

FEDERICA CODIGNOLA

CURRICULUM VITAE

(updated 3 October 2021)

RESUMÉ

Since 2006, I am a tenured assistant professor in Marketing and Management at Università degli Studi di Milano-Bicocca, Department of Economics, Management and Statistics (hereafter DEMS). In that capacity, and previously as a PhD student, I was able to study and work in a number of international environments, such as Italy, France, Switzerland, England, Canada, and the Netherlands. My main research has focused on art market dynamics, art and cultural management, cultural economics, cultural and creative industries, cross-cultural management, and consumer behavior.

PROFESSIONAL AFFILIATION AND ROLES

Università degli Studi di Milano-Bicocca
DEMS
Edificio U7
Piazza dell'Ateneo nuovo 1
20126 Milano, Italy
e-mail: federica.codignola@unimib.it

Academic career and status

2006- Assistant Professor, tenured ("Ricercatore confermato") in Marketing and Management
2006-7 Course director, Course *IFTS* (Business Education for Managers), Market-Driven Management, School of Economics
2005-6 Course director, Market-Driven Management, School of Education, Psychology Major
2004-5 Teaching Assistant ("Cultore della materia"), in Marketing, Economics and Management, and Industrial and Commercial Techniques, School of Economics
2003-4 Teaching Assistant ("Cultore della materia"), in Marketing and Economics and Techniques in Advertisement, School of Economics

Research areas

- Art market dynamics
- Arts and Cultural Management
- Cultural economics
- Cultural industries and creative industries
- Cross-cultural Management
- Consumer Behavior

Course directorships (January 2003-)

- Corporate Global Communication
- Market-Driven Management
- Industrial Firm Management
- Corporate Global Communication

- Digital Communication
- Tourism Marketing
- Tourism Communication
- Tourism Economics and Management
- Sales Promotions
- Business Education for Managers

Postgraduate Advanced Training Courses (Post Lauream Master): Teaching and Tutoring

- 2019 Winter School of Science and Technology Entrepreneurship Promotion (STEP)
 2018 Postgraduate advanced training course in Cultural Goods Management (MAVBEC)

PUBLICATIONS

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)

- 2021 Paper, Codignola, F., Mariani, P., *Investigating Preferences in Art Collecting: The Case of the François Pinault Collection*. In: *Italian Journal of Marketing*, 2021, DOI 10.1007/s43039-021-00040-x <https://doi.org/10.1007/s43039-021-00040-x> [Received 30 January 2021; Accepted 7 September 2021; Published 23 September 2021]
- 2021 Book chapter, Codignola, F. (2021) *Image Variables of Collectible Design: Art, Luxury, and Country-of-Origin Effect*. In: *IMG2021 Image Learning*, 2021, Springer. Book series Springer Proceedings, Springer Nature Switzerland AG, Cham, Switzerland [in press]
- 2021 Book chapter, Codignola, F. (2021) *Selling Global Luxury Brands in China: The Use of Social Media Advertising*. In: Francisco J. Martínez-López, and David López López (eds.), *Advances in Digital Marketing and eCommerce. Second International Conference, 2021*, Springer. Book series Springer Proceedings in Business and Economics, Springer Nature Switzerland AG, Cham, Switzerland, ISSN 2198-7246 ISSN 2198-7254 (electronic), ISBN 978-3-030-76519-4 ISBN 978-3-030-76520-0 (eBook), <https://doi.org/10.1007/978-3-030-76520-0>, (pp. 266-273)
- 2021 Conference paper, Empoli, G, Capatina, A., Codignola, F. (2021) *Empirical Evidence on Business Incubators' Role in Strengthening Entrepreneurship – A Comparative Study Italy vs. Romania*, Conference Proceedings in international conference “Risk in Contemporary Economy”, XXIIth Edition, 2021, Galati, Romania, Dunarea de Jos University of Galati, Romania – Faculty of Economics and Business Administration, ISSN-L 2067-0532ISSN online 2344-5386, DOI: <https://doi.org/10.35219/rce20670532102>, (pp. 33-41)
- 2021 Paper, Codignola, F., Capatina, A., Lichy, J., Yamazaki, K., *Customer Information Search in the Context of E-Commerce: A Cross-Cultural Analysis*. In *European Journal of International Management*, Vol. 16, No. 1, 2021, ISSN online 1751-6765, ISSN print 1751-6757 DOI: [10.1504/EJIM.2021.116707](https://doi.org/10.1504/EJIM.2021.116707) (pp. 28-59) [accepted: 19 May 2019, published online: 3 June 2021]
- 2021 Book chapter, Codignola F., *Big Data Marketing: A Strategic Alliance*. In: Mariani P., Zenga M. (eds.), *Data Science and Social Research II. DSSR 2019. Studies in Classification, Data Analysis, and Knowledge Organization*. Springer, Print ISBN 978-3-030-51221-7, https://doi.org/10.1007/978-3-030-51222-4_9 (pp. 103-113)
- 2020 Paper, Codignola, F., *Big Data Marketing: A Strategic Alliance*. In: *Data Science and Social Research II, Methods, Technologies and Applications*, Mariani, P. & Zenga, M. (eds.), Springer, 2020 online ISBN 978-3-030-51222-4

