

VINICIO DI IORIO, Ph.D.

Affiliation:

Post-Doc Research Fellowship
**Institute of Management,
Scuola Superiore Sant'Anna**
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Nationality: Italian
Place and date of birth: Popoli (PE);
March 15, 1992

EXECUTIVE SUMMARY

I am dedicated to exploring the conflicts and paradoxes inherent in the pursuit of sustainability. Specifically, my research lies at the intersection of sustainability management practices and sustainable consumer behavior, as both require the ability to juggle conflicting values and needs. The main domain I am devoted to is the burgeoning concept of the circular economy. Lately, I have been conducting research on the relationship between business and biodiversity from a system thinking perspective.

Methodologies and software:

- *Qualitative research: depth interviewing, projective techniques (ZMET), case study methodology; ethnographic research. Quantitative research: survey design, experimental research design.*
- *Software: Stata, SPSS (statistics); Atlas.ti (content analysis); Qualtrics (surveys and experimental research design); Excel, PowerPoint (Microsoft Office)*

CURRENT ACCADEMIC POSITIONS

Nov 2022 – present **Post-Doc research fellow** at the Institute of Management, Sant'Anna School of Advanced Studies, Pisa – Italy

EDUCATION

Oct 2019 – Apr 2023 **Scuola Superiore Sant'Anna**; Pisa, Italy
Ph.D. in Management of Innovation, Sustainability and Healthcare
(3-year Carlsberg Scholarship on Management for the Circular Economy)
Final grade: *cum laude*

Set 2015 – Jul 2017 **LUISS Guido Carli**; Rome, Italy
Master's degree in Marketing and Communication Management
Final grade: 110 /110 cum laude

Oct 2012 – Oct 2015 **University of L'Aquila**; L'Aquila, Italy
Bachelor's degree in Economics and Business Administration
Final grade: 110/110

COURSES TAUGHT (other teaching experiences in Annex)

Jan 2024 – present **Corporate Social Responsibility** at the Lorenzo de Medici Institute, Florence – Italy.

PROFESSIONAL HONORS (AWARDS)

2024 Best Paper: 84th Annual Meeting of the *Academy of Management conference 2024* for the paper: "Firms' resilience during crises as a function of a paradoxical approach to sustainability tensions"

PUBLICATIONS (peer-review journals – *under review*)

Di Iorio, V., Testa, F., Korschun, D., Bianchi G. "Organizational Resilience as a Function of a Paradoxical Approach to Sustainability Tensions in a Global Crisis" (*R&R at Organization and Environment* - ABS list 3)

Testa, F., Gusmerotti, N. M., Di Iorio, V., Frey, M. "Does a paradoxical frame encourage circular behavior in consumers?" (*currently under review after R1 at Business Strategy and the Environment* - ABS list 3)

Marullo C., Testa, F. Gusmerotti, N. M., Di Iorio, V. "Exploring circular consumption: circular attitudes and their influence on consumer behavior across the product lifecycle" (*currently under review after R1 at Business Strategy and the Environment* - ABS list 3)

Tessitore, S., Di Iorio, V., Testa, F., Iraldo, F. "Igniting Life Cycle Management Implementation: A best practice from the furniture industry amidst unique pressures. (*currently under review at The International Journal of Life Cycle Assessment*)

PUBLICATIONS (peer-review journals)

Di Iorio, V., Testa, F., Korschun, D., Iraldo, F., & Iovino, R. (2023). Curious about the circular economy? Internal and external influences on information search about the product lifecycle. *Business Strategy and the Environment*, 32(4), 2193-2208. <https://doi.org/10.1002/bse.3243> (ABS list 3)

Batelli, M., Testa, F., Di Iorio, V., & Frey, M. (2023) Analysing Gen Z Behaviour Through Binoculars. A Closer Look at Private and Public Sustainable Habits. *Micro & Macro Marketing*, 1-34. <https://www.rivisteweb.it/doi/10.1431/108163>

Di Iorio, V., Testa, F., Korschun, D., Gusmerotti, N.M., (2023). The Circular Economy Provenance Effect. Proceedings IFKAD: Managing Knowledge for Sustainability. Distribution IFKAD 2023 - Matera, Italy 7-9 June 2023. ISBN 978-88-96687-16-1. ISSN 2280-787X.

