

FEDERICA CODIGNOLA

CURRICULUM VITAE

CURRENT PROFESSIONAL STATUS (UNIVERSITÀ DEGLI STUDI DI MILANO-BICOCCA, MILAN, ITALY)

Assistant Professor, tenured (“Ricercatore confermato”) in Economics and Management, DEMS, Department of Economics, Management and Statistics, Università degli Studi di Milano – Bicocca (1 March 2006 – present)

Research areas

Art market dynamics; Cultural economics & globalization; Cultural industries and creative industries; Cross-cultural management

Course directorships (January 2003 – present)

- Corporate Global Communication
- Market-Driven Management
- Industrial Firm Management
- Corporate Global Communication
- Digital Communication
- Tourism Marketing
- Tourism Communication
- Tourism Economics and Management
- Sales Promotions

Postgraduate advanced training course (Master Post Lauream) teaching

- MAVBEC, Postgraduate advanced training course in Cultural Goods Management

COMMITTEE AFFILIATION, RESPONSIBILITIES, REFEREEING

- Member of the scientific committee: Second International Conference on Data Science & Social Research, 2019, University of Milano-Bicocca, IULM University, 4-5 February 2019, <https://www.dssr2019.unimib.it/home>
- Member of the students’ admission committee for the ECOMARK degree, DEMS, Department of Economics, Management and Statistics, Università degli Studi di Milano – Bicocca (June 2018-)
- Member of the students’ admission committee for the ECOMARKS degree, DEMS, Department of Economics, Management and Statistics, Università degli Studi di Milano – Bicocca (June 2018-)
- Member of the evaluation committee: procedura pubblica di selezione per conferimento di n.1 incarico di lavoro autonomo per attività di diffusione risultati ed elaborazione report per Corso di Formazione “Executive Security Management” – a.a. 2017/2018 - BANDO PER ATTIVITA' DI DIFFUSIONE RISULTATI ED ELABORAZIONE REPORTS - CORSO DI FORMAZIONE "EXECUTIVE SECURITY MANAGER" - A.A. 2017-2018 – Commissione Bando Cod. 18PF036, data nomina 06/04/2018
- Member of the ECOMARK’s students curricula committee, DEMS, Department of Economics, Management and Statistics, Università degli Studi di Milano – Bicocca (December 2017-)
- Coordinator between DEMS, Department of Economics, Management and Statistics and the interdisciplinary and interdepartmental Cultural Goods Research Group (Bi-PAC Centro Ricerche Patrimonio Storico Artistico e Culturale), Università degli Studi di Milano – Bicocca (September 2017-)
- Promoter and Scientific Director for the research partnership between ARG Art & Culture Research Group, DEMS, Department of Economics, Management and Statistics, Università degli Studi di Milano – Bicocca and Pirelli HangarBicocca (October 2015-)
- Promoter and Scientific Director for the research partnership between ARG Art & Culture Research Group, DEMS, Department of Economics, Management and Statistics, Università degli Studi di Milano – Bicocca and Capitale Cultura sas (June 2015-)
- Promoter and Scientific Director for the research partnership between ARG Art & Culture Research Group, DEMS, Department of Economics, Management and Statistics, Università degli Studi di Milano – Bicocca and Innovability (June 2015-)
- Promoter and Scientific Director for the research partnership between ARG Art & Culture Research Group, DEMS, Department of Economics, Management and Statistics, Università degli Studi di Milano – Bicocca and Invisible Studio (June 2015)
- Scientific Director & Coordinator of ARG, Art & Management Research Group, DEMS, Department of Economics, Management and Statistics, Università degli Studi di Milano – Bicocca (January 2015-)
- Internship academic tutor for the Degree in Marketing and Global Markets, DEMS, Department of Economics, Management and Statistics, Università degli Studi di Milano – Bicocca, (February 2009-)
- Member of the ECOMARK’s tutoring selection committee, DEMS, Department of Economics, Management and Statistics, Università degli Studi di Milano – Bicocca (November 2017-)
- Member of B-ASC (Bicocca Applied Statistics Center) Research Center, DEMS, Department of Economics, Management and Statistics, Università degli Studi di Milano – Bicocca (January 2015-)
- Member of the Reviewers’ and Referees’ Board, Journal of Global Fashion Marketing (November 2017-)
- Member of the Reviewers’ and Referees’ Board, Fondazione Cariplo: Call from Università degli Studi di Cagliari with Fondazione di Sardegna (October 2017-)

