

# Rafael Toassi Crispim

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## Employment

Postdoctoral Fellow  
*CEPID Bridge, University of Sao Paulo* Sao Paulo, Brazil  
Nov 2025 – Present

## Education

University of Sao Paulo  
*PhD. in Management* Sao Paulo, Brazil  
Mar 2021 – Apr 2025

SDA Bocconi School of Management  
*Visiting PhD Student* Milan, Italy  
Sep 2023 – Feb 2024

Federal University of Rio Grande do Sul (UFRGS)  
*MSc. in Management* Porto Alegre, Brazil  
Mar 2018 – Oct 2020

Santa Catarina State University (UDESC)  
*BSc. in Business Administration* Florianopolis, Brazil  
Feb 2011 – Aug 2015

## Research Interests

Innovation Management, Technological change, Innovation Capabilities, Artificial Intelligence, Digital Ecosystems.

## Research Experience

*CEPID Bridge (University of Sao Paulo - USP)* Sao Paulo, Brazil  
Postdoctoral Fellow (2025 – Present)

- Bridge is a Research, Innovation, and Dissemination Center (CEPID) funded by FAPESP and based at the University of Sao Paulo (USP).
- Currently affiliated with the Digital Ecosystems research program.
- My research project investigates the development and orchestration of AI ecosystems.

*Center for Technology Policy and Management (PGT, USP)* Sao Paulo, Brazil  
Researcher (2022 – Present)

- Associated with PGT under Dr. Marcos Bruno and Dr. Felipe Borini supervision.
- Current research project investigates innovation development during critical conditions, particularly past epidemics in Brazil.

*Innovation Research Center (NITEC, UFRGS)* Porto Alegre, Brazil  
Researcher (2018 – Present)

- Research group coordinated by Dr. Paulo Zawislak.
- Current project is related to the development and implementation of smart technologies for improved healthcare services (granted BRL 83.500 by FAPERGS).

## Teaching Experience

*Saint Paul School of Business*

2025 – Present

- Introduction to Relational Competences (Undergraduate): Teaching Assistant for Dr. Siméia Azevedo

*University of Sao Paulo, School of Economics, Business and Accounting*

2021 – Present

- MBA Digital Business (Postgraduate program): Advisor for students final theses
- EAD0715 Innovation Management for Business Competitiveness (Undergraduate): Teaching Assistant for Dr. Marcos Bruno and Dr. Ary Plonski

*Federal University of Rio Grande do Sul, School of Management*

2018

- ADM01183 Science, Technology and Production (Undergraduate): Teaching Assistant for Dr. Paulo Zawislak

## Publications

*Peer-reviewed journals*

**Crispim, R. T.**, Baglieri, V., & Vasconcellos, E. P. G. (2026). Artificial intelligence as a tool for innovation processes enhancement: An inductive study in healthcare. *IEEE Transactions on Engineering Management*, 73, 669-682. <https://doi.org/10.1109/TEM.2025.3641644>

**Crispim, R. T.**, Camboim, G. F., & Zawislak, P. A. (2024). Collaborative spaces as intermediaries for small business innovation. *International Journal of Innovation and Technology Management*, 21(5), 2450036. <https://doi.org/10.1142/S0219877024500366>

**Crispim, R. T.**, Netto, C. O., Camboim, G. F., & Camboim, F. F. (2022). Capabilities for service innovation: Bibliometric analysis and directions for future research. *Revista de Administração Mackenzie*, 23(6), eRAMD220030. <https://doi.org/10.1590/1678-6971/eRAMD220030.en>

*Book chapters*

Zawislak, P. A., Netto, C. O., **Crispim, R. T.**, & Camboim, G. F. (2023). Dynamic capabilities for service innovation in the digital era. In F. Gallouj, C. Gallouj, M-C. Monnoyer, L. Rubalcaba (Eds.), *Elgar Encyclopedia of Service Studies* (pp. 361-363). Edward Elgar Publishing.

*Other publications*

**Crispim, R. T.**, Leite, D. B., Silva, A. O. F., & Faccin, K. (2025). Expectativa e Realidade: A Vivência na Pós-Graduação em Administração no Brasil. *Revista Administração: Ensino e Pesquisa*, 26(3), 416-442. <https://doi.org/10.13058/raep.2025.v26n3.2540>

Marmentini, G. & **Crispim, R. T.** (2024). How civil society organizations can contribute to civic education: Learnings from a developing country. *National Civic Review*, 113(3).

