

Adriano Solidoro
Phone: +39-347-4241839
e.mail: adriano.solidoro@unimib.it

CAREER SUMMARY A tenured department and research center member with professional experience in management consultancy, coaching, training and development and EU funded research programs.

Maintains an active research agenda that examines issues emerging in the fields of digital transformation, soft skills, change management, creativity and innovation. Has published books and peer-reviewed journal articles and other academic publications.

Participates in multiple training professional associations via consultancy, committees, editorial leadership, conference presentations, and board memberships.

ACADEMIC APPOINTMENTS

- Since 1 May 2007: Assistant Professor in Organizational Theory and Design, Department of Human Sciences, Faculty of Educational Sciences, University of Milano Bicocca.
- 2005-2007: Research fellowship to conduct a research project on new media and communication.
- 2001-2005: Research fellowship at the “Humanities Lab” Research Centre, IULM University (Free Language and Communications University), Milan.

EDUCATION

- **Ph. D.**, "Information and communication technology applied to knowledge society and to learning processes", University of Milano Bicocca, 2007
 - Dissertation: Cross media and the participative culture.
 - Focus: Media and Communication, Change and Innovation in Media Industry and Cultural Production

Degree in Modern Languages and Literature (English and French, M.A. equivalent) cum laude awarded by the University of Genoa, Department of English Studies, Italy 1995

LECTURING EXPERIENCE

TEACHING EXPERIENCE

- 2014 –2015 - ICT and Knowledge Management (MPhil degree course, University of Milano Bicocca)
- 2013 –2014 - ICT and Knowledge Management (MPhil degree course, University of Milano Bicocca)
- 2013 –2014 - Corporate storytelling
- 2012 –2013 - ICT and Knowledge Management (MPhil degree course, University of Milano Bicocca)
- 2011 –2012 - ICT and Knowledge Management (MPhil degree course, University of Milano Bicocca)
- Organizational Theory & Design (MPhil degree course, University of Milano Bicocca)
- 2010 –2011 - ICT and Knowledge Management (MPhil degree course, University of Milano Bicocca)
- Change Management (MPhil degree course, University of Milano Bicocca)
- 2009 –2010 - ICT and Knowledge Management (MPhil degree course, University of Milano Bicocca)
- Change Management (MPhil degree course, University of Milano Bicocca)

- 2008 –2009 - ICT and Knowledge Management (MPhil degree course, University of Milano Bicocca)
- Change Management (MPhil degree course, University of Milano Bicocca)
- 2007 –2008 - ICT and Knowledge Management (MPhil degree course, University of Milano Bicocca)
- Change Management (MPhil degree course, University of Milano Bicocca)
- 2006 –2007 - ICT and Knowledge Management (MPhil degree course, University of Milano Bicocca)
- Design Theory (Bachelor of Arts Degree in Media Design, Naba, Academy of Arts and Design, Milan) Co-lectured
- 2005-06 - ICT and Knowledge Management (MPhil degree course, University of Milano Bicocca)
- New media (Bachelor of Arts Degree, University of Milano Bicocca) Co-lectured
- Design Theory (Bachelor of Arts Degree in Media Design, Naba, Academy of Arts and Design, Milan) Co-lectured
- 2004-05 - ICT and Knowledge Management (MPhil degree course, University of Milano Bicocca)
- New media (Bachelor of Arts Degree, University of Milano Bicocca), Co-lectured
- Design Theory (Bachelor of Arts Degree in Media Design, Naba, Academy of Arts and Design, Milan) Co-lectured
- 2003-04 - New media (Bachelor of Arts Degree, University of Milano Bicocca)
- Digital Communication (Master's degree course, University of Milano Bicocca)
- Technology for learning (Master's degree course, University of Milano Bicocca)
- 2002-2003 - New media (Bachelor of Arts Degree, University of Milano Bicocca) Co-lectured
- 2001-2002 - Multimedia publishing (Master's degree course, IULM University, Milano)
- Digital communication (Master's degree course, IULM University, Milano)

PUBLICATIONS (selection)

a. Books/monograph

- *Inter/attivati. Scenari, contenuti e narrazioni della crossmedialita'*. Milano, Mimesis, 2006, pp. 160
(*Inter/activated: scenarios, content and narratives of the crossmedia environment* is a book about the social and cultural implications of interactive media. Main topics: emerging textual forms and narratives, audiences and consumption models, participative culture, entertainment and leisure, information and culture industry).

b. Books/editorship

- Solidoro A. , Carbone P., Ferri P. (eds.), *Editoria Multimediale, scenari, metodologie, contenuti*, Guerini, Milano, 2004, pp. 430. (Handbook on multimedia publishing theory and practices)
- Solidoro A., Cavalli N. (eds.), *Oltre il libro elettronico*, Guerini, 2007, Milano. (*Beyond the E.book*, a collection of articles by international scholars on the future of the book, of libraries and of the publishing industry). Due for publication in spring 2008.

