

ANNAMARIA TUAN

CURRENT POSITION

2021 - **Senior Assistant Professor (RTD-B SECS-P/08)** - *Department of Management, University of Bologna*

PREVIOUS ACADEMIC POSITION

2020 **Junior Assistant Professor (RTD-A SECS-P/08)** - *Department of Management, University of Bologna*

2019 - 2020 **Research fellow** - *Department of Management, University of Bologna*
Project: Relationship Management and Corporate Social Responsibility

2020 **Adjunct Professor** - *Department of Economics, University of Bologna*

2016 – 2018 **Junior Assistant Professor (RTD-A SECS-P/08)** - *Department of Economics and Management, University of Pisa*

2015 **Research fellow** - *Department of Economics and Management, University of Pisa*
Project: Corporate Social Responsibility and Cause Related Marketing in Emerging Market Multinationals Investing in Europe

PREVIOUS EMPLOYMENT

2009 – 2011 **Coworking manager at Coworking Space Udine**
Some responsibilities included: managing/planning professional, social, and educational events among coworkers and with companies; customer service/support for members; management of the workspace; management of social media channels.

EDUCATION

2012 – 2014 **PhD in Business Studies** - *Department of Economics and Statistics, University of Udine*
Title of the thesis: Bridging the gap between Social Media Marketing and Corporate Social Responsibility Communication
Supervisor: Prof. Andrea Moretti (defended 17th April 2015)

01/02/2014 - 31/05/2014 **Visiting period cbsCSR Corporate Social Responsibility Center**
Copenhagen Business School - Department of Intercultural Communication and Management
Supervisors: Prof. Mette Morsing and Prof. Lars Thøger Christensen

2006 – 2009 **Master's degree in Business Administration (Economia Aziendale)** - *Department of Economics and Statistics – University of Udine*
Title of the master thesis: The innovation process in traditional businesses. The employee engagement.
Supervisor: Prof. Daniel Pittino Mark: 110/110 cum laude

2003 – 2006 **Degree in Business Administration (Economia Aziendale)**- *Department of Economics and Statistics – University of Udine*
Title of the thesis: Il Marketing esperienziale, caso studio Swarovsky.

Supervisor: Prof.ssa Marina Chiarvesio
Mark: 109/110 cum laude

1998 – 2003 **Diploma Liceo Linguistico**
Liceo Linguistico G. D'Annunzio – Gorizia, Italy
Voto: 100/100

Additional courses

2019 Workshop Qualitative Comparative Analysis (QCA) – Università di Verona
2016 Summer School on Research methods for social sciences: Econometrics – Università della Calabria
2014 Mixed Method Seminar European Social Media Conference – Brighton Business School
2014 Scuola SIM - Summer School 2014 Società Italiana Marketing - Università di Urbino
2013 ABIS Doctoral Summer School 2013: Advancing Corporate Sustainability, CSR and Ethics
Leuphana University Lüneburg (DE)
2012 Corporate Social Responsibility, Forward Formazione – Bologna

NATIONAL SCIENTIFIC QUALIFICATION

23/12/2019: National scientific qualification (ASN) as Associate Professor in Management (13/B2 – Economia e Gestione delle Imprese)

TEACHING ACTIVITY

Academic courses

2022- 2023 *Modelli di Marketing*
Master of Science in Marketing and Market Research
Department of Statistics, University of Bologna

2021- 2022 *Modelli di Marketing*
Master of Science in Marketing and Market Research
Department of Statistics, University of Bologna

Value Pricing Laboratory (in English)
Master of Science in Service Management
Department of Management, University of Bologna – Rimini Campus

2020-2021 *International Marketing in Tourism* (in English)
Bachelor in Economics of Tourism – Curriculum International Tourism and Leisure Industries
Department of Economics, University of Bologna – Rimini Campus

Value Pricing Laboratory (in English)
Master of Science in Service Management
Department of Management, University of Bologna – Rimini Campus

