

# Ludmila STRIUKOVA

Professor

Academy: Innovation

Research center: SKEMA Centre for Sustainability Studies

Campus: Paris

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## Research interests

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3D printing, Artificial Intelligence, Business model innovation, Enterprise 4.0, Intellectual Property management, Internet of Things, Mass Customization, Open and User innovation, Social innovation and entrepreneurship

## Education

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2018	HDR, Université de Strasbourg, France
2005	Ph.D., Birkbeck, University of London, Great Britain
2001	MSc, Kingston University, Great Britain
2000	MSc, Moscow Technical University of Telecommunications and Informatics, Russia

## Experience

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### **Full-time academic positions**

Since 2019	Professor, SKEMA Business School, France
2017 - 2019	Associate Professor, SKEMA Business School, France

### **Other academic affiliations and appointments**

Since 2018	Associate Dean for the Innovation Academy, SKEMA Business School, France
2017	Head of the department of Strategy, Entrepreneurship and Economics, SKEMA Business School, France
2010 - 2017	Senior Lecturer, University College London, Great Britain
2005 - 2010	Lecturer, University College London, Great Britain
2004 - 2005	Researcher, King's College London, Great Britain
2002 - 2004	Teaching Fellow, London School of Economics and Political Science (LSE), Great Britain
2001 - 2002	Researcher, Euromonitor, Great Britain

## Research grants, Awards and Honors

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### **Awards and Honors**

2016	Senior Fellow, UK Higher Education Academy
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## Publications

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### **Peer-reviewed journal articles**

- RAYNA, T., STRIUKOVA, L. and FAUCHART, E. (2023). Commercialisation Strategies of Large-Scale and Distributed Open innovation: The Case of Open Source Hardware. *California Management Review*, 65(2), pp. 22-44.
- RAYNA, T. and STRIUKOVA, L. (2021). Assessing the Effect of 3D Printing Technologies on Entrepreneurship: An Exploratory Study. *Technological Forecasting and Social Change*, 164, pp. 120483.
- RAYNA, T. and STRIUKOVA, L. (2021). Fostering Skills for the 21st Century: The Role of Fab Labs and Makerspaces. *Technological Forecasting and Social Change*, 164, pp. 120391.
- RAYNA, T. and STRIUKOVA, L. (2021). Involving Consumers: The Role of Digital Technologies in Promoting 'Prosumption' and User Innovation. *Journal of the Knowledge Economy*, 12, pp. 218-237.
- RAYNA, T. and STRIUKOVA, L. (2019). Open Social Innovation Dynamics and Impact: Exploratory Study of a Fab Lab Network. *R & D Management*, 49(3), pp. 383-395.
- RAYNA, T. and STRIUKOVA, L. (2016). 360° business model innovation: Toward an integrated view of business model innovation. *Research Technology Management: international journal of research management*, 59(3), pp. 21-28.
- STRIUKOVA, L. and RAYNA, T. (2016). From Rapid Prototyping to Home Fabrication: How 3D Printing is Changing Business Model Innovation. *Technological Forecasting and Social Change*, 102, pp. 214-224.
- RAYNA, T., STRIUKOVA, L. and DARLINGTON, J. (2015). Co-creation and User Innovation: The Role of Online 3D Printing Platforms. *Journal of Engineering and Technology Management*, 37, pp. 90-102.
- STRIUKOVA, L. (2015). Diamonds in the rough, what does it take for clusters and technoparks to become masterpieces? *International Journal of Entrepreneurship and Innovation Management*, 19(5), pp. 285-288.
- RAYNA, T. and STRIUKOVA, L. (2015). Open innovation 2.0: Is co-creation the ultimate challenge? *International Journal of Technology Management*, 69(1), pp. 38-53.
- RAYNA, T., DARLINGTON, J. and STRIUKOVA, L. (2015). Pricing music in the digital age: Mutually advantageous price discrimination in practice. *Electronic Markets*, 25, pp. 139-154.
- RAYNA, T. and STRIUKOVA, L. (2015). University-industry knowledge exchange: An exploratory study of Open Innovation in UK universities. *European Journal of Innovation Management*, 18(4), pp. 471-492.
- RAYNA, T. and STRIUKOVA, L. (2015). What makes patent pools successful? An analysis of optical disc and mobile phone industries. *International Journal of Entrepreneurship and Innovation Management*, 19(1-2), pp. 6-29.
- RAYNA, T. and STRIUKOVA, L. (2014). Few to Many': Change of Business Model Paradigm in the Video Game Industry. *Communications & Strategies*, 94, pp. 61-81.
- PETRICK, I., RAYNA, T. and STRIUKOVA, L. (2014). The Challenges of Intellectual Property. *Research Technology Management: international journal of research management*, 57(5), pp. 9-11.
- STRIUKOVA, L. (2012). Unlocking Value through IP Governance: The Role of Social Capital. *International Journal of Foresight and Innovation Policy*, 8(1), pp. 22-36.
- RAYNA, T. and STRIUKOVA, L. (2010). Large-scale Open Innovation: Open Source vs. Patent Pools. *International Journal of Technology Management*, 52(3/4), pp. 477-496.
- RAYNA, T. and STRIUKOVA, L. (2010). Web 2.0 is cheap: Supply Exceeds Demand. *Prometheus*, 28(3), pp. 267-285.
- ANDERSEN, B. and STRIUKOVA, L. (2010). Where Value Resides in the Modern Enterprise. *Strategic Change*, 19(3-4), pp. 103-123.
- STRIUKOVA, L. (2009). Corporate Value Creation through Patent Governance Structures. *International Journal of Intellectual Property Management*, 3(3), pp. 223-237.
- RAYNA, T., STRIUKOVA, L. and LANDAU, S. (2009). Crossing the Chasm or Being Crossed Out: The Case of Digital Audio Players. *International Journal of Actor-Network Theory and Technological Innovation*, 1(3), pp. 36-54.
- RAYNA, T. and STRIUKOVA, L. (2009). Luxury without Guilt: Service Innovation in the All-inclusive Hotel Industry. *Service Business*, 3, pp. 359-372.
- RAYNA, T. and STRIUKOVA, L. (2009). Public Venture Capital: Missing Link or Weakest Link? *International Journal of Entrepreneurship and Innovation Management*, 9(4), pp. 453-465.

