

# Curriculum Vitae – Dr Ludmila STRIUKOVA

**ADDRESS:** Gower Street  
London WC1E 6BT  
**E-MAIL:** [l.striukova@ucl.ac.uk](mailto:l.striukova@ucl.ac.uk)

## SKILLS AND EXPERIENCE

---

### PROFESSIONAL EXPERIENCE:

**2010 - present time** Senior Lecturer (Associate Professor) at **University College London**  
**2005-2010** Lecturer (Assistant Professor) at **University College London**  
**Dec 04 -Aug 05** Researcher at **King’s College, University of London**  
**Oct 04 - Dec 04** Part-time Lecturer at **Birkbeck, University of London**  
**Oct 02 - Dec 04** Teaching assistant at **London School of Economics**

---

### EDUCATION:

**2001 – 2005** **Birkbeck, University of London**, PhD. Thesis title: “Patents and Corporate Value Creation: The Role of Governance Structures and Social Capital”.  
**2000 – 2001** **Kingston University**, MSc in Business and Economic Forecasting (with merit)  
**1995 – 2000** **Moscow Technical University of Telecommunications and Informatics**, MSc in Engineering and Economics (with distinction)

---

### AWARDS:

**2011** Numerous top ten papers on SSRN (Social Science Research Network); Author Rank: 3,644 out of 175,632 authors (top 2%)  
**2001 – 2005** **Birkbeck, University of London**, College Scholarship to conduct a PhD.  
**2004** Best Graduate Teaching Assistant Teaching Prize, **LSE**. Awarded based on student and peer assessment.  
**2003** **MARIE CURIE** Research Training 6-month fellowship (financed by European Commission Research Directorate).

## PUBLICATIONS AND RESEARCH

---

### RESEARCH INTERESTS:

Innovation and Technology Management, Entrepreneurship, Digital business, Intellectual capital, Intellectual property management, 3D printing

---

### JOURNAL PUBLICATIONS:

21. "Open innovation 2.0: Is co-creation the ultimate challenge?" (with T.Rayna), *International Journal of Technology Management*, forthcoming.
20. "Pricing music in the digital age: Mutually advantageous price discrimination in practice" (with J. Darlington and T. Rayna), *Electronic Markets*, forthcoming.
19. "What makes patent pools successful: an analysis of optical video and mobile phone markets" (with T. Rayna), *International Journal of Entrepreneurship and Innovation Management*, forthcoming.
18. University–Industry Knowledge Exchange: An Exploratory Study of Open Innovation in UK Universities (with T. Rayna), *European Journal of Innovation Management*, forthcoming.
17. "‘Few to Many’: Change of Business Model Paradigm in the Video Game Industry", (with T. Rayna) *Communications and Strategies*, 2014 vol. 94, no. 2, pp. 61-81
16. "Unlocking value through IP governance: the role of social capital", *International Journal of Foresight and Innovation Policy*, 2012, vol. 8, no.1, pp. 22 - 36
15. "Web 2.0 is cheap: Supply Exceeds Demand." (with T.Rayna), *Prometheus*, 2010, vol.28, no. 3, pp. 267–285.
14. "Large-scale Open Innovation: Open Source vs. Patent Pools" (with T. Rayna), *International Journal of Technology Management*, 2010, vol. 52, No. 3-4, pp.477–496.
13. "Where Value Resides in the Modern Enterprise." *Strategic Change: Briefings in Entrepreneurial Finance* (with B.Andersen), 2010, Vol 19, No 3-4, pp. 103-123.
12. "Monometapoly or the Economics of the Music Industry" (with T.Rayna), *Prometheus*, 2009, vol. 27, no. 1, pp. 211-222.
11. "Luxury without Guilt: Service Innovation in the All-inclusive Hotel Industry" (with T. Rayna), *Service Business*, 2009, vol. 3, no. 4, pp. 359-372.
10. "The Curse of the First-Mover: When Incremental Innovation Leads to Radical Change" (with T. Rayna), *International Journal of Collaborative Enterprise*, 2009, vol.1, no.1, pp. 4-21.
9. "Value of University Patents as a Determinant of Technology Transfer", *International Journal of Technology Transfer and Commercialisation*, 2009, vol.8, no.4, pp. 379-391.
8. "Public Venture Capital: Missing Link or Weakest Link?" (with T. Rayna), *International Journal of Entrepreneurship and Innovation Management*, 2009, vol.9, no.4, pp. 453-465.
7. "Corporate Value Creation through Patent Governance Structures", *International Journal of Intellectual Property Management*, 2009, vol. 3., no. 3, pp. 223-237.
6. "Crossing the Chasm or Being Crossed Out: The Case of Digital Audio Players" (with S. Landau and T. Rayna), *International Journal of Actor-Network Theory and Technological Innovation*, 2009, vol.1, no. 3, pp. 36-54.

