

Julianna Faludi PhD is a sociologist researching social innovation, the relation of human and technology, and digital entrepreneurship. Her approach stems from the framework of open/collaborative/user innovation and modularity, that was explored in her Dissertation on open innovation in the design-driven industries. She obtained her PhD at the University of Trento (Italy) in Local Development, and Sociology at the Corvinus University of Budapest (Hungary). Her recent project involved investigation of collaborative practices based on ethnography of social hackathons being a mentor of digital startup projects collaborating with the Impact Hub and Makerspace in Budapest, and the European Youth Award in Austria. She was an invited keynote speaker at the Graz Design Month 2019, with her talk on "Liberate the User". Julianna is active in teaching courses related to Sociology or Branding, as well as organizing events for communicating with the wider public. Julianna is an invited speaker and guide at Art events, and she was also broadcasting a radio show for years as editor and speaker. She has a record of publications in various fields.

Selected Publications

Faludi Julianna 2014. Fifty Shades of Innovation. From Open, Toward User and Collaborative Innovation. An Overview, *Budapest Management Review* (Vezetéstudomány), 45/11: 33-43

Faludi Julianna 2019. Innovation Practices and Business Models of Shared Machine Shops, *forthcoming in Strategic Design Management*

Faludi Julianna, 2019. *How to Create Social Value by Digital Social Innovation? Unlocking the Potential for Social Impact of Digital Startups* under review: Journal of Social Entrepreneurship

Faludi Julianna 2019. The Paradigm of the Creative Class in Regional and Urban Development Revisited. An Overview, *Corvinus Journal of Sociology and Social Policy*

Faludi, Julianna 2015. Open Innovation Patterns in the Performing Arts. *Corvinus Journal of Sociology and Social Policy*, 61/1: 47-70