- 2020 Paper, Capatina, A., Kachour, M., Lichy, J., Micu, A. E., Micu, A., Codignola, F., *Matching the future capabilities of an Artificial Intelligence-based software for Social Media Marketing with potential users' expectations*, TF&SC (Elsevier) *Technological Forecasting & Social Change*, Vol. 151, February 2020, <https://doi.org/10.1016/j.techfore.2019.119794> WOS:000509818900053
- 2019 Book chapter, Codignola, F., *The Globalization of the Art Market: A Cross-Cultural Perspective Where Local Features Meet Global Circuits* (pp. 1327-1345). In: *Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications* (3 vols.), Mehdi Khosrow-Pour (ed.), Information Resources Management Association (USA), IGI Global, ISBN13: 9781522571162; ISBN10: 1522571167; EISBN13: 9781522571179; DOI: 10.4018/978-1-5225-7116-2; <https://www.igi-global.com/chapter/the-globalization-of-the-art-market/213769>
- 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, no.4, <http://dx.doi.org/10.19044/esj.2018.v14n4p44>
- 2017 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> ISSN: 2288-825X
- 2017 Paper, Codignola, F. & Mariani, P., *Location Attractiveness as a Major Factor in Museum Visitors' Choice and Satisfaction*. In: *Management Studies*, Vol. 5, No. 2 (March-April 2017), pp. 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, Codignola, F., *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, Codignola, F., *Contemporary art Firms and Value Creation in Global Cities*. In: *Symphonya. Emerging Issues in Management*, no. 1, 13 pp., <http://dx.doi.org/10.4468/2011.2.05codignola>
- 2011 Conference paper, Codignola, F., *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, Codignola, F., *Globalizzazione e mercato dell'arte contemporanea*. In: *Tafter Journal*, 24 (June 2010), <http://www.tafterjournal.it/2010/06/01/globalizzazione-e-mercato-dell%e2%80%99arte-contemporanea>, ISSN: 1974563X
- 2006 Paper, Codignola, F., *Global Markets and Contemporary Art*. In: *Symphonya. Emerging Issues in Management*, no. 2, 22 pp., <http://dx.doi.org/10.4468/2006.2.06codignola>
- 2006 Book chapter, Codignola, F., *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, Codignola, F., *L'impresa culturale. Processi e strumenti di gestione, 2004*. In: *International Journal of Arts Management*, VII, 2 (Winter 2005), 2 pp., <http://www.megaride.it/files/pubblicazioni/Carocci-IJAM.pdf>
- 2003 Paper, Codignola, F., *Art Market, Global Economy and Information Transparency*. In: *Symphonya. Emerging Issues in Management*, no. 2, 23 pp., <http://dx.doi.org/10.4468/2003.2.07codignola>