- Member of the Reviewers' and Referees' Board, Ministry of Education (Italy) (June 2012-)
- Member of the Reviewers' and Referees' Board, *Symphonya – Emerging Issues in Management* (June 2012-)

PREVIOUS ACADEMIC EXPERIENCE

- Visiting Professor at the Amsterdam Institute for Social Science Research (AISSR), University of Amsterdam, research unit Dynamics of Citizenship and Culture and Institutions, Inequality and Life Courses, upon the invitation of Prof. Olav Velthuis (August 2013-March 2014). University of Amsterdam · AISSR · The globalization of high culture, AISSR, Netherlands · Amsterdam. Research network participant, The globalization of high culture, AISSR, (August 2013-March 2014). I have worked with the team as a researcher during my Visiting Researcher period.
- Visiting Professor at Erasmus School of History, Culture & Communication, Erasmus University, Rotterdam, upon the invitation of Prof. Arjo Klamer (August 2013-March 2014) Erasmus Universiteit Rotterdam · Erasmus Research Centre for Media, Communication and Culture (ERMeCC) · Economics and Culture Seminars' Group (CREARE) Netherlands · Rotterdam. Object: to observe the challenges that we encounter in the interface between culture, the arts and the economy. I have worked with the team as a researcher and assisted to the group's seminars during my Visiting Researcher period.
- Member of the External Teaching Assignments Committee, Corporate Management Area Ecomark Ecomarks, Università degli Studi di Milano – Bicocca (July 2014-October 2015)
- Member of the Economic Sciences Area's Board, University Library Committee, Università degli Studi di Milano – Bicocca, (April 2014-October 2015)
- Member of the Faculty of the PhD Programme in Marketing and Management, School of Economics, Department of Business Management, Università degli Studi di Milano – Bicocca (2006-13)
- Internship manager, protocol signed by ISTEI (Institute of Management), School of Economics, Department of Business Management, Università degli Studi di Milano-Bicocca and: Confindustria Monza e Brianza Association, and Imprenditori Nord Milano Association (2009-12)
- Member of Evaluation Committee, PhD candidates admission (26th round), Marketing and Management, School of Economics, Department of Business Management, Università degli Studi di Milano – Bicocca (November 2010)
- Member of the "University Guides and Websites Team," interfaculty Project "Conosco e scelgo," School of Economics, Department of Business Management, Università degli Studi di Milano – Bicocca (2007-2008)
- Member of the Erasmus Committee, School of Economics, Department of Business Management, Università degli Studi di Milano – Bicocca (2006-2007)
- Course director, Course *IFTS* (Business Education for Managers), Market-Driven Management, School of Economics, Università degli Studi di Milano – Bicocca (2006-2007)
- Course director, Market-Driven Management, School of Education, Psychology Major, Università degli Studi di Milano – Bicocca (2005-2006)
- Teaching Assistant ("Cultore della materia"), in "Marketing," "Economics and Management," and "Industrial and Commercial Techniques," School of Economics, Università degli Studi di Milano – Bicocca (2004-2005)
- Teaching Assistant ("Cultore della materia"), in "Marketing" and "Economics and Techniques in Advertisement," School of Economics, Università degli Studi di Milano – Bicocca (2003-2004)

RESEARCH

PARTICIPATION IN RESEARCH PROJECTS (FINANCED)