2019 - 2020 *International Marketing in Tourism* (in English)
Bachelor in Economics of Tourism – Curriculum International Tourism and Leisure Industries

Department of Economics, University of Bologna – Rimini Campus

2016 – 2018 *Relationship Marketing and Social Media Marketing* (in Italian)
Master of Science in Marketing and Market Research
Department of Economics and Management, University of Pisa

2016 – 2018 *Social Media Marketing* (in English)
Department of Economics and Management, University of Pisa

Lectures

2017 *The rise of the Benefit Corporations movement* (4 hours - taught in English)
Master degree in Resource Economics and Sustainable Development – University of Bologna – Rimini Campus

2017 - 2019 *Social Media Marketing* (3 hours - taught in English)
Course: Relationship Marketing (prof. Andrea Moretti)
Department of Economics and Management, University of Udine

2014 *CSR Communication & Social Media* (3 hours - taught in English)
Course: Corporate Responsibility, Governance & Communication (prof. Dennis S Schoeneborn) - Copenhagen Business School

2014 *Exercises in Economia e Gestione delle Imprese* (14 hours - taught in Italian)
Bachelor Degree in Business Studies
Department of Economics and Management, University of Udine

Lectures in advanced and postgraduate programs

2022-2023 *Social Media Marketing*
Master in Comunicazione e Marketing dello Sport – Università di Bologna

2020-2023 *Digital Marketing* (20 hours - taught in Italian and in English)
Master in Business Management/Master in Gestione d'Impresa – Bologna Business School

2020-2023 *Digital Interactive Marketing* (20 hours - taught in English)
Master Digital Marketing and Communication – Bologna Business School

2020-2022 *Crash Course Statistics* (8 e-learning modules)
Bologna Business School

2019 *Crash Course Statistics* (8 hours – taught in English)
Global MBA - Bologna Business School

2019 *Conducting content analysis based literature reviews* (4 hours - taught in English)
PhD Managerial and Actuarial Sciences, University of Udine

2019 *Principi e strategie di Marketing* (16 hours - taught in Italian)
Executive Master in Business Administration – Qforma (Firenze)

2019-2023 *Modulo CSR e Social Media* (4 hours - taught in Italian)
Master Digital Marketing, University of Udine

2018-2023 *Modulo Social Media Marketing* (8 hours - taught in Italian)

Master Marketing Management, University of Pisa

- 2017 *Automated content analysis, LIWC and Wordstat*
PhD Economia Aziendale e Management, University of Pisa
- 2017 Modulo *Pricing strategies* (8 hours - taught in Italian)
Master Marketing Management, University of Pisa
- 2016 Modulo *CSR Communication* (8 hours - taught in Italian)
Master Marketing Management, University of Pisa
- 2015 *Le funzionalità di Nvivo a supporto della ricerca qualitativa* (4 hours - taught in Italian)
Phd in Management and Actuarial Sciences, University of Udine