OTHER PUBLICATIONS

- 2011 Interview, "Matilde Puleo interviews Federica Codignola," *Espoarte* (1 December 2011), <http://www.espoarte.net/2011/12/casa-masaccio-apre-contemporary-city/>
- 2010 "Cross-Cultural Management and Globalization" (January 2010), 17 pp. [unpublished text, available at the author's]
- 2005 *Mercato dell'arte e prodotto artistico contemporaneo*, PhD dissertation in Marketing and Management, Università degli Studi di Milano-Bicocca, School of Economics, Department of Business Management, Milan, Italy, 250 pp. [unpublished text, available at the author's]
- 2005 "Libra Art Collection e i suoi traguardi," book review published in *Libra Art Collection Newsletter*, 1 (July 2005), 4 pp. (with Laura Garbarino)
- 2003 "Branding the Art or the Art of Branding", 3 pp., [unpublished text, available at the author's]
- 2003 "Comunicazione e marketing di eventi e servizi a prevalente carattere di unicità," 6 pp., [unpublished text, available at the author's]
- 2001 *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., [unpublished text, available at the author's]

CONFERENCES, SEMINARS, AND WORKSHOPS (UNPUBLISHED CONTRIBUTIONS)

- 2021 Conference paper, "Selling Global Luxury Brands in China: The Use of Social Media Advertising", international conference "2nd Digital Marketing & eCommerce Conference 2021, Social Media Marketing" (Barcelona, Spain, 29 June-1 July 2021) (peer reviewed)
- 2021 Keynote speech, "Creativity, Innovation and Risk as Factors Affecting Entrepreneurial Outcomes: Lessons from the Michelin-Starred Chefs and Restaurants", international Conference "Risk in Contemporary

- Economy, RCE 2021, Dunarea de Jos University of Galati, Romania, Faculty of Economics and Business Administration" (4 June 2021)
- 2021 Conference paper, Empoli, G, Capatina, A., Codignola, F. (2021) *Empirical Evidence on Business Incubators' Role in Strengthening Entrepreneurship – A Comparative Study Italy vs. Romania*, Conference Proceedings in international conference "Risk in Contemporary Economy", XXIIth Edition, 2021, Galati, Romania, Dunarea de Jos University of Galati, Romania – Faculty of Economics and Business Administration, ISSN-L 2067-0532/ISSN online 2344-5386, DOI: <https://doi.org/10.35219/rce20670532102>, (pp. 33-41) (peer reviewed)
- 2019 Conference paper, Capatina, A., Kachour, M., Lichy, J., Micu, A. E., Micu, A., Codignola, F., "Matching the future capabilities of an Artificial Intelligence-based platform for Social Media Marketing in line with user expectations", international conference "10th INEKA Conference, Knowledge, Business, and Innovation. Economies and sustainability of future growth" (Verona, Italy, 11-13 June 2019) (peer reviewed)
- 2018 Workshop presentation, "Gli Economisti per la cultura", Università degli Studi di Milano-Bicocca, workshop annuale BiPac, Centro Ricerche Patrimonio Storico Artistico e Culturale (Milan, Italy, 27 February 2018)
- 2016 Conference paper, "Roles and values of art collectors: the case of the François Pinault's Collection", international conference "The Art Market in a Global Perspective", ACGS Amsterdam Centre for Globalisation Studies, University of Amsterdam, Royal Tropical Institute (Amsterdam, Netherlands, 28-30 January 2016) (peer reviewed)
- 2015 Conference paper, "Augmented reality and Museum Experience: Evidence from the Artglass Case", international conference "Arteq – Technologies for Cultural Tourism", Mercedes-Benz Center (Milan, Italy, 28 April 2015) (with E. Rancati)
- 2014 Invited lecture, seminar "It's all about culture? The Globalizing Art Market", "Econ-Culture" Seminar Series, Erasmus University (Rotterdam, Netherlands, 24 February 2014)
- 2013 Discussant, international conference "Globalization of Contemporary Art Markets", Università Bocconi and University of Amsterdam (Amsterdam, Netherlands, 3-5 October 2013)
- 2012 Seminar presentation, "Creative Industries, Cities, and Globalization," Faculty of Berklee College of Music, Valencia Campus (Valencia, Spain, 14 May 2012)
- 2011 Invited lecture, "Contemporary Art and Value Creation: The Effectiveness of a Global-Local Exchange", Casa Masaccio Arte Contemporanea, Palazzo d'Arnolfo (San Giovanni Valdarno, Italy, 2 December 2011, <http://www.casamasaccio.it> [text available at the author's]
- 2011 Conference paper, "Not Only Homogenization: Globalization in a Profitable Culture Exchange between India and Italy," presented at *International Conference India Day: Politics, Business, Art, Culture*, Camera dei Deputati (House of Representatives), Sala delle Colonne, Rome, Italy, 18 October 2011, <http://www.utopialab.it/public/documenti/Invito%20India%20Day%20Pdf.pdf> [text available at the author's]
- 2011 Conference paper "Contemporary Cultural Organizations, Intangible Consuming and Cities Development", AISRE 32nd Italian Conference of Regional Sciences (Turin, Italy, 15-17 September 2011)
- 2008 Seminar paper, "Market-Driven Management, Scarcity and Production Control", seminar "Market-Driven Management and Global Management", Università degli Studi di Milano-Bicocca, School of Economics, ISTEI (Milan, Italy, 17 April 2008)
- 2006 Seminar paper, "Cross-Cultural Management," seminar "Market-Driven Management", Università degli Studi di Milano-Bicocca, School of Economics, ISTEI (Sestri Levante, Italy, 4-5 October 2006)
- 2005 Seminar paper, "The Globalization of Markets," seminar "Market-Driven Management: struttura dell'insegnamento e linee di programmazione", Università degli Studi di Milano-Bicocca, School of Economics, ISTEI (Brescia, Italy, 7-8 June 2005)