- 2018 FAR (Fondo d'Ateneo per la Ricerca): "Creative industries and collaboration strategies". Participant
- 2015 FAR (Fondo d'Ateneo per la Ricerca): "Roles and values of private art collectors: an economic perspective". Participant
- 2014 FAR (Fondo d'Ateneo per la Ricerca): "Business strategy orientation towards Inbound and Outbound Marketing techniques: gaps and evidences from a comparative analysis between Romanian and Italian 'pure players' and 'click and mortar players'". Participant
- 2011 FAR (Fondo d'Ateneo per la Ricerca): "Il potenziale delle imprese di cultura contemporanea per lo sviluppo delle città" ("The Potential of Cultural Industries for Urban Development Planning"). Participant
- 2010 FAR (Fondo d'Ateneo per la Ricerca): "Economia d'impresa globale e mercato dell'arte contemporanea" ("Corporate Global Economics and Contemporary Art Market"). Participant
- 2009 FAR (Fondo d'Ateneo per la Ricerca): "Market-Driven Management e risorse immateriali d'impresa" ("Market-Driven Management and Corporate Intangible Assets"). Group participation
- 2008 FAR (Fondo d'Ateneo per la Ricerca): "Economia d'impresa globale e concorrenza nei mercati aperti" ("Corporate Global Economics and Open-Market Competition"). Group participation
- 2007 FAR (Fondo d'Ateneo per la Ricerca): "Economia d'impresa globale, Market-Driven Management e cultura d'impresa" ("Corporate Global Economics, Corporate Culture and Market-Driven Management"). Group participation
- 2006 FAR (Fondo d'Ateneo per la Ricerca): "Mercato dell'arte contemporanea ed economia globale" ("Contemporary Art Market and Global Economics"). Group participation
- 2005 FAR (Fondo d'Ateneo per la Ricerca): "Eccesso di offerta e cooperazione verticale tra imprese" ("Oversupply and Corporate Vertical Cooperation"). Group participation

MONOGRAPHS

2009 *Prodotto, prezzo e promozione nelle politiche distributive di arte contemporanea* (Turin: Giappichelli Editore, 2009), 158 pp., ISBN 9-78883-489467-5

ACADEMIC PUBLICATIONS (* peer reviewed)

