**Alessandro MARGHERITA**, PhD is a senior researcher of management engineering at the Department of Engineering for Innovation of the University of Salento (Italy). He is qualified for the role of associate professor. He possesses more than 15 years of research, teaching and consulting experience in areas such as business transformation, technology entrepreneurship, and collective intelligence. He has published 4 manuals and about 60 research articles in international conferences and journals such as *Technological Forecasting and Social Change, Expert Systems with Applications*, and *Business Horizons*. He was a visiting researcher at the Peking University in Beijing and a Research Affiliate at the Center for Collective Intelligence of MIT Sloan.