<https://www.nationalcivicleague.org/ncr-article/how-civil-society-organizations-can-contribute-to-civic-education-learnings-from-a-developing-country/>

## Working Papers

“Outcomes of AI-enabled innovation: A review and meta-synthesis”, with Vincenzo Baglieri, Marcos Bruno, and Felipe Borini (final revision)

“Leveraging AI for service innovation: Bridging knowledge gaps and integrating operational models”, with Vincenzo Baglieri, Carlai Netto, Paulo Zawislak, and Felipe Borini (final revision)

“Innovation during critical situations: evidence from past epidemics”, with Marcos Bruno, Monica Otto, Vincenzo Baglieri, and Viviana Mangiaterra (data analysis)

“Ecosystemic Resilience of Agribusiness: An Integrated Approach of Technology and Institutional Governance”, with Denise Barbicieux, Ariane Avila, and Paulo Zawislak (data analysis)

“From Adoption to Development: A Systematic Review of AI Ecosystems and their Blurred Boundaries”, with Roberto Bernardes (data analysis)

“Enhancing views and sharing: Audience perceptions of AI-powered dubbing”, with Celso Reed (data collection)

### **Presentations**

2026: World Symposium on Artificial Intelligence for Sustainable Development, Sao Paulo, Brazil (forthcoming); Theorizing Data and AI Workshop, London, UK (forthcoming).

2025: 85th Annual Meeting of the Academy of Management, Copenhagen, Denmark; EurOMA Sustainability Forum 2025, Virtual.

2024: 27th SemeAd Conference, Sao Paulo, Brazil; 48th Brazilian Academy of Management Annual Meeting - ANPAD, Florianopolis, Brazil; Triple Helix Conference, Sao Paulo, Brazil; 32nd Technological Innovation Management Symposium - ANPAD, Sao Paulo, Brazil; ISPIM Connects, Porto Alegre, Brazil.

2023: R&D Management Conference, Seville, Spain; European Academy of Management - EURAM, Dublin, Ireland; 32nd International Conference on Management of Technology – IAMOT, Porto Alegre, Brazil.

2022: European Academy of Management - EURAM, Winterthur, Switzerland; NITEC Innovation Seminar, Virtual.

2021: 24th SemeAd Conference, Virtual; 31st European Association for Research on Services International Congress – RESER, Virtual; 31st Technological Innovation Management Symposium – ANPAD, Virtual.

2020: 30th European Association for Research on Services International Congress – RESER, Virtual; 44th Brazilian Academy of Management Annual Meeting – ANPAD, Virtual; 55th Latin American Council of Management Schools Annual Congress – CLADEA, Virtual.

2019: R&D Management Conference, Paris, France; 18th Latin Ibero-American Conference on Management of Technology - ALTEC, Medellin, Colombia; 43rd Brazilian Academy of Management Annual Meeting - ANPAD, Sao Paulo, Brazil.

## Grants, Honors and Awards

Best Advisor of Final Theses in the MBA Digital Business - USP	2025
Academy of Management TIM Division Travel Award (USD 500)	2025
CAPEs Visiting Scholarship Program - PrInt (EUR 12.990)	2023
Advisor for the best Final Thesis in the MBA Digital Business - USP	2022
CAPEs Doctoral Fellowship (R\$ 110.400)	2021 – 2025
CAPEs Masters Fellowship (R\$ 36.000)	2018 – 2020

## Academic Service

Organizing committee member IAMOT Conference 2023  
Reviewer for conferences (AOM, EURAM), 2020-2026  
Ad hoc reviewer: IEEE Transactions on Engineering Management; International Journal of Innovation Management; Journal of Knowledge Management; Journal of Engineering and Technology Management; European Journal of Innovation Management; International Journal of Innovation and Technology Management; Innovation and Management Review, Journal of Innovation Management.

## Industry Experience

EloGroup, Sao Paulo, Brazil   Management consulting firm	2020 – 2021
Globulo, Florianopolis, Brazil   Consulting boutique	2016 – 2018
Dialetto, Florianopolis, Brazil   Marketing agency	2014 – 2016
Certi Foundation, Florianopolis, Brazil   R&D organization	2013 – 2014

## Extracurriculars and Leadership

Politizel, Florianopolis, Brazil, Institutional Director	2022 – Present
Estudar Foundation, Sao Paulo, Brazil, Leadership program facilitator	2016 – 2022
United Nations Association of Bulgaria, Sofia, Bulgaria, Volunteer	2016
FEJESC, Florianopolis, Brazil, Communications Director	2014 – 2015

## Skills

Programming: R (basic), LaTeX (basic)  
Software: Nvivo, Atlas.ti, VosViewer, SPSS, Jamovi  
Languages: Portuguese (native), English (fluent), Spanish (basic), Italian (basic)

## References

Roberto Bernardes CEPID Bridge, University of Sao Paulo (Brazil) bernardes@fei.edu.br	Paulo Zawislak School of Management, Federal University of Rio Grande do Sul (Brazil) paulo.zawislak@ufrgs.br
Felipe Borini School of Economics, Business and Accounting, University of Sao Paulo (Brazil) fborini@usp.br	Vincenzo Baglieri SDA Bocconi School of Management, Bocconi University (Italy) enzo.baglieri@sdbocconi.it