- 2018 Paper, Codignola, F., Capatana, A., Lichy, J., Yamazaki, K., Customer information search in the context of e-commerce: a cross-cultural analysis, in *European Journal of International Management*, accepted with minor revisions, 7 October 2018 *
- 2018 Book chapter, Codignola, F., Global firms and cross-cultural management, in *Competitive Business Management: a Global Perspective*, Silvio, M., Brondoni (Ed.), Routledge/Giappichelli, London, 2018 *
<https://www.taylorfrancis.com/books/e/9780429801242/chapters/10.4324%2F9780429439841-13>
- 2018 Paper, Codignola, F., Luxury fashion brands and furniture design: Investigating strategic associations, in *European Scientific Journal*, Vol. 14, n.4
<http://dx.doi.org/10.19044/esj.2018.v14n4p44> *
- 2017 Conference paper, Codignola, F., Understanding the potentialities of a strategic association between luxury fashion brands and furniture design, in *Proceedings of the 2017 Global Fashion Management Conference*, Vienna, Austria, July 6-9, 2017,
<https://doi.org/10.15444/GFMC2017.02.06.02> *
- 2017 Paper, Codignola, F. & Mariani, P., "Location Attractiveness as a Major Factor in Museum Visitors' Choice and Satisfaction", in *Management Studies*, Mar.-Apr. 2017, Vol. 5, No. 2, 75-90, doi: 10.17265/2328-2185/2017.02.001 ISSN 2328-2185,
<file:///C:/Documents%20and%20Settings/federica.codignola/Documenti/Downloads/Management%20Studies%202017-2.pdf> *
- 2016 Paper, Codignola, F., Culture and Creativity Management: Milan as a Global Capital for value Creation, in *Symphonya. Emerging Issues in Management*, 2, ISSN: 1593-0319, <http://dx.doi.org/10.4468/2016.2.10codignola> *
- 2016 Conference paper, Codignola, F., "Market Implications of Art Collectors' Consumer Behavior: the case of François Pinault", in *Proceedings of International Conference Marketing Trends – 2016 ACCI Arts, Cultural and Creative Industries Symposium - Marketing of arts, cultural and creative industries in the digital era*, Turin, Italy, September 23 – 24, 2016, ISBN 978-2-9532811-2-5 or 978-2-9532811-2-7, available at www.marketing-trends-congress.com/papers *
- 2016 Book chapter, Codignola, F. & Rancati, E., "The Blending of Luxury Fashion Brands and Contemporary Art. A Global Strategy for value creation". In A. Vecchi, C. Buckley (Eds.) *Handbook of Research on Global Fashion Management and Merchandising*. IGI Global, ISBN13: 9781522501107|ISBN10: 152250110X|EISBN13: 9781522501114 |DOI: 10.4018/978-1-5225-0110-7.ch003 *
- 2015 Conference paper, Rancati, E., Scuotto, V., Codignola, F., & Gordini, N., "Augmented Reality for Enhancing the Customer Experience in Museums: An Exploratory Analysis", In *Proceedings of the 18th Toulon-Verona International Conference Excellence in Services*, 2015, University of Palermo, ISBN: 9788890432750, Palermo, Italy, August 31-September 1, 2015 *
- 2015 Conference paper, Codignola, F. & Mariani, P., "Location Attractiveness as a Major Factor in Museum Visitors' Choice and Satisfaction", In *Proceedings of the 5th International Conference on Tourism Management and Related Issues*, ISSN: 2295-3485, Kos, Greece, October 8-9, 2015 *
- 2015 Conference paper, Codignola, F., Rancati, E. & Capatina, A., "Inbound and outbound marketing techniques: A comparison between Italian and Romanian pure players and click and mortar companies", In *Proceedings of the International Conference Risk in Contemporary Economy*, XVith Edition, Dunarea de Jos University of Galati – Faculty of Economics and Business Administration ISSN-L 2067-0532 ISSN online: 2344-5386, Galati, Romania, 2015, <http://www.rce.feaa.ugal.ro/images/stories/RCE2015/Management-Marketing/RancatiCodignolaCapatina.pdf> *
- 2015 Book chapter, Codignola, F., "The Globalization of the Art Market: A Cross-Cultural Perspective where Local Features meet Global Circuits". In J. M. Alcántara-Pilar, S. del Barrio-García, E. Crespo-Almedros & L. Porcu (eds), *Analyzing the cultural diversity of consumers in the global marketplace*, IGI Global, ISBN13: 9781466682627|ISBN10: 1466682620|EISBN13: 9781466682634|DOI: 10.4018/978-1-4666-8262-7 *
- 2014 Paper, "Contemporary Art and Urban Regeneration in the City of Milan", in *Tafter Journal*, 71, (May 2014)
<http://www.tafterjournal.it/2014/05/08/contemporary-art-and-urban-regeneration-in-the-city-of-milan/> *
- 2012 Book chapter, "Global Corporate Culture and Cross-Cultural Management", in S. Brondoni (ed), *Managerial Economics and Global Corporations*, 16 pp., ISBN/EAN 978-88-348-3877-8, Turin: Giappichelli Editori
- 2011 Paper, "Contemporary art Firms and Value Creation in Global Cities", in *Symphonya. Emerging Issues in Management*, n. 1, 13 pp.,
<http://dx.doi.org/10.4468/2011.2.05codignola> *
- 2011 Conference paper, "Imprese di cultura contemporanea, immaterialità dei consumi e sviluppo delle città", in *Proceedings of the 32nd Italian Conference of Regional Sciences, AISRE*, Turin, Italy, 15-17 September 2011, <http://www.inter-net.it/aisre/minisito/CD2011/pendrive/Paper/Federica%20Codignola1.pdf>
- 2010 Paper, "Globalizzazione e mercato dell'arte contemporanea" in *Tafter Journal*, 24 (June 2010), url:
<http://www.tafterjournal.it/2010/06/01/globalizzazione-e-mercato-dell%e2%80%99arte-contemporanea>, ISSN: 1974563X*
- 2006 Paper, "Global Markets and Contemporary Art", in *Symphonya. Emerging Issues in Management*, n. 2, 22 pp.,
<http://dx.doi.org/10.4468/2006.2.06codignola> *
- 2006 Book chapter, "Imprese globali e Cross-Cultural Management", in S. Brondoni (ed), *Cultura di network e dinamiche competitive*, 14 pp., ISBN: 9788834873045, Turin: Giappichelli Editore
- 2005 Review of Ludovico Solima, *L'impresa culturale. Processi e strumenti di gestione, 2004*, in *International Journal of Arts Management*, VII, 2 (Winter 2005), 2 pp., url: <http://www.megaride.it/files/pubblicazioni/Carocci-IJAM.pdf>

