



Ludmila STRIUKOVA

Innovation Paris

CV

Skills & Interests

Expertise

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

Qualification

Scholarly Academic

Academic Degrees

HDR Université de Strasbourg, France, 2018.

Ph.D. Birkbeck, University of London, UK, 2005.

MSc Kingston University, 2001.

MSc Moscow Technical University of Telecommunications and Informatics, 2000.

Work Experience

Associate Dean for the Innovation Academy, SKEMA Business School (January, 2018 - Present), Paris, France.

Associate Professor, Head of the department of Strategy, Entrepreneurship and Economics, SKEMA Business School (2017 - December, 2017), Paris, France.

Senior Lecturer, University College London (2010 - 2017), London, United Kingdom.

Lecturer, University College London (2005 - 2010), London, United Kingdom.

Researcher, King's College (2004 - 2005), London, United Kingdom.

Teaching Fellow, London School of Economics (2002 - 2004), London, United Kingdom.

Researcher, Euromonitor (2001 - 2002), London, United Kingdom.

Intellectual contributions

Articles in Journals

STRIUKOVA, L., & Rayna, T. (2019). Open Social Innovation Dynamics and Impact: Exploratory Study of a Fab Lab Network. *R & D Management*, 49 (3), 383-395.

STRIUKOVA, L., & Rayna, T. (2018). 3D Printing and 'Industrial Revolution', Where are We at? *International Journal of Manufacturing*

Technology and Management, 32 (1).

Striukova, L., & Rayna, T. (2016). 360° business model innovation: Toward an integrated view of business model innovation. *Research - Technology Management*, 59 (3), 21-28.

Striukova, L., & Rayna, T. (2016). From Rapid Prototyping to Home Fabrication: How 3D Printing is Changing Business Model Innovation. *Technological Forecasting and Social Change*, 102, 214-224.

Striukova, L., & Rayna, T. (2016). Involving Consumers: The Role of Digital Technologies in Promoting User Innovation. *Journal of the Knowledge Economy*.

Striukova, L., & Rayna, T. (2015). Open innovation 2.0: Is co-creation the ultimate challenge? *International Journal of Technology Management*, 69 (1), 38-53.

Striukova, L., Rayna, T., & Darlington, J. (2015). Co-creation and User Innovation: The Role of Online 3D Printing Platforms. *Journal of Engineering and Technology Management*, 37, 90-102.

Striukova, L., Darlington, J., & Rayna, T. (2015). Pricing music in the digital age: Mutually advantageous price discrimination in practice. *Electronic Markets - The International Journal*, 25 (2), 139-154.

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 (5-6), 285-288.

Striukova, L., & Rayna, T. (2015). What makes patent pools successful: an analysis of optical video and mobile phone markets. *International Journal of Entrepreneurship and Innovation Management*, 19 (1-2), 6-29.

Striukova, L., & Rayna, T. (2015). University–Industry Knowledge Exchange: An Exploratory Study of Open Innovation in UK Universities. *European Journal of Innovation Management*, 18 (4), 471-492.

Striukova, L., & Rayna, T. (2014). Few to Many: Change of Business Model Paradigm in the Video Game Industry. *Communications & Strategies*, 94 (2), 61-81.

Striukova, L., Petrick, I., & Rayna, T. (2014). The Challenges of Intellectual Property. *Research Technology Management*, 57 (5), 9-11.

Striukova, L. (2012). Unlocking value through IP governance: the role of social capital. *International Journal of Foresight and Innovation Policy*, 8 (1), 22-36.

Striukova, L., & Rayna, T. (2010). Large-scale Open Innovation: Open Source vs. Patent Pools. *International Journal of Technology Management*, 52 (3-4), 477-496.

Striukova, L., & Rayna, T. (2010). Web 2.0 is cheap: Supply Exceeds Demand. *Prometheus*, 28 (3), 267-285.

Striukova, L., & Andersen, B. (2010). Where Value Resides in the Modern Enterprise. *Strategic Change*, 19 (3-4), 103-123.

Striukova, L., & Rayna, T. (2009). Public Venture Capital: Missing Link or Weakest Link? *International Journal of Entrepreneurship and Innovation Management*, 9 (4), 453-465.

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

Striukova, L., & Rayna, T. (2009). Luxury without Guilt: Service Innovation in the All-inclusive Hotel Industry. *Service Business*, 3 (4), 359-372.

Striukova, L. (2009). Corporate Value Creation through Patent Governance Structures. *International Journal of Intellectual Property Management*, 3 (3), 223-237.

Striukova, L., & Rayna, T. (2009). Monometapoly or the Economics of the Music Industry. *Prometheus*, 27 (1), 211-222.

Striukova, L., Landau, S., & Rayna, T. (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), 36-54.

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

Striukova, L., & Rayna, T. (2008). Digital Rights Management: White Knight or Trojan Horse? *Communications & Strategies*, 69 (1), 109-125.

