

Cecilia Maronero

Doctoral Candidate

Nationality: Italian
DoB: 29 June 1993

Research Interests

Empirical research in economics of innovation, with a special interest in: IPRs and technology policy, standard essential patents (SEPs), patent litigation, non-practicing entities (NPEs), technology licensing and diffusion of innovations.

Academic Positions

- 09/2023 - ongoing **Research Fellow**, *University of Insubria – Dep. of Economics*, Varese, Italy.
Patent landscape analysis within the Proteins from Plastics (ProPla) project
- 10/2019 - ongoing **Ph.D. Candidate**, *Cotutelle Program: University of Insubria (Italy) & Université de Bordeaux (France)*.

Research Visits

- 06/2023 - ongoing **University of Turin**, *Dep. of Cultures, Politics and Society*.
Visiting Scholar

Teaching Experience

- 2022 **Université de Bordeaux**, *Faculté d'économie, gestion et AES*,
M1 in Intelligence Économique & M1 Économie du développement.
- Introductory Econometrics (STATA)

Work Experience

- 10/2022 - 03/2023 **IPR Policy Researcher – Ericsson**, *IPR Policy and Legal Academic Research Department*, Munich, Germany.
- Economic and legal research on intellectual property rights (IPRs), standard essential patents (SEPs), standardization and FRAND technology licensing in the telecommunications industry
 - Policy advocacy
 - Training in public speech and effective communication, negotiation, conflict resolution, leadership, management, and others
- 01/2019 - 07/2019 **Global Reporting & HR Data Analyst – FCA, Fiat Chrysler Automobiles**, *Global Reporting & HR Information Systems – internship*, Turin Headquarter, Italy.
- Implementation and management of the HR evaluation campaigns
 - Development of HR KPIs, data quality and monthly global reporting
 - Support in the PoC (Proof of Concept) of the in-house absenteeism predictive tool and people analytics dashboard (Qlik Sense dashboard)
- 09/2017 - 10/2017 **Business Consultant – Turin Chamber of Commerce**, *Foreign Trade & Internationalization Department – internship*, Turin, Italy.
- Internationalization consultancy services dedicated to SMEs

- 04/2016 - 07/2016 **Sales & Marketing Coordinator – EF Education First**, *Sales Department – internship*, Turin, Italy.
- Sales, marketing and customer relationship management
- 07/2012 - 10/2012 **Administrative Office Assistant**, *Senglea Local Council*, Senglea-Isla, Malta, "Master dei Talenti Neodiplomati" Program by CRT Foundation.
- Administrative duties, front-office activities, and support in the organization of the Maritime Senglea Festival 2012

Education

- 2019 – ongoing **Ph.D. – University of Insubria & Université de Bordeaux**, *Cotutelle Program*, Economics of Innovation.
Thesis title: *'Innovation, Patent Rights and Non-Practicing Entities (NPEs)'*
- 2017 – 2018 **Master's Degree – Université de Bordeaux**, *Master 2, Intelligence Économique: économie de l'innovation et veille stratégique*, Double degree with the University of Turin,
Thesis: *'Diffusion of Innovations: The Case of Robots in Europe'*, Prof. Marco Guerzoni (Supervisor) & Prof. Francesco Lissoni (Co-Supervisor).
- 2016 – 2018 **Master's Degree – University of Turin**, *Cooperation, Development & Innovation in the Global Economy*, Department Economics and Statistics "Cognetti De Martiis",
Double degree program with the Université de Bordeaux.
- 2012 – 2015 **Bachelor's Degree – University of Turin**, *International Relations, Development & Cooperation*, Department of Cultures, Politics and Society,
Thesis: *'The Washington Consensus and the Asian Financial Crisis of 1997: The Case of Malaysia'*, Prof. Mario Aldo Cedrini (Supervisor).
- 2014 **Istanbul Bilgi University – Erasmus Program**, *Department of Business and Management*, six-month exchange.
- 2013 **University of Wolverhampton – four-week summer school**, *School of Law, Social Sciences & Communication*.

Publications

International Peer-Reviewed Journals

1. Maronero C. and Bichlmayr A., Flipping the Paradigm of Weak Patent Rights: from Theories to Evidence, 2023. *Journal of Intellectual Property Law & Practice*, in press.
2. Sterzi V., Maronero C., Orsatti G., Vezzulli A., 2023. Non-Practicing Entities in Europe: An Empirical Analysis of Patent Acquisitions at the European Patent Office. *Industrial and Corporate Change*, conditionally accepted.