- 2003 Paper, "Art Market, Global Economy and Information Transparency", in *Symphonya. Emerging Issues in Management*, n. 2, 23 pp., <http://dx.doi.org/10.4468/2003.2.07codignola> *

OTHER PUBLICATIONS, ACADEMIC AND NON ACADEMIC

- 2011 Conference paper, "Contemporary Art and Value Creation: The Effectiveness of a Global-Local Exchange", presented at Casa Masaccio Arte Contemporanea, Palazzo d'Arnolfo, San Giovanni Valdarno, Italy, 2 December 2011, available at the author's
- 2011 Interview, "Matilde Puleo interviews Federica Codignola," *Espoarte* (1 December 2011), url: <http://www.espoarte.net/2011/12/casa-masaccio-apre-contemporary-city/>
- 2011 Conference paper, "Not Only Homogenization: Globalization in a Profitable Culture Exchange between India and Italy", presented at *India Day: Politics, Business, Art, Culture Conference*, Chamber of Deputies (Representatives), Sala delle Colonne, Rome, Italy, 18 October 2011, available at the author's
- 2010 Unpublished paper, "Cross-Cultural Management and Globalization" (January 2010), 17 pp., available at the author's
- 2005 Doctoral dissertation, *Mercato dell'arte e prodotto artistico contemporaneo*, doctoral dissertation in Marketing and Management, Università degli Studi di Milano-Bicocca, School of Economics, Department of Business Management, Milan, Italy, 250 pp., available at the author's
- 2005 Book Review, "Libra Art Collection e i suoi traguardi," in *Libra Art Collection Newsletter*, 1 (July 2005), 4 pp. (with Laura Garbarino)
- 2003 Unpublished paper, "Branding the Art or the Art of Branding," 3 pp., available at the author's
- 2003 Unpublished paper, "Comunicazione e marketing di eventi e servizi a prevalente carattere di unicità," 6 pp., available at the author's
- 2001 MA dissertation, *Da uno stereotipo all'altro. Metamorfosi pubblicitaria dalla Francia all'Italia e dall'Italia alla Francia*, "Laurea" dissertation, University of di Genoa, Genoa, Italy, 333 pp., available at the author's

