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1. Introduction, Anna Cabigiosu and Pietro Lanzini -- Part I -- 2. Reshaping the auto industry through unconventional challenges, Buzzavo, Leonardo, Favero, Giovanni, & Zirpoli, Francesco -- 3. Historical sustainable alternatives in the Italian automotive industry, Fava, Valentina & Favero, Giovanni -- 3. Greening the Car: Mission Impossible?, Stocchetti, Andrea -- 5. Learning from the past to understand the technological shift of the present: the case of incumbents' resilience in the automotive industry, Zirpoli, Francesco & Balzarin, Lisa -- Part 2 -- 6. What drives individual choices in the mobility sector? An overview across rationality, habits and values, in the age of Covid, Lanzini, Pietro -- 7. Open and collaborative innovation in the automotive industry, Cabigiosu, Anna -- 8. Automotive distribution crossing the gates of change: towards new service architectures, Buzzavo, Leonardo -- 9. Public territorialized mobility platforms for sustainable mobility, Cabigiosu, Anna -- 10. Institutions, social actors and public policies in Europe to support of sustainability in the automotive industry, Bubbico, Davide.

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Sommario/riassunto

This edited collection offers deeper understanding of the green and digital transition in the automotive industry. It explains how mobility products, services and business models are changing, the opportunities and threats correlated to this double transition as well as the competences and resources needed for firms in this fluid scenario. The book firstly provides an in-depth overview of the strategic and managerial implications for automotive and mobility incumbent firms. Chapters describe how sustainable technologies have been changing over time and identify the challenges of the shift imposed by the new competitive environment, such as the so-called servitization of the industry. The second section describes the new drivers of growth and profitability, such as open and collaborative innovation, and provides guidance on how incumbents can surf this turbulent landscape. Anna Cabigiosu is Associate Professor of Strategy and Innovation Management at Ca' Foscari University of Venice, Department of Management. She is the Director of the Master in Mobility and Innovation Management of Ca' Foscari where she is also a member of the Steering Committee of the Center for Automotive and Mobility Innovation. Pietro Lanzini is Associate Professor of Consumer Behavior at the Department of Management and member of the Steering Committee of the Center for Automotive and Mobility Innovation at Ca' Foscari University in Venice. Pietro's research interests include behaviors in the field of sustainability, with a focus on mobility and on the food sector.

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