PUBLICATIONS

Journal articles

1. Tuan A., Visentin M., Di Domenico G. (2023). Bridging who they are with who they thought they'd be: The effects of Gen Zers' subjective well-being on their boycott responses to online and offline unethical situations, *Journal of Interactive Marketing*, pp. 1 - 20
2. Corciolani M., Elisa Giuliani, Ashlee Humphreys, Federica Nieri, Annamaria Tuan, Edward J. Zajac (2022). Lost and Found in Translation: How firms use anisomorphism to manage the institutional complexity of CSR, *Journal of Management Studies*, pp. 1 - 32
1. Visentin M., Tuan A., Di Domenico D. (2021). Words matter Words matter: how privacy concerns and conspiracy theories spread on Twitter, *Psychology and Marketing*
2. Visentin M., Tuan A., Prestini S. (2021). Love or hate? Hotels' gay-friendliness and their intention to maintain or diminish the hotel digital service relationship with OTAs. *Industrial Marketing Management*
3. Visentin M., Tuan A. (2020). Belly bands as a visual cue: Assessing its impact on consumers' in-store responses, *Journal of Retailing and Consumer Services*, online first, doi: <https://doi.org/10.1016/j.jretconser.2020.102359>
4. Giuliani E., Tuan A., Calvimontes A. (2020), Creating Shared Value Meets Human Rights: A Sense-Making Perspective in Small-Scale Firms, *Journal of Business Ethics*, online first, <https://doi.org/10.1007/s10551-020-04511-7>
5. Colucci M., TUAN A., Visentin M. (2020). An empirical investigation of the drivers of CSR talk and walk in the fashion industry. *Journal of Cleaner Production*, vol. 248, pp. 1-8. doi: 10.1016/j.jclepro.2019.119200
6. Aleti T., Pallant I. J., TUAN A., van Laer T. (2019). Tweeting with the stars. Automated text analysis on the effect of celebrity social media communications on consumer word of mouth. *Journal of Interactive Marketing*, vol. 48, pp. 17-32. doi: 10.1016/j.intmar.2019.03.003
7. Corciolani M., Nieri F., TUAN A. (2020). Does involvement in corporate social irresponsibility affect the linguistic features of corporate social responsibility reports?, *Corporate Social Responsibility & Environmental Management*, vol. 27, pp. 670-680. doi: [doi: doi.org/10.1002/csr.1832](https://doi.org/10.1002/csr.1832)
8. D'Acunto D., TUAN A., Dalli D., Viglia G., Okumus F. (2019). Do consumers care about CSR in their online reviews? An empirical analysis, *International Journal of Hospitality Management*, online first, pp. 1 – 9, ISSN: 0278-4319, doi: 10.1016/j.ijhm.2019.102342
9. TUAN, A., Dalli, D., Gandolfo, A., & Gravina, A. (2019). Theories and methods in CSRC research: a systematic literature review. *Corporate Communications: An International Journal*. vol. 24 issue: 2, pp. 212-231, DOI: 10.1108/CCIJ-11-2017-0112
10. TUAN A., Grandi S. (2019). Emerging trends in qualitative research. A focus on Social Media. *Mercati & Competitività*, vol. 4, pp. 17-26, DOI: 10.3280/MC2018-004002
11. TUAN A. (2018). Mobile marketing e nuove tendenze di consumo. *Micro & Macro Marketing*,

- vol. 2, pp. 223-244, ISSN: 1121-4228, DOI: 10.1431/90505
12. Dalli D., TUAN A., D'Acunto D. (2018). How online reviewers and actual customers evaluate their shopping experiences. Evidence from an international retail chain. *Mercati & Competitività*, vol. 3, pp. 163-180, DOI: 10.3280/MC2018-003009
 13. TUAN A., Moretti A. (2017). Engaging consumers on social media: empirical evidence from the communications analysis of a CSR oriented company. *International Journal of Technology Marketing*, vol. 12, p. 180-205, ISSN: 1741-878X, DOI: 10.1504/IJTMKT.2017.083371
 14. Moretti A, TUAN A. (2014). Social media marketing and relationship marketing: revolution or evolution? A first step analysis. *Sinergie*, vol. 93; p. 115-137, ISSN: 0393-5108, DOI: 10.7433/s93.2014.08

Books

TUAN ANNAMARIA (2019). *La comunicazione della CSR nell'era digitale. Prospettive teoriche ed evidenze empiriche*, Roma, Aracne Editore, ISBN: 978-88-255-2738-4, pp. 152

Book Chapters

D'Acunto D., TUAN A., Dalli D. (2019). Are Online Reviews Helpful for Consumers?: Big Data Evidence from Services Industry. In: **Exploring the Power of Electronic Word-of-Mouth in the Services Industry**, IGI Global, pp. 198 - 216

Conference Proceedings (with ISBN)

