

# VINICIO DI IORIO

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## EDUCATION

- Sant'Anna School of Advanced Studies; Pisa, Italy April 2023  
*Ph.D. in Management of Innovation, Sustainability and Healthcare (cum laude)*
- LUISS Guido Carli; Rome, Italy July 2017  
*Master's degree in Marketing and Communication Management (110/110 cum laude)*
- University of L'Aquila; L'Aquila, Italy Oct 2015  
*Bachelor's degree in Economics and Business Administration (110/110)*

## PROFESSIONAL EXPERIENCE

- Sant'Anna School of Advanced Studies; Pisa, Italy Oct 2019- Present  
*Research Fellow*
- Examined the evolution of organizations that have conducted a study of their products' environmental footprint and how they have modified their operations to lessen their impact on the environment
  - Supported the adoption, tracing and demonstration of sustainable approaches by means of an innovative and circular product information management system based on Blockchain
- LeBow College of Business at Drexel University, Philadelphia PA Sept 2021- Jun 2022  
*Visiting Researcher*
- Taught one Bachelor's and two Master's classes on Circular Economy and how to design eco-friendly business models
  - Designed weekly curriculum in collaboration with students who want to pursue academic careers
  - Conducted research on corporate hypocrisy in promoting eco-friendly innovations using materials such as plastic
- LUISS Guido Carli; Rome, Italy Sept 2018-Feb 2020  
*Teaching & Research Assistant*
- Led group sessions on research methodologies, providing insights about the proper research technique according to the research purpose
  - Participated in lectures about innovation, marketing and sustainability
  - Prepared for curriculum development by attending seminars on public speaking and class management
- American Express; Rome, Italy Nov 2016- Dec 2017  
*Back Office Analyst*
- Measured consultants performances in pleasing *platinum* and *centurion* customers and advising them teams leaders on their teams' proper functioning
  - Fostered relationship with overseas and domestic services providers, such as hotel groups and airline companies to negotiate and maintain business agreements

**Languages:** Italian (native); English (fluent); Portuguese (basic)

**Software:** Stata, R, SPSS Amos, Atlas.ti, Word, Excel, PowerPoint, Teams – Microsoft Office; Joomla, WordPress

**Memberships:** Italian Blood Volunteers Association, European Green Party, Management Ph.D. student representative

Di Iorio, V., Testa, F., Korschun, D., Iraldo, F. & Iovino, R. (2022); Curious about the circular economy? Internal and external influences on information search about the product lifecycle. *Bus Strat Env*.  
<https://doi.org/10.1002/bse.3243>

The advent of the circular economy has repurposed traditional consumption habits. It is expanding opportunities for consumers to preserve the ecosystem throughout the whole product lifecycle. Drawing from extant rational and moral theories in behavior change, this research extends the understanding of consumer involvement in the circular economy by investigating whether being exposed to “green” clues can trigger additional information seeking and be empowering to people to contribute to the circular economy. In contrast to some prior research that suggests that information can overload consumers, this research finds that these “green” clues can stimulate greater information seeking, which can make the consumer feel more capable of effecting change through circular economy consumption. This study draws a conceptual model for behavioral change, tested on a representative sample of 4161 individuals across the five largest European countries. Results show that external “green” clues prompt consumers' information search on product lifecycle and ultimately make them feel empowered to contribute to the circular economy. Overall the research suggests that sustainability information can stimulate heightened curiosity and encourage consumers to become willing and active participants in this burgeoning circular economy.

Testa, F., Gusmerotti, N., Batelli, M., Carlesi, S., Di Iorio, V., Iannuzzi, T., & Limone, S (2022). Consumer Behavior relating to Circular fashion, Innovation and Usage of QR code.  
<https://doi.org/10.13140/RG.2.2.25644.33928>

Within the H2020 project TRICK, in order to gather further useful information for the project vision definition, consumers' needs, behaviours and barriers and expectations have been also investigated and outlined by means of a questionnaire-based survey carried out by Scuola Superiore Sant'Anna (SSSA) and administered to a representative sample of five European countries (France, Italy, Spain, Germany, Poland and Italy). After a brief overview of the textile-clothing sector and the role of the consumer plays in textile value chain transition towards the circular economy, with reference to the use of traceability technologies, such as the blockchain, this Report illustrates the main characteristics of the TRICK project, with particular reference to pilot projects in the textile-clothing and food supply chains and to the need for a more sustainable production and consumption system and the importance of having reliable information on the value chain of this sector. Then, the Report presents the methodology used for the construction of the above-mentioned survey developed by SSSA research team with the aim of investigating consumers' perceptions of the circularity of the textile-clothing sector and of information and traceability technologies. The results of the survey are then reported, divided by thematic area. In this context, the role that the consumer plays within this transition is of vital importance, acting as a lever for change and intervening in different phases of the product life cycle. In this context, the blockchain is configured as an enabling technology, able to transparently provides a large amount of information to the end user.