5. "UK Corporate Reporting of Intellectual Capital: Evidence from Large Firms" (with J. Unerman and J. Guthrie), *The British Accounting Review*, 2008, vol. 40, no 4, pp. 297-313
4. "Digital Rights Management: White Knight or Trojan Horse?" (with T. Rayna), *Communication and Strategies*, 2008, vol. 69, no. 1, pp. 109-125.
3. "Privacy or Piracy, Why Have to Choose? Two Solutions to the Issue of Digital Rights Management and Protection of Personal Information" (with T. Rayna), *International Journal of Intellectual Property Management*, 2008, vol. 2, no. 3, pp.240–252.
2. "The Role of Social Capital in Virtual Teams and Organisations: Corporate Value Creation" (with T. Rayna), *International Journal of Networking and Virtual Organisations*, 2008, vol. 5, no. 1, pp. 103-119.
1. "Patents and Corporate Value Creation: the Theoretical Approach", *Journal of Intellectual Capital*, 2007, vol. 8, no. 3, pp. 431-443.

---

#### **CHAPTERS IN BOOKS:**

5. "Open Innovation, Co-Creation and Mass Customisation: What Role for 3D Printing Platforms? (with Rayna T, Darlington J) in Brunoe TD, Nielsen K, Joergensen KA, Taps SB (eds.) *Proceedings of the 7th World Conference on Mass Customization, Personalization, and Co-Creation* (MCPC 2014), Aalborg, Denmark, February 4th-7th, pp. 425-435. Springer International Publishing (2014)
4. "The Impact of 3D Printing Technologies on Business Model Innovation " (with T Rayna) in Benghozi PJ, Krob D, Lonjon A Hervé Panetto, Panetto, H (eds.) *Digital Enterprise Design & Management*, pp.119-132, Springer (2014)
3. "Intellectual Property Rights", in Sheth, J. and Malhotra, N. (eds.) *Product Innovation & Management* volume of the *Wiley International Encyclopedia of Marketing*, vol.5 pp.102-108. Wiley-Blackwel (2011)
2. "Engineering versus craftsmanship: Innovation in the electric guitar industry, 1945-1984" (with T.Rayna) in Robertson, P. and Jacobson, D.(eds.) *Knowledge Transfer and Technological Diffusion* chapter 8, pages 186–210. Edward Elgar, Cheltenham, UK (2011)
1. "The critical role of market segmentation: Evidence from the audio player market" (with S. Landau. And T. Rayna) in Tatnall, A. (ed.) *Actor-Network Theory and Technology Innovation: Advancements and New Concepts*, chapter 11, pp. 162–177. Information Science Reference (IGI Global), New York (2010)

---

#### **PEER REVIEWED MONOGRAPHS:**

- "*UK Reporting of Intellectual Capital*" (with Guthrie, J. and Unerman, J.), The Institute of Chartered Accountants in England and Wales' Centre for Business Performance, 2007.

---

#### **PEER REVIEWED WORKING PAPERS:**

- "Digital Rights Management: White Knight or Trojan Horse?" (with Rayna, T.), *Bristol Economics Discussion Papers*, 07/596, 2007.
- "Value Creation from Patents: Empirical study". *DIME Working Papers on Intellectual Property Rights*, no 10, 2006.

“Intangible Assets and Intellectual Capital: Where Value Resides in the Modern Enterprise” (with B. Andersen), *Birkbeck working paper series, School of Management and Organizational Psychology*, 04/02, 2004.