Working Papers

3. Sterzi V., Maronero C., Vezzulli A. Forum Shopping and NPEs in Europe: Does Patent Quality Explain Patent Litigation Strategies? *In preparation*
4. Maronero C., Non-Practicing Entities' Business Models: A Systematic Literature Review with Bibliometric Analysis and Case Studies. *In preparation*

Conference Presentations

- 09/2023 *EPIP (European Policy for Intellectual Property) Conference 2023* – Intellectual Property Law Chair of the Department of Law and Administration, Jagiellonian University, Krakow (Poland)
- 07/2022 *GEOINNO Conference* – Bocconi University, Milan (Italy)
- 06/2022 *DRUID Conference* – Copenhagen Business School, Copenhagen (Denmark)
- 04/2022 *Research Policy 3rd Online Conference for Early Career Researchers (ECRs)* – Research Policy, online
- 11/2021 *NetCIEEX 2nd Annual Meeting 2021* – Network on Counterfactual Impact Evaluation (NetCIEEx), the European Commission Competence Centre on Microeconomic Evaluation(CC-ME), online
- 09/2021 *EPIP (European Policy for Intellectual Property) Conference 2021* – Institute of Public Goods and Policies (CSIC-IPP), Consejo Superior de Investigaciones Científicas – CSIC, Madrid (Spain)

Other Presentations

Workshops and Seminars

- 05/2023 *Seminars in Economics of Innovation and Knowledge, Collegio Carlo Alberto* – University of Turin - Department of Cultures, Politics and Society, Turin (Italy).
- 12/2022 *RISE - 5th Research on Innovation, Science and Entrepreneurship Workshop* – Max Planck Institute for Innovation and Competition, Munich (Germany).
- 11/2022 *BEWIP - Behavioral & Empirical Work in Progress Workshop* – Economics & Policy Department of TUM School of Management, Munich (Germany).
- 05/2022 *ALLIES - Associated Laboratory Linkages between Innovation and Environmental Sustainability* – Workshop on Economics of Innovation, Bordeaux (France).
- 12/2021 *REGIS - REading Group in Innovation Studies* – bi-weekly virtual reading group series focusing on Science, Technology, and Innovation topics.
- 11/2021 *BSE Doctoral Seminar* – Bordeaux School of Economics, Bordeaux (France)
- 09/2021 *EPIP PhD Workshop* – Institute of Public Goods and Policies (CSIC-IPP), Consejo Superior de Investigaciones Científicas – CSIC, Madrid (Spain)

Summer Schools

- 06/2023 *Bioeconomy Summer School: "The Bioeconomy Transformation: Science, Economics, Business and Society"* (2nd edition), Lake Como School of Advanced Studies (Como, Italy)
- 07/2021 *KID 2021 Summer School: "Knowledge Dynamics, Industrial Evolution, Economic Development"*, Nice (France)

Languages

Italian (Native), English (C1), French (C1), German (A1)

Programming Skills

Data Analysis & Visualization R (advanced), Stata (advanced), Microsoft Excel (advanced), SQL (intermediate), Python (basic), ArcGIS (basic), Tableau (basic), Google Analytics (intermediate)

Typesetting \LaTeX (advanced), Microsoft Word (advanced)
Utilities Git (basic), Jupyter Notebook (basic)

Accomplishments

Awards

- 2019 *Doctoral Scholarship*
- 2012 '*Master dei Talenti Neodiplomati*' – CRT Foundation

Courses and Certifications

- 2020 *ArcGIS - Spatial Analysis* – ESRI Training, 'Going Places with Spatial Analysis'
- 2019 *IELTS Academic* – overall score: 8.0: 'very good user'
- 2018 *Advanced Google Analytics* – Google Analytics Academy

References

- 1 Dr. Claudia Tapia Garcia – Ericsson – Director of the IPR Policy & Legal Academic Research, RIPL Strategy & Portfolio Management: claudia.tapia@ericsson.com
- 2 Prof. Andrea Vezzulli – University of Insubria – Associate Professor, Director of PhD Program in Methods and Models for Economic Decisions: andrea.vezzulli@uninsubria.it
- 3 Prof. Valerio Sterzi – University of Bordeaux – Associate Professor and delegated director of VIA-INNO (research platform on technology intelligence attached to the University of Bordeaux: valerio.sterzi@u-bordeaux.fr)

Last update: November 2023