CONFERENCES, SEMINARS, AND WORKSHOPS

- 2018 Workshop presentation, Codignola, F., "Gli Economisti per la cultura", in Workshop Annuale BiPac, Centro Ricerche Patrimonio Storico Artistico e Culturale, February 27, 2017
- 2017 Conference paper, Codignola, F., "Understanding the potentialities of a strategic association between luxury fashion brands and furniture design", in *Proceedings of the 2017 Global Fashion Management Conference*, Vienna, Austria, July 6-9, 2017, <https://doi.org/10.15444/GFMC2017.02.06.02> *
- 2016 Conference paper, Codignola, F., "Market Implications of Art Collectors' Consumer Behavior: the case of François Pinault", in *Proceedings of International Conference Marketing Trends – 2016 ACCI Arts, Cultural and Creative Industries Symposium - Marketing of arts, cultural and creative industries in the digital era*, Turin, Italy, September 23 – 24, 2016, http://www.marketing-trends-congress.com/sites/default/files/Programme_Torino_ACCI_Symposium_2016_V10_160908.pdf *
- 2016 Conference paper, "Roles and values of art collectors: the case of the François Pinault's Collection", paper presented at the International Conference *The Art Market in a Global Perspective*, ACGS Amsterdam Centre for Globalisation Studies, University of Amsterdam, Royal Tropical Institute, Amsterdam, Netherlands, January 28-30, 2016 *
- 2015 Conference paper, Rancati, E., Scuotto, V., Codignola, F., & Gordini, N., "Augmented Reality for Enhancing the Customer Experience in Museums: An Exploratory Analysis", In *Proceedings of the 18th Toulon-Verona International Conference Excellence in Services*, 2015, University of Palermo, ISBN: 9788890432750, Palermo, Italy, August 31-September 1, 2015 *
- 2015 Conference paper Codignola, F. & Mariani, P., "Location Attractiveness as a Major Factor in Museum Visitors' Choice and Satisfaction", *5th International Conference on Tourism Management and Related Issues*, Kos, Greece, October 8-9, 2015, ISSN: 2295-3485
- 2015 Conference paper Codignola, F., Rancati, E. & Capatina, A., "Inbound and outbound marketing techniques: A comparison between Italian and Romanian pure players and click and mortar companies", *International Conference Risk in Contemporary Economy, XVIIth Edition*, Dunarea de Jos University of Galati, Faculty of Economics and Business Administration Galati, Romania, <http://www.rce.feaa.ugal.ro/images/stories/RCE2015/Management-Marketing/RancatiCodignolaCapatina.pdf>, 2015, ISSN-L 2067-0532 ISSN online: 2344-5386
- 2015 Conference paper Codignola, F. & Rancati, E., "Augmented reality and Museum Experience: Evidence from the Artglass Case", *International Conference Arteq – Technologies for Cultural Tourism*, Mercedes-Benz Center, Milan, Italy, April 28, 2015
- 2014 Seminar "It's all about culture? The Globalizing Art Market", invited lecture offered before the "Econ-culture" Seminar Series, Erasmus University, Rotterdam, Netherlands, 24 February 2014
- 2013 International Conference *Globalization of Contemporary Art Markets*, Università Bocconi and University of Amsterdam, Amsterdam, Netherlands, October 3-5, 2013, discussant
- 2012 Seminar "Creative Industries, Cities, and Globalization," presentation offered to the faculty of the Berklee College of Music, Valencia Campus, Valencia, Spain, 14 May 2012
- 2011 Seminar "Contemporary Art and Value Creation: The Effectiveness of a Global-Local Exchange," invited lecture offered before Casa Masaccio Arte Contemporanea, Palazzo d'Arnolfo, San Giovanni Valdarno, Italy, 2 December 2011, <http://www.casamasaccio.it>
- 2011 Conference paper "Not Only Homogenization: Globalization in a Profitable Culture Exchange between India and Italy," International Conference *India Day: Politics, Business, Art, Culture*, Chamber of Deputies, Sala delle Colonne, Rome, Italy, 18 October 2011, <http://www.utopialab.it/public/documenti/Invito%20India%20Day%20Pdf.pdf>
- 2011 Conference paper "Contemporary Cultural Organizations, Intangible Consuming and Cities Development", *32nd Italian Conference of Regional Sciences*, AISRE, Turin, Italy, 15-17 September 2011

