industry relations. The project is funded by NovoNordisk Foundation.
Jan 2016 – Dec 2016	University of Copenhagen, Copenhagen, Denmark <b>Visiting Ph.D Fellow</b> at the department of Food and Resource Economics, Faculty of Science. Supervisor: Prof. Marcel Bogers
Oct 2013 – Nov 2016	Sant'Anna School of Advanced Studies, Pisa (PI), Italy <b>Ph.D. in Innovation Management</b> Thesis title: "The Micro-dynamics of University-Industry Collaboration: The case of Telecom Italia Joint Open Labs" Research Projects on Open Innovation, Innovation management, University-Industry collaboration. Supervisors: Prof. Andrea Piccaluga, Prof. Alberto Di Minin.

- Aug 2011-July 2013      University of Trento, Trento, Italy  
 Sant'Anna school of advanced Studies, Pisa, Italy (double degree program)  
**M.Sc. in Innovation Management**  
 Thesis title: "Network models of Innovation diffusion for green vehicles"  
 Thesis supervisor: Prof. Luigi Marengo
- Sep 2006 – July 2011      Isfahan University of Technology (IUT), Isfahan, Iran  
**Bachelor's degree in Industrial engineering**  
 Thesis title: "Efficient tools for factory designing: Bread Industry"

## RESEARCH PROJECTS

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- Jan 2015-Jun 2016      **Researcher** in European Project: Open Innovation in European ICT companies Open (JRC-IPTS-ICT).  
 This project synthesizes the results of 13 case studies on innovative ICT and ICT-enabled companies across Europe. It aims to assess the impact of Open Innovation strategies (OISs) on their innovation processes and to highlight the role played by ICT.
- Sep 2014- Present      **Researcher** in European Project: OI-net (The Open Innovation network).  
 The Academic Network for Open Innovation (OI-Net) is designed to facilitate European cooperation on open innovation by outlining and exchanging up-to-date concepts, and good practices in open innovation and open innovation education.
- Mar 2014 – Jan 2016      **External Evaluator** in "Skills For the Future" Program, in collaboration with JAYE and Hyundai Motor Europe.  
 "Skills for the Future" is an innovative educational program targeted to young college students of European countries that combine theory and applied learning.
- Aug 2013 – Aug 2014      **Researcher** in Intel Global challenge Analysis  
 This project using a data set of 166 teams participated to the finals of Intel Global Challenge (IGC) in UC Berkeley, California during 8 years (2005-2012) aims at exploring trends, dynamics and evolution of these startups.

## PUBLICATIONS AND CONFERENCE PAPERS

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- Dec 2016      Mahdad. M, Piccaluga. A, Di Minin. A, "Why Open Innovation Is Easier Said than Done: AN Organizational Identity Perspective" WOIC2016, Barcelona, Spain. **Best Student paper Award**

July 2016	Mahdad. M, Bogers. M, Piccaluga. A, Di Minin. A, “The role of leadership in bridging the cultural divide within university-industry cooperative research centres” RADMA 2016, Cambridge, UK.
June 2016	Mahdad. M, Bogers. M, Piccaluga. A, “The Microgeography of University Industry Collaboration: The Case of Joint Laboratories of Telecom Italia” DRUID 2016, Copenhagen, Denmark.
Nov 2015	Mahdad. M, Piccaluga. A, Di Minin. A, “Open Innovation strategies of SMEs within an artificially closed innovation system: Evidences from Iran”. 2nd annual World Open Innovation Conference: WOIC 2015, California, USA.
May 2015	Mahdad. M, Piccaluga. A, Di Minin. A, “When industry and university live under the same roof: Telecom Italia’s joint laboratories initiatives”. RADMA 2015, Pisa, Italy.
Feb 2015	Francesco Fusco, Maral Mahdad, Giuseppe Turchetti, “Telerehabilitation after Total Knee Replacement: Business model proposals and insights from Tuscany”. eTELEMED 2015
Dec 2014	Bagheri. K, Goodarzi. M, Mahdad. M, “Effectiveness of Iranian policies on commercialization of patented technologies” IRAMOT 2014

## WORK EXPERIENCES

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Jun 2012- Sep 2012	<b>Intern</b> in Toyota Kirloskar Motor, Bangalore, <b>India</b> Marketing for Innovative solutions Project: Market development and diffusion of Hybrid Electric vehicles in India
Sep 2008- Apr 2009	<b>Project Manager</b> in Fuel-efficient vehicle team of IUT, Shell Eco Marathon IUT super mileage team
Mar 2007-Sep 2007	<b>Sales and Marketing Assistant</b> in Altabia Travel & Tour SDN BHD, Kuala Lumpur, <b>Malaysia</b>

## AWARDS AND CERTIFICATES

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Dec 2016	Best Student Paper Award, World Open Innovation Conference 2016, Barcelona, Spain.
May 2016	Art of Academic Writing, Copenhagen University, Department of food and resource Economics
Sep 2014	Publishing in Management and Technology, summer school in KU Leuven, Lueven, Belgium

Sep 2013	Full scholarship for Ph.D in Management at Sant'Anna school of Advanced studies (Rank 1)
Aug 2011	Full scholarship for Master's degree in Innovation Management at University of Trento
Dec 2009	Efficient Maintenance Management (TPM), IIIIE (Certificate No: TPM/88-01-166)
Dec 2009	Increase Sales techniques, IIIIE (Certificate No: IST/88-01-76 )
Dec 2009	Knowledge Management, IIIIE (Certificate No: KM/88-01-163)
Feb 2009	Internal Audit of Quality Management System, Requirement of BS EN ISO 9001:2008 BRS academy. Certificate No: QM/IS-BR/1018-249

## FUNDRAISING EXPERIENCES

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Participating as a key member in developing and writing research proposals, including:

- **NovoNordisk Foundations Social Science Research Programme:** proposal submitted and received funding (Total funding: 10 Million DKK) (2016)
- **JRC-IPTS- “Case studies on Open Innovation in ICT”:** Proposal submitted to and received funding (Total funding: 60K Euro) (2014)

## SKILLS

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- Languages
  - English: Fluent (TOEFL, IELTS, GRE certificate)
  - Italian: Intermediate
  - Persian: Mother tongue
- Computer skills
  - STATA, R, Nvivo, Microsoft Office
  - Engineering (CATIA, ED, Primavera, Visio)

## REFERENCES

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### Prof. Marcel Bogers

Associate Professor at University of Copenhagen, Department of Food and Resource Economics (IFRO) Section for Production, Markets and Policy.  
 Rolighedsvej 25 1958 Frederiksberg C Denmark. [marcel@ifro.ku.dk](mailto:marcel@ifro.ku.dk)

### Prof. Andrea Piccaluga

Professor of Innovation Management at Scuola Superiore Sant'Anna, the Institute of Management. President of Netval ([www.netval.it](http://www.netval.it)), the Italian network of University Technology Transfer Offices since December 2013.  
 Scuola Superiore Sant'Anna, Piazza Martiri della Libertà 33, 56127, Pisa (Italy). [a.piccaluga@sssup.it](mailto:a.piccaluga@sssup.it)