SCHOLARLY RESPONSIBILITIES, REVIEWER AND REFEREE ROLES, INSTITUTIONAL RESPONSIBILITIES

Special Scholarly Responsibilities

2021-Member of the Reviewing Committee, “21st International Marketing Trends Conference” (Rome, Italy, 20-22 January 2022)

2021-Member of the Scientific Council WSB University (Poland), University of Zilina (Slovakia), and VSB-Technical University of Ostrava (Czech Republic), 8th International Scientific Conference “New Trends in Management and Production Engineering - Regional, Cross-Border and Global Perspectives” (Brenna, Poland, 10-11 June 2021)

2020-Member of the Editorial Board WSB University (Poland), University of Zilina (Slovakia), and VSB-Technical University of Ostrava (Czech Republic), 7th International Scientific Conference “New Trends in Management and Production Engineering - Regional, Cross-Border and Global Perspectives” (Brenna, Poland, 4-5 June 2020)

2020-Member of the Scientific Council WSB University (Poland), University of Zilina (Slovakia), and VSB-Technical University of Ostrava (Czech Republic), 7th International Scientific Conference “New Trends in Management and Production Engineering - Regional, Cross-Border and Global Perspectives” (Brenna, Poland, 4-5 June 2020),
<http://www.wsb.edu.pl/conference-scientific-council,m.conf,3068,3077>

2020-Member of the Organizing Committee, Università degli Studi di Milano-Bicocca, Università degli Studi di Torino, MEET Digital Culture Center, Nctm Studio Legale, “BIPAC Annual Workshop 2021, Artificial Intelligence per l’arte” (Milan, Italy, 11 March 2021)

2019-Member of the Local Organizing Committee, Università degli Studi di Milano-Bicocca and IULM University, Second International Conference on “Data Science & Social Research (DSSR2019)” (Milan, 4-5 February 2019)
<https://www.dssr2019.unimib.it/committees>

2015-Promoter and Scientific Director, research partnership between ARG Art & Culture Research Group and Pirelli HangarBicocca, as representative of DEMS, Università degli Studi di Milano-Bicocca (October 2015)