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>

ACCADEMIC POSITIONS HELD

- Sep 2021 – Jun 2022 **Visiting PhD student at LeBow College of Business, Drexel University;** Philadelphia, PA, USA
<https://www.lebow.drexel.edu/>
hosted by Dr. Daniel Korschun, Marketing department head. Focus on *Corporate Sustainability, Reputation, And Corporate Activism*.
- Sep 2018 – Feb 2020 **Teaching and research assistant at LUISS University;** Rome, Italy; university education - <http://xite.luiss.it/it/research-fellows.html>
Member of the X.ITE research center on consumer behavior and new technologies. I attended three bachelor's *Marketing* courses and two master's courses: *International and Global Marketing* and *Product and Brand Management*.

REFERENCES

- **Francesco Testa**, Full Professor at Sant'Anna School of Advanced Studies, Pisa, Italy. E-mail: francesco.testa@santannapisa.it
- **Daniel Korschun**, Associate Professor and Marketing Department Head at LeBow College of Business, Drexel University, Philadelphia – PA, USA. E-mail: dek46@drexel.edu
- **Camille Pradies**, Associate Professor, Department of Management EDHEC Business School, Lille, France. E-mail: camille.pradies@edhec.edu

PROFESSIONAL POSITIONS HELD

- Nov 2016 – Dec 2017 **American Express;** Rome, Italy; financial and leisure services - <https://www.americanexpress.com/it/>
Back office analyst. Measurement and performance analysis of travel & lifestyle consultants; organization of monthly meetings with a partner to negotiate hotel and airline fares into the travel & lifestyle program.

ANNEX

RESEACH PROJECTS

Digitalization and AI in Industry - Focus on integrating artificial intelligence into large European metallurgy industries. Emphasis on enhancing safety, trust, and communication between AI solutions and industry workers.

Research across economic, political, social sciences, and data scienc - Aimed at guiding public policies and decision-making in Italy for resilient, inclusive, and sustainable growth.

Sustainable Packaging and Circular Economy - Focus on sustainable packaging solutions and circular economy practices. Showcasing best practices through interviews with award winning managers in eco-design.

Sustainability in Education and Industry - International project involving students and lecturers on sustainability, particularly in the brewing industry. Targeting zero CO2 emissions and international collaboration in sustainability education.

Blockchain for Sustainable Supply Chains - Development of a blockchain-based product information management system. Aims to facilitate sustainable practices and informed purchasing decisions in supply chains.

Environmental Value Communication - Testing effective ways to communicate environmental values of products. Focus on citizen engagement and spreading environmental initiatives across Europe.

Environmental Performance Improvement - Implementing the EU Product Environmental Footprint method to improve environmental performance of products. Targeting decision-making processes in companies and market transparency, especially for SMEs.

These projects collectively (national and international) address themes like AI integration in industries, sustainability, economic and social resilience, circular economy, blockchain in supply chain management, and environmental performance and communication.

INTERNATIONAL PROJECTS*

****international projects funded through a competitive evaluation programme (e.g. European Commission call for proposals or call for tenders or other international grants).***

Sep 2022 – ongoing **HORIZON 2020 – ALCHIMIA** <https://alchimia-project.eu/consortium/>

ALCHIMIA aims at the digitalization of big European metallurgy industries to unlock the full potential of artificial intelligence and support green growth. The main objective of ALCHIMIA is to ensure the greatest levels of safety, trust, and smooth communication between artificial intelligence-powered industrial solutions and workers in those industries. [Check out the report.](#)

Sep 2021 - Dec 2021 **COIL – USA & Germany: Drexel University & HWR Berlin** <https://www.uas7.org/en/blog/international-insight-approaches-sustainability-us-and-germany-virtual-coil-project>

“An international insight into approaches to sustainability in the US and Germany”. COIL (Collaborative Online International Learning) is a type of international exchange project where students and lecturers work together online. The project focused on the topic of sustainability in the brewing industry, more precisely, the Danish Carlsberg Group, which aims to achieve zero CO2 emissions by 2030. A total of 70 students were involved.

May 2021 – ongoing **HORIZON 2020 – TRICK** <https://www.trick-project.eu/consortium>

TRICK supports the adoption, tracing and demonstration of sustainable approaches by means of an innovative and circular product information management system based on Blockchain and able to provide stakeholders of the supply chains and final consumers with all the relevant data needed to implement end of waste practices and aware purchasing choices. [Check out the report.](#)

Oct 2019 --
Mar 2023 **LIFE – MAGIS** <https://www.lifemagis.eu/index.php/en/who-we-are>

Made Green in Italy Scheme (MAGIS) wants to test the most effective ways to communicate the environmental value of products, organizing initiatives on the field, oriented to citizens and final consumers. Finally, the project aims to spread MGI and PEF also to sectors different from those tested within LIFE MAGIS and to the same sectors but in other European countries. [Check out the report.](#)

Oct 2019 –
Jun 2021 **LIFE – EFFIGE** <https://www.lifeffige.eu/>

EFFIGE aims to improve the environmental performances of products operating in the sectors involved in the project by means of the implementation of EU Product Environmental Footprint (PEF) method described in the EU Rec. 179/2013. By using PEF as tools for supporting decision process within companies and remove information asymmetries on the final good market, EFFIGE will support the pilot companies and especially SMEs to improve their environmental “hot spots” and introduce to markets products and services more sustainable.