---

**CONFERENCE PAPERS:**

26. “*The Role of Online 3D Platforms in Open Innovation with Customers*”, Fraunhofer Direct Digital Manufacturing Conference 2014 (Berlin, Germany)
25. “*Open Innovation, Co-Creation and Mass Customisation: What Role for 3D Printing Platforms?*”, 7th World Conference on Mass Customization, Personalization, and Co-Creation (MCPC) 2014 (Aalborg, Denmark)
24. “*The Impact of 3D Printing Technologies on Business Model Innovation*”, Digital Enterprise Design & Management (DED&M) 2014 (Paris, France)
23. “*A taxonomy of online 3D printing platforms*”, 3D printing: destiny, doom or dream? 2013 (Leiden, Netherlands)
22. “*Adaptively and rapid prototyping: How 3D printing is changing business model innovation*”, 3D printing: destiny, doom or dream? 2013, (Leiden, Netherlands)
21. “*3D printing: new governance of IPRs for a new era*”, 3D printing conference 2013 (Eindhoven, Netherlands)
20. “*Pricing music in the digital age: Mutually advantageous price discrimination in practice*”, Triple Helix Conference 2013 (London, UK)
19. “*Open innovation in practice: Evidence from British universities*”, Triple Helix Conference 2013 (London, UK)
18. “*What makes patent pools successful? An analysis of optical disc and mobile phone industries*”, SASE Conference 2013, (Milan, Italy)
17. “*Universities: Unlocking the value of open innovation*”, SASE Conference 2013, (Milan, Italy)
16. “*Open Source vs. Crowd sourcing: benefits and costs*”, SASE Conference, MIT (Boston, USA), 2012
15. “*Social enterprise in Russia: old wine in new bottles*”, SASE Conference, MIT (Boston, USA), 2012
14. “*Unlocking Value through IP Governance: the Role of Social Capital*”, conference on IPRs (organised by WIPO) in Moscow, 2010.
13. “*Monometapoly: The Economic Impact of the Recording Industry on the Music Market*”, DIME Conference on The Creative Industries and Intellectual Property in London, 2008.
12. “*Large-Scale Open Innovation: Open Source vs. Patent Pools*”, DIME Workshop on Open Innovation and Distributed Entrepreneurship in Strasbourg, 2008.
11. “*Entrepreneurship through Alliances and Social Networks: Similarities and differences*”, KEINS-DIME Conference in Milan, 2007.
10. “*Corporate Value of Intellectual Capital: Value Embedded in Patents*”, Intellectual Capital Congress, Harlem, Holland, 2007.
9. “*Digital Rights Management: its Consequences for Consumers, Firms and Society*”, EuroCPR Conference, Seville, 2007.
8. “*University patents: Unlocking the Hidden Value*”, SPRU 40th Anniversary Conference, Brighton, 2006.

7. "Patents and Corporate Value Creation: Theoretical approach", DRUID conference, Copenhagen, 2006.
6. "UK Corporate Reporting of Intellectual Capital: Evidence from Large Firms" (with J. Unerman, and J. Guthrie), European Accounting Association, Dublin and British Accounting Association Annual Conference, Portsmouth, 2006.
5. "Social capital revisited", 21st EGOS Colloquium, Berlin, 2005.
4. "Intangible Assets and Intellectual Capital: where Value Resides in the Modern Enterprise", DRUID conference, Helsingør, 2003.
3. "Understanding Information Society: Social Capital Analysis" (with B. Andersen), EAEPE conference, Maastricht, 2003.
2. "Social Capital as the Source to Interactive Learning and Innovation in Intellectual Property Right Systems" (with B. Andersen), KMAC Conference, Birmingham, 2003.
1. "Measuring Intellectual Capital: Towards a Taxonomy" (with B. Andersen), "The Transparent Enterprise. The Value of Intangibles" Conference, Madrid and at 3rd European Conference on Knowledge Management, Trinity College, Dublin, 2002.

---

#### **BOOK REVIEWS:**

Book review of *Corporate Governance, Market Structure and Innovation* by Mario Calderini, Paola Garrone and Maurizio Sobrero. Research Policy, 2005, vol. 34, issue 1

Book review of *Authoring a PhD: How to Plan, Draft, Write and Finish a Doctoral Thesis or Dissertation*, by Patrick Dunleavy. Business History, 2004, vol. 46, issue 4

Book review of *Caught in a Web: Intellectual Property in Cyberspace*, by Richard Poynder. Knowledge Management Magazine, 2003, vol. 7, issue 2

---

#### **RESEARCH PROJECTS:**

2009-2012 AEGIS (Advancing Knowledge-Intensive Entrepreneurship and Innovation for Economic Growth and Social Well-being in Europe), EU Seventh Framework Programme, 300 000 euros, Co-investigator.

2005-2010 DIME (Dynamics of Institutions and Markets in Europe), EU Sixth Framework Programme, 4.9 million euros.

2006-2009 U-KNOW (Knowledge and Competitiveness in the Enlarged EU), EU sixth Framework Programme.

2004-2007 KEINS (Knowledge-Based Entrepreneurship: Innovation, Networks and Systems), EU sixth Framework Programme.

---

#### **REFEREING:**

ACM Transactions on Internet Technology, IEEE Transactions on Professional Communication, ESCR (research proposals), Greek Ministry for Education (research proposals), International Journal of Intellectual property, International Journal of Technology Management, Long Range Planning, Management Research News, Oxford University Press (books), The British Accounting Review

## **OTHER PROFESSIONAL ACTIVITIES**

2012-present Associate Editor of International Journal of Entrepreneurship and Innovation Management

2012 Scientific committee, ZEMCH 2012

2010 Scientific committee, COINFO 2010

June 2010 PhD Examiner, UCL

2009 Scientific committee, MSKE 2009 and COINFO 2009

July 2008 Invited panellist at “The Wealth of Networks” Digital Economy programme sponsored by EPSRC and ESRC.

---

### **INTERVIEWS:**

**2010** by **Intellectual Property Magazine** on university patents

**2009** by BBC on intellectual property rights in music industry