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Nota di contenuto

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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.