STRIUKOVA, L. (2009). Value of University Patents as a Determinant of Technology Transfer. *International Journal of Technology Transfer and Commercialisation*, 8(4), pp. 379-391.

RAYNA, T. and STRIUKOVA, L. (2008). Digital Rights Management: White Knight or Trojan Horse? *Communications & Strategies*, 69, pp. 109-125.

RAYNA, T. and STRIUKOVA, L. (2008). Privacy or Piracy, Why Have to Choose? Two Solutions to the Issue of Digital Rights Management and Protection of Personal Information. *International Journal of Intellectual Property Management*, 2(3), pp. 240-252.

STRIUKOVA, L. and RAYNA, T. (2008). The Role of Social Capital in Virtual Teams and Organisations: Corporate Value Creation. *International Journal of Networking and Virtual Organisations*, 5(1), pp. 103-119.

STRIUKOVA, L., UNERMAN, J. and GUTHRIE, J. (2008). Corporate reporting of intellectual capital: Evidence from UK companies. *The British Accounting Review*, 40(4), pp. 297-313.

STRIUKOVA, L. (2007). Patents and corporate value creation: theoretical approach. *Journal of Intellectual Capital*, 8(3), pp. 431-443.

### **Books and book editor**

STRIUKOVA, L., SERVEL, N., DISPAS, C. and KAYANAKIS, G. (2021). *Innovation and Financial Markets*. Wiley-ISTE, 208 pages.

### **Book chapters**

STRIUKOVA, L. and RAYNA, T. (2017). The Impact of 3D Printing Platforms on Business Model Innovation and Open R&D. In: D. Assimakopoulos and F. Li (ed.). *Ecosystems and Platforms*. 1st ed. Emerald Publishing.

STRIUKOVA, L., RAYNA, T. and WAGNER, M. (2017). Managing co-creation within global creative processes: A framework. In: Valls-Pasola, J. and Burger-Helmchen, T. eds. *Global Management of Creativity*. 1st ed. Routledge, pp. 140-159.

STRIUKOVA, L. and RAYNA, T. (2016). Adaptively and Rapid Prototyping: How 3D Printing is Changing Business Model Innovation. In: van den Berg, B., van der Hof, S. and Mair, C. eds. *3D Printing: Legal, Philosophical and Economic Dimensions*. 1st ed. Springer, pp. 167-182.

STRIUKOVA, L. and RAYNA, T. (2016). A Taxonomy of Online 3D Printing Platforms. In: van den Berg, B., van der Hof, S. and Mair, C. eds. *3D Printing: Legal, Philosophical and Economic Dimensions*. 1st ed. Springer, pp. 153-166.

DARLINGTON, J., STRIUKOVA, L. and RAYNA, T. (2014). Open Innovation, Co-Creation and Mass Customisation: What Role for 3D Printing Platforms? In: Brunoe, T., Nielsen, K. Joergensen, K. and Taps, S. eds. *Twenty Years of Mass Customisation: New Frontiers*. 1st ed. Springer, pp. 425-435.

STRIUKOVA, L. and RAYNA, T. (2014). The Impact of 3D Printing Technologies on Business Model Innovation. In: Benghozi PJ, Krob D, Lonjon A, Panetto H eds. *Digital Enterprise Design & Management*. 1st ed. Springer, pp. 119-132.

STRIUKOVA, L. (2011). Intellectual Property Rights. In: Sheth, J. and Malhotra, N. eds. *Product Innovation & Management volume of the Wiley International Encyclopaedia of Marketing*. 1st ed. Wiley-Blackwell, pp. 102-108.

STRIUKOVA, L. and RAYNA, T. (2011). Engineering versus craftsmanship: Innovation in the electric guitar industry, 1945-1984. In: Robertson Paul and Jacobson David (ed.). *Knowledge Transfer and Technological Diffusion*. 1st ed. Edward Elgar Publishing, pp. 186-210.

STRIUKOVA, L., LANDAU, S. and RAYNA, T. (2010). The critical role of market segmentation: Evidence from the audio player market. In: Tatnall, A. eds. *Actor-Network Theory and Technology Innovation: Advancements and New Concepts*. 1st ed. IGI Global, pp. 162-177.

### **Non peer-reviewed journal articles**

RAYNA, T. and STRIUKOVA, L. (2009). Monometapoly or the Economics of the Music Industry. *Prometheus*, 27(3), pp. 211-222.

RAYNA, T. and STRIUKOVA, L. (2009). The Curse of the First-Mover: When Incremental Innovation Leads to Radical Change. *International Journal of Collaborative Enterprise*, 1(1), pp. 4-21.

### **Conference presentations**

NIESTEN, E., STRIUKOVA, L. and PRÆST KNUDSEN, M. (2023). Unlocking Value from Emerging Technologies in Business Ecosystems - A study on autonomous electric vehicles. In: New Business Models Conference. Maastricht.

### **Other research activities**

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#### **Senior or associate editor**

Since 2017      International Journal of Entrepreneurship and Innovation Management