2015-Promoter and Scientific Director, research partnership between ARG Art & Culture Research Group and Capitale Cultura sas, as representative of DEMS, Università degli Studi di Milano-Bicocca (June 2015)

2015-Promoter and Scientific Director, research partnership between ARG Art & Culture Research Group and Innovability, as representative of DEMS, Università degli Studi di Milano-Bicocca (June 2015)

2015-Promoter and Scientific Director, research partnership between ARG Art & Culture Research Group and Invisible Studio, as representative of DEMS, Università degli Studi di Milano-Bicocca (June 2015)

2015- Coordinator and Scientific Director, ARG, Art & Management Research Group, as representative of DEMS, Università degli Studi di Milano-Bicocca (January 2015-)

Referee or External Examiner

2017 Member of the reviewers’ and referees’ panel, Fondazione Cariplo, Università degli Studi di Cagliari, and Fondazione di Sardegna (October 2017) (“Progetti di ricerca biennali nell’Università di Cagliari – Convenzione triennale tra la Fondazione di Sardegna e gli Atenei Sardi”)

2012- Member of the reviewers’ and referees’ panel, Ministry of University and Education (Italy) (June 2012-)

Learned Journals: Memberships in Reviewers’ and Referees’ Board

2021 *Sustainability* (January 2021-)

2019 *Forum Scientiae Oeconomia* (July 2019-)

2019 *Netnomics* (September 2019)

2018 *European Scientific Journal* (September 2018-)

2017 *Journal of Global Fashion Marketing* (November 2017-)

2012 *Symphonya – Emerging Issues in Management* (June 2012-)

Università degli Studi di Milano-Bicocca (DEMS): Institutional Responsibilities

2021- Member of the Committee for the Graduation Ceremony (Proclamazioni Lauree Triennali 2020-21, Marketing, Comunicazione Aziendale e Mercati Globali (ECOMARK) degree)

- 2021 Member of the Examiner Committee (President Paolo Mariani) (commissione giudicatrice per la procedura di selezione) "Lavora con noi - Collaborazioni per la ricerca e di supporto alla didattica - Collaborazioni esterne", project "Sizing& Allocation – Analisi qualitativa" (January 2021)
- 2020 Member of the Examiner Committee (President Giulio Ongaro) "Numero programmato dei corsi di studio della Scuola di Economia" (January 2020-)
- 2020 Chair of the Tutors' Committee, Marketing, Comunicazione Aziendale e Mercati Globali (ECOMARK) degree (February 2020-)
- 2019 Member of the Scientific Committee, B-ASC (Bicocca Applied Statistics Center) (January 2019-)
- 2018 Member of the Students Admission Committee (ECOMARK degree (June 2018-)
- 2018 Member of the Students Admission Committee (ECOMARKS degree) (June 2018-)
- 2018 Member of the Selection Committee, "Executive Security Management" course (2017-8) (procedura pubblica di selezione per conferimento di n.1 incarico di lavoro autonomo per attività di diffusione risultati ed elaborazione reports per le esigenze del Corso di Formazione "Executive Security Management" – a.a. 2017/2018 - Bando per attività 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)
- 2017 Member of the Selection Committee (ECOMARK degree) (December 2017-)
- 2017 Coordinator, DEMS and Bi-PAC (Centro Ricerche Patrimonio Storico Artistico e Culturale), Interdisciplinary and Interdepartmental Cultural Goods Research Group (September 2017-)
- 2015 Member, B-ASC(Bicocca Applied Statistics Center) (January 2015-)
- 2014 Member of the External Teaching Assignments Committee, Corporate Management Area (July 2014-October 2015), of the Tutoring Selection Committee (November 2017), of the Students' Curricula Committee (December 2017, of the Students' Admission Committee (June 2018), Marketing, Comunicazione e Mercati Globali (ECOMARK) degree
- 2014-15 Member, University Library Committee, Economic Sciences Area's Board (April 2014-October 2015)
- 2010 Member of Evaluation Committee, PhD candidates admission (26th round), for ISTEI (November 2010)
- 2009-12 Internship manager, protocol signed by ISTEI and Confindustria Monza e brianza Association, and Imprenditori Nord Milano Association
- 2009 Internship Academic Tutor, Degree in Marketing e Mercati Globali
- 2007-8 Member of the University Guides and Websites Team, Interfaculty Project "Conosco e Scelgo"
- 2006-13 Member of the Faculty of the PhD Programme in Marketing and Management
- 2006-7 Member of the Erasmus Committee, School of Economics, Department of Business Management (2006-2007)