1. Casoli Debora, Cappiello Giuseppe, Tuan Annamaria, Visentin Marco (2022). Formal contract vs. psychological contract in inter-firm relationships: the role of stewardship in circular economy systems, in: **xix[^] sim conference - next generation marketing people, planet, place: cooperation & shared value for a new era of critical marketing**, 2022, pp. 1 – 10
2. Tuan Annamaria; Dalli Daniele; Leeflang Peter S.H.;Peers Yuri, On the determination of the own and competitive effects of different platforms and content on market shares, in: **Proceedings of the European Marketing Academy, 2022**, pp. 1 - 11 (atti di: European Marketing Academy Conference, Budapest, 24-27 maggio 2022)
3. Di Domenico G., TUAN A., Visentin M. (2020) Privacy concerns and conspiracy theories: how do they spread on Twitter? **XVII SIM Conference**, Castellanza, 29-30 October 2020, ISBN 978-88-943918-4-8
4. TUAN A., Kumar A., Dalli D., Leeflang P.S.H. (2020). Brand competition on social media: investigating direct and indirect effects of FGC on sales. Proceedings of the **European Marketing Academy**, 49th, (63713), Budapest, 26-29 May 2020, ISSN 2709-1589
5. Visentin M., TUAN A. (2020). Feeling free: the effect of a hotel self-perceived gay-friendliness on its intention to escape from online travel booking agents. Proceedings of the **European Marketing Academy**, 49th, (63197) Budapest, 26-29 May 2020, ISSN 2709-1589
1. Colucci M., TUAN A., Visentin M. (2019). All that glitters is not gold: walking and talking CSR in the fashion industry. **CSR Communication Conference – Conference Proceedings**, Stockholm 18-20 September 2019, pp. 172 – 179, ISBN 978-961-235-889-1.
2. Corciolani M., Nieri F., TUAN A. (2019). Corporate social irresponsibility and the linguistic features of CSR reports. **CSR Communication Conference – Conference Proceedings**, Stockholm 18-20 September 2019, p. 255, ISBN 978-961-235-889-1.
3. Missaghi K., TUAN A., Visentin M. (2019). Taking millennials to the cinema: will they behave more responsibly?, **Proceedings XVI[^] SIM Conference - Marketing 4.0: le sfide della multicanalità**, 2019, pp. 1 – 5, ISBN 978-88-943918-3-1
4. Giuliani E., Humphreys A., Dalli D., TUAN A., Corciolani M. (2018). Strategic CSR framing by firms in emerging markets. **Academy of Management Proceedings**, vol. 2018, n. 1 <https://doi.org/10.5465/AMBPP.2018.15922abstract>
5. TUAN A., Dalli D., Kumar A. (2018), Consumers like and follow. Do they actually impact sales?,

