Ludmila STRIUKOVA

Professor

Academy: Innovation

Research center: SKEMA Centre for Sustainability Studies

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Research interests

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

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

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

Awards and Honors

2016	Senior Fellow, UK Higher Education Academy

Publications

Peer-reviewed journal articles

NIESTEN, E., STRIUKOVA, L. and BACHA, E. (2025). Leadership Cognition as A Driver of Ecosystem Strategies in Sustainable Business Ecosystems. *M@n@gement*, 28(5), pp. 89-110.

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

Senior or associate editor

Since 2017 International Journal of Entrepreneurship and Innovation Management