c. Chapters in books

- "Social Media and Management", in AAVV, *Social Media and Organizations*, Emerald, London, 2013
- "Formazione: trend emergenti" in Nacamulli, R. (a cura di), *Risorse umane in Europa*, Milano, Apogeo, 2013 (in via di pubblicazione)
- "E.learning e social media" in Nacamulli, R. (a cura di), *Oltre l'aula*, Milano, Apogeo, 2011
- "Corporate Digital Storytelling" in Fontana A., *Manuale di Storytelling*, Etas, Roma, 2009
- postface to the text *Connected Family* (Italian translation), Papert S., Milano, Mimesis, 2006
- In Solidoro A. Carbone P., Ferri P. (eds.), *Editoria Multimediale, scenari, metodologie, contenuti*, Guerini, Milano, 2004:
 - "Editoria digitale: convergenza della codifica, divergenza dei supporti e dell'offerta" , 57-118. (An introduction to digital publishing)
 - "Il multimedia management", 121-148 (Multimedia management)
 - "Intefaccia e usabilita'", 161-206 (Interface and usability)
 - "Testo e scrittura" , 207-211 (Writing for the new media)

- “Aspetti legali del multimedia”, 365-412 (Multimedia legal aspects)
- In Ferri P., *Teorie e tecniche dei nuovi media*, Guerini, Milano, 2002
 - “Dalle tavole d’argilla al libro elettronico”. (On the history of the book, from clay tablets to e.books)
 - “L’evoluzione del libro elettronico (The e.book evolution)
- “I luoghi della vita: toponomastica nella poesia di Seamus Heaney” in Arcamone, M. G. / G. Baroni / D. Bremer, eds.: *L’incanto del nome. Atti del III convegno di onomastica letteraria*, Università Cattolica del Sacro Cuore, Milano, 2002 (Seamus Heaney's toponomastic poetry)
- “Performance and Narrative: Reconceptualizing the Relationship in the Video Games and Simulations Domain”, in C. Horrocks, N. Kelly, B. Roberts and D. Robinson (eds) *Narratives and Fiction: an interdisciplinary approach*, pub. University of Huddersfield.

d. Refereed journal articles

- “Comunicazione digitale e scrittura collaborativa”, in *Sviluppo & Organizzazione*, n. 203, 2004 (Digital communication and collaborative writing)
- “Il ruolo della psicologia cognitiva nella progettazione di interfacce per l'e-Learning” in *Sviluppo & Organizzazione*, n. 200, di novembre/dicembre 2003, (Cognitive psychology and e.learning interface design)
- “Media digitali: complessità e criticità di una riconfigurazione incompiuta. La dimensione creativo-organizzativa ed il fabbisogno formativo.” in *Sviluppo & Organizzazione* n. 209, di maggio/giugno 2005 (Digital media industry: complexity and critical aspects of an incomplete evolution)
- “Quale formazione per la videogame generation?” in *Sviluppo & Organizzazione*, n. 211, di settembre/ottobre 2005 (Which learning approaches for the videogame generation?)

e. Lecturing and presentation in English Language

- Cross-sectorial learning as a strategy of innovation in Milan, Paper presented at EGOS conference Montreal 2013.
- 2012 - Unicredit Bank, Change Management Course for Management (4 sessions of 2 days workshop for international managers)
- Solidoro, A., Viscusi, G. (2011) “Technological change and alignment to the environment: change management issues in newspaper organizations.” Paper presentation at the The Seventh International Critical Management Studies (CMS) Conference, July 11th-13th, 2011, Naples, Italy. ISBN: 978887146778-8.
- Solidoro, A. and Viscusi, G., "Convergence of digital media and information growth in newspapers, a case study" (2010). Paper presentation at MCIS 2010.
- Solidoro, A. and Viscusi, G., “Emergent issues in information growth and mediation: organizational practices and design in newspapers evolution” Paper presentation at LAEMOS 2010
- “The evolution of the creative industries as a model of innovation”, paper presentation at Workshop di Organizzazione Aziendale 2009 (www.woa2009.it)
- “Ten questions (and answers) on multimedia and creativity”. Conference presentation at final conference of the Project Socrates Grundtvig Filografia - *Ecriture Créative et Multimedia Handbook*.
- “The Reconceptualization of the Puppets Theater Performance in the Digital Domain”. Paper presentation at Media in Transition conference, Creativity, ownership, and collaboration in the digital age. April 27 - 2007, Massachusetts Institute of Technology. http://web.mit.edu/comm-forum/mit5/subs/MiT5_abstracts.html