- EMAC Conference**, Glasgow, 29 May - 2 June 2018, ISBN: 978-82-8247-284-5
6. TUAN A., Dalli D., Gandolfo A., Gravina A. (2017). Theories and methods in CSR communication studies. A systematic review. In: **CSR Communication Conference - Conference Proceedings**. Vienna, 21-23 September 2017
 7. TUAN, A. (2017). Moving beyond CSR: The rise of the benefit corporations' movement. In: Referred Electronic Conference Proceedings del convegno **Sinergie - SIMA** "Value co-creation: management challenges for business and society. ISBN: 97888907394-9-1, Napoli, 15-16 giugno 2017, DOI: 10.7433/SRECPEA.2017.37
 8. TUAN, A., Dalli, D., Corciolani, M., Gandolfo, A (2016). Communicating CSR: A selective empirical review of theories and methods. Work in progress. In: Proceedings: Marketing & Retail nei mercati che cambiano **XIII Convegno Annuale della Società Italiana Marketing** - Cassino, 20 - 21 Ottobre 2016. p. 1-8, PARMA: Società Italiana Marketing, ISBN: 978-88-907662-6-8, Cassino, 20/10/2016-21/10/2016
 9. TUAN A., Corciolani, M., Dalli, D., Gandolfo, A. (2015) "Emerging economy multinational firms: Discovering topics and trends through the automatic content analysis of CSR and Annual reports", **XII Convegno Annuale della Società Italiana Marketing**, Torino, 22-23 Ottobre, ISBN 978-88-907662-4-4.
 10. TUAN, A., Corciolani, M., Dalli, D., Gandolfo, A. (2015) "Corporate Social Responsibility disclosure in Emerging Countries. Evidence from a content analysis of Chinese CSR and Annual Reports", 6th **EMAC Regional Conference**, WU Vienna, Austria, September 16-18, ISBN 978-3-200-04265-0.
 11. TUAN A., Moretti A. (2015). Social Media and CSR Communication: an empirical analysis of organizational and managerial issues. The 8th annual **EUROMED Academy of Business Conference**, Verona, 16-18 September 2015, ISBN: 978-9963-711-37-6
 12. TUAN A., Moretti A. (2015). Sensemaking and sensegiving in CSR Communication and Social Media Management: a case study, **XXXVII Convegno Nazionale AIDEA Sviluppo, sostenibilità e competitività delle aziende: il contributo degli economisti aziendali**. Piacenza, 10-11-12 settembre 2015, Università Cattolica del Sacro Cuore Piacenza
 13. Moretti A, TUAN A. (2014). The Social Media Manager as a Reputation's Gatekeeper: an Analysis from the New Institutional Theory Perspective. In: Proceedings of the **13th International Conference of the Society for Global Business and Economic Development (SGBED) Managing the "Intangibles": Business and Entrepreneurship Perspectives in a Global Context**. Ancona, 16-18 July 2014, p. 1267-1281, ISBN/ISSN: 978-88-907795-7-2
 14. Moretti A, TUAN A. (2013). Social Media as a laboratory of value creation in the CSR Field. In: **Atti del X Convegno Annuale della Società Italiana Marketing**. Milano, 3 - 4 October 2013, ISBN 9788890766213
 15. Moretti A, TUAN A. (2013). Social Media Marketing and Relationship Marketing: revolution or evolution? A first step analysis. In: **Atti del Convegno SINERGIE**. Università Politecnica delle Marche (Ancona), 24-25 October 2013, ISBN/ISSN: 978-88-907394-3-9, doi: 10.7433/SRECP.2013.16

Presentations at other conferences

1. Di Domenico G., TUAN A., Visentin M. (2020). Linguistic drivers of misinformation diffusion on social media during the COVID-19 pandemic. **SIM Affiliate Workshop & Special Issue of the Italian Journal of Marketing**, Covid-19 and Marketing Research in Italy (October 16, 2020, online session)
1. Colucci M., TUAN A., Visentin M., (2020). Buyer-seller relationships: determinants, outcomes and relational phases. **JCR/IJRM Author Development Workshop** (July 1, 2020, online session)
2. TUAN A., Kumar A., Dalli D., Leeflang P.S.H. (2019). Direct and indirect effects of Firm Generated Content on Sales. **Marketing Science Conference**, Roma, 20-22 June 2019