- 2008 Talk, "Market-Driven Management, Scarcity and Production Control" Seminar *Market-Driven Management and Global Management*, School of Economics, Department of Business Management, ISTEI, Università degli Studi di Milano-Bicocca, Milan, Italy, 17 April 2008
- 2006 Talk "Cross-Cultural Management," Seminar *Market-Driven Management*, School of Economics, Department of Business Management, ISTEI, Università degli Studi di Milano-Bicocca, Sestri Levante, Italy, 4-5 October 2006
- 2005 Talk "The Globalization of Markets," Seminar *Market-Driven Management: struttura dell'insegnamento e linee di programmazione*, School of Economics, Department of Business Management, ISTEI, Università degli Studi di Milano-Bicocca, Brescia, Italy, 7-8 June 2005

PREVIOUS UNIVERSITY CAREER

- 2005 December
Awarded doctoral title ("Dottore di Ricerca"), following defence of dissertation on *The Art Market and the contemporary artistic product* (director: Prof. Silvio M. Brondoni)
- 2003 October-2005 December
PhD candidate in "Marketing e Gestione delle Imprese" at Università degli Studi di Milano-Bicocca, Institute of Company Management (ISTEI). Admission to PhD program is highly competitive and comes with full tuition fees and a full-time scholarship. Admitted as first awarded. Research program focused on contemporary art market, whereas teaching assistantship mainly devoted to marketing and communication
- 2005 February-March
Visiting Researcher, Bibliothèque Nationale; École d'Hautes Études Commerciales Library (HÉC); Centre de recherche du Centre George Pompidou Paris, France
- 2005 January-February
Visiting Researcher, the London Business School Library; The London School of Economics Library; Arts & Business Resource Centre; Hyman Kreitman Centre for the Tate Library and Archive, Tate Britain; The British Library, London, England
- 2004 August-December
Visiting PhD Student, École des Hautes Études Commerciales (HÉC), Carmelle and Rémi Marcoux Chair in Arts Management, upon the invitation of Prof. François Colbert, Montréal, Canada
- 2004 April
Visiting Researcher, The London Business School Library; Arts & Business Resource Centre; Hyman Kreitman Centre for the Tate Library and Archive, Tate Britain; The British Library, London, England
- 2001 October 18
Awarded *Laurea* degree (rough equivalent of a four-year honours program, with thesis), title of thesis: *Stereotypes in Advertising: Metamorphoses across France and Italy*, 333 pp. (director: Prof. Sergio Poli), University of Genoa, Genoa, Italy
- 1998 September-2001 June
Humanities program (MA level), UFR Science de l'Homme, one-year fellowship, Université de Caen, France
- 1996 November-2001 October
Laurea student (MA equivalent) at Università di Genoa, Italy
- 1993-6 Classical lyceum degree (five years), T. Mamiani School, Rome, Italy; C. Colombo School, Genoa, Italy

LANGUAGE PROFICIENCY

Italian	mother tongue
French	excellent
English	good
Spanish	good

Various extended periods abroad (Ottawa, Montréal – Canada; London – UK; Caen, Paris – France; Lausanne, La Neuveville, Neuchâtel – Switzerland; Amsterdam – Netherlands)

- 2012-2103 Business English B1.2a Certificate, British Council, Milan
- 1993-6 English Language Certificate, British School, Genoa, Italy
- 1993 French Language Certificate, Collège Brillantmont, Lausanne, Switzerland
- 1990-2 French Language Certificate, Collège Neuveville, La Neuveville, Switzerland
- 1986 Grammar School at Soeurs Marcelines, Montréal, Québec, Canada

MEMBERSHIPS (ASSOCIATIONS & ORGANIZATIONS)

- SIMA (Società Italiana Management)
- SIM (Società Italiana Marketing)
- RSA (Regional Studies Association)
- Eurocircle
- Institute for Cultural Diplomacy
- FAI (Fondo Ambiente Italiano)