Striukova, L., & 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), 103-119.

Striukova, L., Unerman, J., & Guthrie, J. (2008). UK Corporate Reporting of Intellectual Capital: Evidence from Large Firms. *British Accounting Review*, 40 (4), 297-313.

Striukova, L., & Rayna, T. (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), 240-252.

Striukova, L. (2007). Patents and Corporate Value Creation: the Theoretical Approach. *Journal of Intellectual Capital*, 8 (3), 431-443.

- Striukova, L., & Rayna, T. (2017). The Impact of 3D Printing Platforms on Business Model Innovation and Open R&D. In D. Assimakopoulos and F. Li, editors. Emerald. (Eds.), *Ecosystems and Platforms*.
- Striukova, L., Rayna, T., & Wagner, M. (2017). Managing co-creation within global creative processes: A framework. In Valls-Pasola, J. and Burger-Helmchen, T., editors, Routledge (Eds.), *Global Management of Creativity*.
- Striukova, L. (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., editors (Eds.), *3D Printing: Legal, Philosophical and Economic Dimensions* (pp. 167-182). Springer.
- Striukova, L. (2016). A Taxonomy of Online 3D Printing Platforms. In van den Berg, B., van der Hof, S. and Mair, C., editors (Eds.), *3D Printing: Legal, Philosophical and Economic Dimensions* (pp. 153-166). Springer.
- Darlington, J., & Striukova, L. (2014). Open Innovation, Co-Creation and Mass Customisation: What Role for 3D Printing Platforms?. In Brunoe, T., Nielsen, K. Joergensen, K. and Taps, S., editors (Eds.), *Twenty Years of Mass Customisation: New Frontiers* (pp. 425-435). Springer International Publishing.
- Striukova, L., & Rayna, T. (2014). The Impact of 3D Printing Technologies on Business Model Innovation. In Benghozi PJ, Krob D, Lonjon A Hervé Panetto, Panetto, H (eds.) (Ed.), *Digital Enterprise Design & Management* (pp. 119-132). Springer.
- Striukova, L. (2011). Intellectual Property Rights. In Sheth, J. and Malhotra, N. (eds.) (Eds.), *Product Innovation & Management volume of the Wiley International Encyclopaedia of Marketing* (pp. 102-108). Wiley/Blackwell.
- Striukova, L., & Rayna, T. (2011). Engineering versus craftsmanship: Innovation in the electric guitar industry, 1945-1984. In Robertson, P. and Jacobson, D.(eds.) (Eds.), *Knowledge Transfer and Technological Diffusion* (pp. 186-210). Edward Elgard, Cheltenham.
- Striukova, L., Landau, S., & Rayna, T. (2010). The critical role of market segmentation: Evidence from the audio player market. In Tatnall, A. (ed.) (Ed.), *Actor-Network Theory and Technology Innovation: Advancements and New Concepts* (pp. 162-177). Information Science Reference (IGI Global).

Conference Presentations

- STRIUKOVA, L. & Rayna, T. (2019). *Social User Innovation by children and young adults: study of the network of youth Fab Labs and Makerspaces*. Open and User Innovation conference, Utrecht, Netherlands.
- STRIUKOVA, L. & Rayna, T. (2019). *3D printing and entrepreneurship: Fostering social change*. EGOS, Edinburgh, United Kingdom.
- STRIUKOVA, L. & Rayna, T. (2019). *Fab Lab and Makerspaces: Fostering Innovation skills*. R&D Management Conference, Paris, France.
- STRIUKOVA, L. & Rayna, T. (2019). *Open Innovation and 3D printing: Intellectual Property Rights challenges*. R&D Management Conference, Paris, France.
- STRIUKOVA, L. & Rayna, T. (2019). *Beyond the hype: Potential of Blockchain for businesses*. R&D Management Conference, Paris, France.
- STRIUKOVA, L., Rayna, T., Cohen, J., & Manchon, S. (2019). *Beyond the Hype--The Actual Impact of Blockchain on Business Models. Competitive Advantage in the Digital Economy (CADE) Forum*, Venice, Italy.
- STRIUKOVA, L., Rayna, T., & Fauchard, E. (2019). *Commercialization norms in collaborative communities: a netnographic study*. Open and User Innovation conference, Utrecht, Netherlands.
- STRIUKOVA, L. & Rayna, T. (2018). *Open Social Innovation in Practice: Exploratory Study of a Fab Lab Network*. R&D Management Conference, Milan, Italy.
- STRIUKOVA, L., Daly, A., Birtchnell, T., & Rayna, T. (2018). *The Long-Term impact of 3D printing on IP: Preliminary Results*. Abbé Grégoire Innovation Days, Paris, France.
- STRIUKOVA, L. & Rayna, T. (2018). *Open Social Innovation Dynamics and Impact: Exploratory Study of a Fab Lab Network*. World Open Innovation Conference, San Francisco, California.
- STRIUKOVA, L. & Rayna, T. (2018). *Investigating the Impact of 3D Printing Technologies for Startups and Entrepreneurs: Innovation Unleashed?* R&D Management Conference, Milan, Italy.
- STRIUKOVA, L. & Rayna, T. (2018). *The Impact of 3D Printing on Entrepreneurship*". 3D printing workshop, Paris, France.
- STRIUKOVA, L. & Rayna, T. (2018). *Gibson vs Fender : Innovation Paths in the Early Electric Guitar Industry (1945 – 1984)*. AIMS (Association Internationale Management Stratégique), Montpellier, France.
- STRIUKOVA, L. & Rayna, T. (2018). *Providing skills to User Innovators and Entrepreneurs: The Role of Fab labs and Makerspaces*. Open and User Innovation conference, New York, New York.
- STRIUKOVA, L. & Rayna, T. (2018). *The Impact of 3D Printing Technologies on User Entrepreneurship*. Open and User Innovation conference, New York, New York.
- STRIUKOVA, L. & Rayna, T. (2018). *Investigating the Impact of 3D Printing Technologies for Startups and Entrepreneurs: Innovation Unleashed?* R&D Management Conference, Milan, Italy.

