



R&D DESIGNING INNOVATION

TRANSFORMATIONAL CHALLENGES
FOR ORGANIZATIONS AND SOCIETY

CERTIFICATE OF ATTENDANCE

This is to certify that

Alessio Franconi

Attended

The R&D Management Conference 2018 in Milan, Italy
2-4 July 2018

Vittorio Chiesa

Federico Frattini

CERTIFICATE OF PAPER PRESENTATION

This is to certify that

Alessio Franconi

attended

The R&D Management Conference 2018 in Milan, Italy
2-4 July 2018

and has presented the paper entitled:

*Design for Sharing. Exploring Different PSS
Approaches and Consumer Acceptance
of Bike Sharing Systems*

Vittorio Chiesa

Federico Frattini

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