

<p style="text-align: center;">Research program <i>“Survival of corporate and academic spin-off at the crossroad of economic and non-economic goals”</i></p>
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Annex C

Department of Management, Information and Production Engineering

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Research project

The project aims to borrow recent theoretical perspectives from the field of Embedded Entrepreneurship applying them to the field of Corporate and University Entrepreneurship. In order to explain various controversial aspects associated with firm performance. The first part of the project involves a systematic review of the literature and the formulation of a research design based on survey; following that, an activity of data collection at national level is foreseen. From an empirical point of view the project includes the analysis of the relationship between the co-existence of different logics and objectives (economic and non-economic, such as reputational, ethical and scientific) and the survival and growth of new high-tech university.