3. TUAN A., Torgeir A., Pallant J., Van Laer T. (2019). Tweeting with the Stars: Analyzing Linguistic Styles of Celebrities' Tweet and Their Effect on Consumer Word of Mouth. *ACR 50th Annual Conference* Become Wise: The Golden Anniversary of ACR, Atlanta, Georgia, USA
4. Giuliani E., Humphreys A., Dalli D., TUAN A., Corciolani M. (2018), Strategic CSR framing in emerging countries firms. *Paper Development Workshop Organisational and Institutional change. University of Edinburgh Business School*, Edinburgh, 4-6 March 2018
5. TUAN A. (2018), Consumers like and follow on social media. Do they actually impact sales, *SIM Doctoral and Research Colloquium*, Florence, 13-15 May 2018
6. Torgeir A., TUAN A., Trepal I., Pallant J. (2017). Celebrity chefs appeal to consumers on Twitter. *ANZMAC Conference*, Marketing for Impact, Melbourne, 4-6 December 2017
7. TUAN A., Dalli D., Kumar A. (2017). Consumers like and follow on social media. Do they actually impact sales. *XIV SIM Conference*, Bergamo, 26-27 October 2017
8. Corciolani, M., Dalli, D., Tuan, A. (2017). Digital tools and new opportunities for analyzing CSR communication. *Workshop on Corporate Social Responsibility in the Digital Economy* 10 November 2017 - ETHOS Centre for Responsible Enterprise Cass Business School, London.
9. Dalli D, TUAN A., D'Acunto, D.M. (2017). Online reviews: preliminary evidence from an international retail chain. *XIV SIM Conference*, Bergamo, 26-27 October 2017
10. Corciolani, M., Dalli, D., Gandolfo, A., Giuliani, E., TUAN A. (2015) "What do emerging economy firms actually disclose in their CSR reports? A longitudinal analysis", *3rd Workshop on Business Ethics*, Brussels, 5-6 November, ISSN 2406-4130.
11. TUAN, A., Corciolani, M., Gandolfo, A., Dalli, D. (2015) "Investigating CSR Communication by using automatic content analysis of CSR and Annual Reports. Evidence from Chinese firms", *Corporate Responsibility Research Conference*, Marseille, September 16-18.
12. Moretti A, TUAN A. (2014). Social Media in the CSR Communication: a theoretical framework. In: *CMC 2014 19th International Conference on Corporate and Marketing Communication*. Milano, 3-4 April 2014
13. TUAN A. (2014). Social Media in the CSR Communication. In: *Doctoral Colloquium, 13th International Marketing Trends Conference*. Venice, 23 January 2014

Poster presentation

1. Aleti T., TUAN, A., I. Vilà, J. Pallant (2017). Social Media Mavenism: How celebrity chefs appeal to consumers on Twitter. In: *EMAC Conference 2017 - Leaving footprints*. Groningen, 23-26 May 2017
2. TUAN A., Corciolani M., Dalli D. (2016). Consumers' reactions to new corporate community initiatives. The role of the type of community and country of origin. In: *EMAC Conference 2016: Marketing in the age of data*, Oslo May 24-27. Oslo: European Marketing Academy, ISBN: 978-82-8247-284-5, Oslo, 24/05/2016-27/05/2016

PARTICIPATION IN SCIENTIFIC PROJECTS

- 2018 - Scientific coordinator of the project PERCORSI FVG funded by Regione Friuli Venezia Giulia and Fondo Sociale Europeo "Investimenti in favore della crescita e dell'occupazione Programma Operativo del Friuli Venezia Giulia Fondo sociale europeo – Programmazione 2014/2020 Asse 2 - Inclusione sociale e lotta alla povertà Pianificazione periodica delle operazioni – PPO 2015. Programma specifico 22/15 - Percorsi di formazione al fine di promuovere la previsione di azioni socialmente responsabili nelle attività primarie e di supporto delle imprese profit e no profit anche ai fini della crescita della competitività."
- 2017–2018 PRA (Progetto finanziato dall'Ateneo di Pisa - PRA_2017_46) "Means-end decoupling: Comunicazione, strategie e pratiche di sostenibilità nelle imprese globali" – project

coordinator Prof. Elisa Giuliani

2015 – 2016 PRA (Progetto finanziato dall'Ateneo di Pisa PRA_2015_0082) “Responsabilità Sociale d’Impresa nelle Multinazionali da Paesi Emergenti: Quale impatto in Europa?” - project coordinator Prof.ssa Elisa Giuliani

AWARDS

Best Teacher – Master in Marketing Management (University of Pisa – 2022)

Academy of Marketing Science-SIM Research Grant 2020 - *True lies: Why do people share hoaxes, memes, conspiracy theories, and fake reviews?* with Marco Visentin

Grant SIM 2020 “Chi diffonde le fake news su marche italiane? Un modello predittivo basato sulla prossimità sociale e culturale degli utenti social” with Marco Visentin (University of Bologna) and Luigi Piper (University of Salento) – Grant funded by Società Italiana Marketing <http://www.simktg.it/sp/bandi-borse-e-premi.3sp>