Di Iorio, V., Testa, F., Iraldo, F., (2021). Carlsberg Italia: ad un passo dal chiudere il cerchio grazie al sistema DraughtMaster. *Pearson Management&Marketing Cases*  
<https://doi.org/10.17464/9788891928023>

The benefits of plastic are innumerable. However, more and more research shows that if managed inadequately, plastic can harm the environment, our health and the entire ecosystem. An innovative and less impactful management of waste, including plastic, is at the heart of the concept of the circular economy (Ellen MacArthur Foundation, 2013). Carlsberg is engaged in the pursuit of this new concept of the economy through a series of sustainable innovations. Following the principles of its founder, Carlsberg has been officially involved in the SDGs since 2017 United Nations with the Together Towards ZERO project. This project has the ambition to reduce carbon dioxide emissions, wasted water, irresponsible drinking and on-site accidents. Work. At the same time as this ambitious project, several innovations have sprouted on the use of plastic in

packaging, which led Carlsberg towards a model of circular business. Among these innovations, the DraughtMaster patent is a milestone. It deals with of a revolutionary tapping method, without adding CO<sub>2</sub>, which uses a PET drum (one thermoplastic resin suitable for food contact and recyclable) instead of traditional drums metal. Environmental impact analyses have shown that the DraughtMaster system is more ecological than the previous one. But is it possible to reduce the environmental impact of the tapping system by using plastic? Yes, if it was conceived to create a circular economy model. To this end, new scenarios are opening up and innovations that can give life to new business opportunities.

Testa, F., Di Iorio, V., Cerri, J., & Pretner, G. (2021). Five shades of plastic in food: Which potentially circular packaging solutions are Italian consumers more sensitive to. *Resources, Conservation and Recycling*, 173, 105726. <https://doi.org/10.1016/j.resconrec.2021.105726>

Plastics are extremely useful, but their mismanagement has affected the environment and our health. Rethinking the development and use of plastics is central to the circular economy paradigm, to provide less harmful options for the environment. Thus, more types of plastic packaging are available, but each reflects diverse circular economy strategies (we refer to these as potentially circular packaging - PCP). We aim to explore consumers' awareness of these strategies and its effect during the purchasing moment. This study consists of a between-subject experiment, where five types of PCP (i.e., bottled juice packaged in different plastics) were tested on a representative panel of the Italian population (1236 individuals) through stratified random sampling. We designed a 2×2 factors experiment (recycled plastics vs. compostable plastics × third-party certification vs. no certification) with a control group (recyclable plastic). Data were processed through Bayesian Generalized Linear Modeling. We found that despite the assumptions about sustainable plastic packaging consumption in the food sector, all of our options can be considered as valuable alternatives. Consumers may be confused and unable to establish the consequences in the circular economy in terms of each type of PCP. Regardless of whether third-party certifications are provided, consumers' purchasing intentions are mainly affected by the attractiveness, perceived quality, and eco-friendliness of the packaging. Concerns about pollution, affluent behavior, and openness to change are also found to be relevant in PCP choices. Our findings provide various theoretical and managerial implications.

Testa, F., Iraldo, F., Bianchi, G., Di Iorio, V., Iovino, R., & Vizzoto, F. (2021). GREEN CONSUMER BEHAVIOUR: INSIGHTS FROM SURVEY AND GREEN CONSUMER BEHAVIOUR: INSIGHTS FROM SURVEY AND EXPERIMENTS Sant ' Anna School of Advanced Studies – Management. <https://doi.org/10.13140/RG.2.2.27204.14727>

In order to gather meaningful results, we conducted our research in five countries within the European Union, namely France, Germany, Italy, Spain, and United Kingdom. They are the five most populated nations in Europe, accounting for about 280 million out of 513 million people (Eurostat), almost more than half of the overall European population. Moreover, although they represent the biggest markets of the Continent, there are remarkable differences in terms of culture, habits and consumption patterns among them. For instance, Mediterranean countries share common or similar social habits which greatly differ from northern countries. The variety of socio-cultural aspects of those countries, combined with their magnitude in terms of market size and population, make these countries exceptional candidates to investigate our research objectives. In order to investigate the most relevant factors influencing green purchasing and post-purchasing behaviour, a questionnaire-based survey represents one of the most effective tool to collect information in the most objective and reliable way. The questionnaire used in this study was divided into five sections. The first section had the objective of introducing respondents to the subject under analysis. In this section, respondents were asked to rate how often they engage in green product purchasing and in green post-purchasing behaviour. Regarding green products, questions referred mainly to the food and detergent sectors. These are likely to represent repeated purchases (Leong, 1993) and low-involvement products (Bauer et al., 2006), which may increase the propensity for consumers to use mental short-cuts (Gigerenzer et al., 1999). The second set of variables investigated in our questionnaire relates to the psychographic variables, such as knowledge on product life cycle; environmental concern; other environmental behaviours; perceived consumer efficacy; consumer identity, and novelty seeking. A third cluster of variables concentrated on products. For this reason, we can divide this cluster in two parts: one part is dedicated to consumer trust in environmental information

on product packaging; while another on eco-labels. First, we focused on general aspects such as: consumer trust, trust towards self or third-party certified labels; and suspicion of greenwashing. Instead, in the second part, our aim was to test respondents on several dimensions related to ecolabels such as: self-reported knowledge; awareness and involvement; credibility; design and visibility; perceived private benefits; and persuasiveness of eco-labels. In the fourth category of variables, we focused on consumer behaviour for what concerns their own judgement and information assessment. As such, we investigated: knowledge on life cycle; information seeking and information format preferences. Finally, we included a final section on socio-economic characteristics, including: gender, age, number of inhabitants, family size, income and education levels.