- STRIUKOVA, L. & Rayna, T. (2018). *Innovation for the Rest of Us: The Impact of 3D Printing on Entrepreneurship*. World Open Innovation Conference, San Francisco, California.
- STRIUKOVA, L. & Rayna, T. (2017). *From Mass Customisation to Mass Entrepreneurship: The Impact of 3D Printing on Entrepreneurship*. World Mass Customization & Personalization Conference, Aachen, Germany.
- STRIUKOVA, L. & Rayna, T. (2017). *Open Social Innovation Dynamics and Impact: Exploratory Study of a Fab Lab Network*. Séminaire du Knowledge Communities Observatory, Strasbourg, France.
- Striukova, L. (2016). *FabLabs and collaborative spaces: what role for 3D printing technologies*. EURAM (European Academy of Management) Conference, Paris, France.
- Striukova, L. (2016). *Dynamiques d'adoption et de diffusion des technologies d'impression 3D : quels impacts sur les modèles d'affaires ?* Ecole d'Eté d'Economie Numérique, Nice, France.
- Striukova, L. (2015). *The Impact of 3D Printing Technologies on Business Model Innovation*. SASE, London, United Kingdom.
- Striukova, L. (2015). *Co-creation and User Innovation: The Role of Online 3D Printing Platforms*. Open and User Innovation Society Meeting, Lisbon, Portugal.
- Striukova, L. (2015). *The Impact of 3D Printing Platforms on Business Model Innovation and Open R&D*. R&D Management Conference, Pisa, Italy.
- Striukova, L. (2014). *The Role of Online 3D Platforms in Open Innovation with Customers*. Fraunhofer Direct Digital Manufacturing Conference, Berlin, Germany.
- Striukova, L. (2014). *Intellectual Property Strategies: The Case of Patent Governance*. EPIP Conference, Brussels, Belgium.
- Striukova, L. (2014). *Open Innovation, Co-Creation and Mass Customisation: What Role for 3D Printing Platforms?* World Conference on Mass Customization, Personalization, and Co-Creation (MCPC), Aalborg, Denmark.
- Striukova, L. (2014). *The Impact of 3D Printing Technologies on Business Model Innovation*. Digital Enterprise Design & Management (DED&M), Paris, France.
- Striukova, L. (2014). *What makes patent pools successful? An analysis of optical disc and mobile phone industries*. Developments in Economics of Intellectual Property Rights, Strasbourg, France.

Research Reports

- 2018: STRIUKOVA, L., Daly, A., Birtchnell, T., & Rayna, T., Digital manufacturing and intellectual property challenges: a foresight study., submitted to UK Intellectual Property Office.

Professional Service

Editor: Associate Editor

- 2017: International Journal of Entrepreneurship and Innovation Management (International).

Editor: Guest Editor of Journal

- 2017: International Journal of Manufacturing Technology and Management (International). **Special Issue** "3D printing: The Next Industrial Revolution", with I. Petrick (Penn State University) and T. Rayna (Novancia Business School Paris).
- 2017: International Journal of Technology Management (International). **Special Issue** "Leveraging Technological Change: The Role of Business Models and Ecosystems" with P-J. Benghozi (École Polytechnique/CNRS), E. Salvador (École Polytechnique) and T. Rayna (Novancia Business School Paris).
- 2015: Research Technology Management (RTM) (International). **Special Issue** "Intellectual Property Approaches for a New Era" with I. Petrick (Penn State University) and T. Rayna (Novancia Business School Paris). 2015, 57(5)
- 2015: International Journal of Entrepreneurship and Innovation Management (International). **Special Issue** "Inspired by Silicon Valley: Cheap Copy or Masterpiece?" with T. Rayna (Novancia Business School Paris), 2015, 19(5/6).