Best paper session “Internet & Digital Marketing” SIM Conference 2017 for the paper “*Consumers like and follow on social media. Do they actually impact sales.*”

PhD Award UniUD 2016 for the best PhD Dissertation in the economic-law category defended in 2015 at University of Udine

AFFILIATIONS TO SCIENTIFIC ASSOCIATIONS AND SOCIETIES

2013 – **Società Italiana Marketing (SIM)** – from September 2014 member of the SIM Junior Committee
2016- **Società Italiana Management (SIMA)**
2016 – **European Marketing Academy (EMAC)**

MEMBER OF THE EDITORIAL BOARD

Italian Journal of Marketing
Management&Marketing Cases (MMC) Pearson

REVIEWER FOR THE FOLLOWING JOURNALS AND CONFERENCES

Business&Society
Corporate Communications: an international Journal
Italian Journal of Marketing
Journal of Product and Brand Management
Journal of Business Ethics
Psychology & Marketing
Tourism Management
EMAC

SERVICE

2020 – Membro Commissione Comunicazione della Ricerca DiSA
Membro Commissione CdL Service Management – Campus di Rimini (1 borsa per studente meritevole di primo anno; 7 borse per miglior project work)

OTHER ACTIVITIES

| | |
|----------------|---|
| 2018 - 2020 | Organizer of the Junior Faculty Climber Community during annual SIM conferences |
| 2017 | Organizer of the Workshop “ Emerging trends in qualitative research. A focus on Social Media ” (SIM affiliate conference) and co-editor of the Special Issue of <i> Mercati & Competitività</i> related to the conference (vol. 4/2018). |
| 2017 - present | Editorial staff blog Mestieri del Marketing (www.mestieridelmarketing.it) |
| 2017 - present | Member of REMARC Responsible Management Research Center – Department of Economics and Management University of Pisa (http://remarc.unipi.it) |
| 2016 | Social media facilitator during the Paper Development Workshop “Corporate Social Responsibility and Communication” EGOS 2016 in Naples, organized by Andrew Crane, Mette Morsing and Dennis Schoeneborn |
| 2010 - present | Secretary of the Association Animaimpresa , based in Udine, which aims to promote CSR and Sustainability in companies, organizations and schools (www.animaimpresa.it) |

Presentations in non-academic conferences

| | |
|------|--|
| 2019 | <i>Comunicazione della CSR nell'era digitale</i> Responsabilità e sostenibilità delle aziende in Italia – Presentazione Rapporto Osservatorio Socialis - University of Udine |
| 2018 | <i>Marketing Digitale</i> - SAMSUNG Innovation Camp University of Pisa |
| 2018 | <i>Marketing Relazionale e vendite: dalla teoria alla pratica</i> – sessione di formazione presso azienda Welcome Italia (Pisa) |
| 2016 | <i>Benefit Corporations: un'altra impresa è possibile</i> – CSR Day Animaimpresa, Villa Manin (Passariano) |
| 2014 | <i>Social Media e Sostenibilità: due leve strategiche per le catene alberghiere</i> – Convegno AIRA Veneto, Venezia, Baglioni Hotel |
| 2014 | <i>Comunicazione della CSR: nuovi approcci e strategie</i> - Convegno RSI: nuovi cittadini, nuove imprese e nuovi modelli di sviluppo (Regione FVG, Ministero dello Sviluppo Economico e Punto di Contatto Nazionale RSI), Auditorium Palazzo della Regione, Udine |
| 2014 | <i>World Cafè Session on research dissemination and social media</i> Copenhagen Business School Intercultural Communication Management Department Summer Retreat |

The undersigned is aware that, pursuant to Articles. 46 and 47 of Presidential Decree 445/2000, false statements, falsified acts and use of false acts are punishable under the Penal Code and special laws.

I hereby authorize the use of my personal data in accordance to the GDPR 679/16 - "European regulation on the protection of personal data".

Bologna, 26 aprile 2023

Signature