VISITING PROFESSORSHIPS (2013-4)

- Visiting Professor at the Amsterdam Institute for Social Science Research (AISSR), University of Amsterdam, upon the invitation of Prof. Olav Velthuis. Participant and researcher in the research units "Dynamics of Citizenship and Culture" and "Institutions, Inequality and Life Courses"; and in the research network "The globalization of high culture" (August 2013-March 2014)
- Visiting Professor at the Erasmus School of History, Culture & Communication, Erasmus University, Rotterdam, upon the invitation of Prof. Arjo Klamer. Participant and researcher in the "Economics and Culture Seminars' Group" (CREARE), Erasmus Universiteit Rotterdam · Erasmus Research Centre for Media, Communication and Culture (ERMeCC), observing the challenges of the encounter in the interface between culture, the arts, and the economy (August 2013-March 2014) (concurrently with the Amsterdam appointment)

RESEARCH GRANTS; FAR (Università degli Studi di Milano-Bicocca: Fondo d'Ateneo per la Ricerca)

- 2020 "Role of incubators in assisting emerging ventures". Individual grant
- 2019 "The role and influence of the high-end art collectors". Individual grant

- 2017 "Creative industries and collaboration strategies". Individual grant
- 2015 "Roles and values of private art collectors: an economic perspective". Individual grant
- 2014 "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'". Individual grant
- 2011 "Il potenziale delle imprese di cultura contemporanea per lo sviluppo delle città" ("The Potential of Cultural Industries for Urban Development Planning"). Individual grant
- 2010 "Economia d'impresa globale e mercato dell'arte contemporanea" ("Corporate Global Economics and Contemporary Art Market"). Individual grant
- 2009 "Market-Driven Management e risorse immateriali d'impresa" ("Market-Driven Management and Corporate Intangible Assets"). Team Grant
- 2008 "Economia d'impresa globale e concorrenza nei mercati aperti" ("Corporate Global Economics and Open-Market Competition"). Team Grant
- 2007 "Economia d'impresa globale, Market-Driven Management e cultura d'impresa" ("Corporate Global Economics, Corporate Culture and Market-Driven Management"). Team Grant
- 2006 "Mercato dell'arte contemporanea ed economia globale" ("Contemporary Art Market and Global Economics"). Team Grant
- 2005 "Eccesso di offerta e cooperazione verticale tra imprese" ("Oversupply and Corporate Vertical Cooperation"). Team Grant

MEMBERSHIPS IN PROFESSIONAL AND SCIENTIFIC ASSOCIATIONS

- SIMA (Società Italiana Management)
- SIM (Società Italiana Marketing)
- TIAMSA (The International Art Market Studies Association)
- B-ASC (Bicocca Applied Statistics Center)
- BIPAC (Centro interdipartimentale di ricerca sul patrimonio storico artistico e culturale)
-

EDUCATION

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, École d'Hautes Études Commerciales (HEC, Paris) Library; Bibliothèque Nationale; 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 (HEC; Montréal), 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-2000 June

MA level, two-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

OTHER INTERNATIONAL EXPOSURE AND LANGUAGE PROFICIENCY

2013-14 University of Amsterdam and University of Rotterdam, Visiting Professorships

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

Italian mother tongue

French excellent

English good

Spanish good

Data herein included can be use publicly, in compliance with the Italian government's law known as 675/96