NATIONAL PROJECTS

Jun 2023 -
ongoing **PNRR – GRINS** <https://grins.it/organizzazioni/scuola-superiore-santanna>

Growing Resilient, Inclusive and Sustainable (GRINS) Foundation conducts cutting-edge research in the spectrum of economic, political, and social sciences and data science, to provide evidence that guides public policies, as well as the choices of citizens and companies in complex decision-making contexts, contributing to a more resilient, inclusive, and sustainable growth of Italy.

Jun 2023 -
ongoing **CONAI – Ecodesign** <https://www.conai.org/notizie/bando-ecodesign-2023-il-16-novembre-la-premiazione-in-triennale-a-milano/>

The "Consorzio Nazionale Imballaggi (National Packaging Consortium) project called “The Hidden Innovation” showcases best practices in sustainable packaging by gathering insights through in-depth interviews with Eco-design award-winning managers, focused on circular economy solution. The results were presented in a streaming event organized by “Il Corriere della Sera.”

Oct 2019 –
Jan 2023 **CARLSBERG ITALY – Take-back.** <https://www.efanews.eu/item/22897-carlsberg-ora-si-studia-all-universita.html>

After successfully rolling out the innovative DraughtMaster system, Carlsberg advanced their commitment to sustainability and the circular economy. They developed a strategy to close the loop on their new plastic kegs by initiating a take-back program. This program involves collecting and reusing empty DraughtMaster kegs, repurposing their polymers for other products. For instance, in Milan, the 'Take Back-Give Back' project used recycled plastic from these kegs to create urban furniture. [Check it out:](#)

MAIN ACADEMIC COLLABORATIONS

International level

- **Drexel University's LeBow College of Business** on the topic of sustainability decoupling, marketing;
- **PREP (Paradox Research Education Practice) community** about the topic of Paradox Theory in education and research

National level

- **LUISS University, Rome** – Marketing School.
- **University of Rome -Tor Vergata** – Department of Management & Law on sustainable procurement.

TEACHING

International Ph.D. in Management - Innovation, Sustainability and Health at Sant'Anna School:

- Dec 19, 2023 Lecture with Prof. Francesco Testa on the **Paradox Theory (PT)** as a part of the Management Theories course to XXXIX cycle PhD students in Management. Employing an active learning approach to teaching, based on Carlsberg case study discussion + role-play activity. (2-hour module).
- Nov 30, 2023 Lecture on **research methodologies** as a part of the Research Methodologies course to XXXIX cycle PhD students in Management. I walked the students through my personal experience with quantitative methods. Specifically, I discussed about surveys and questionnaires as a means to assess consumer behavior, and provided hints to avoid biases and errors in survey design, sample selection, data collection and analysis. (2-hour module).

Seasonal School

- Jan 23, 2024 **Seasonal School Biodiversity & Business.** Lecture on the Business and Biodiversity as a part of the Seasonal School. Through an active learning approach to teaching, employing role-play activity to simulate the variety of stakeholders involved and the complexity that of their interconnection to figure out as key to solving the case. (8-hour module).
- May 17, 2022 **Seasonal school on Sustainable Business Case Studies.** Lecturer with Prof. Francesc Testa and Prof. Fabio Iraldo about Circular Economy principles and Carlsberg's take-back strategy employing a teaching case on Carlsberg. (2-hour module).
- Jun 29, 2020 **Seasonal school on Sustainable Business Case Studies.** Presenting teaching case about Circular Economy principles and Carlsberg's take-back strategy. (2-hour module)

Master Post Graduate & Executive courses

- May 25, 2023 **Master post graduate 2nd level in Environmental Management & Control (GECA).** Lecture with Prof. Francesco Testa to graduate students on Climate change and the Circular economy + work groups and case studies discussion. (8-hour module).
- Sep 09, 2022 **Alta Formazione – Scuola Superiore Sant’Anna;** Pisa, Italy; **“The Challenge of Ecological Transition”**, a lecture given on behalf of the “Scuola Superiore Sant’Anna Alta Formazione”, with Prof. Francesco Testa, for the Group Lupi, which operates in the fire safety systems sector. The module was divided into frontal lessons + group work with a final debate to help Lupi develop innovative solutions to accelerate the ecological transition of its business (8-hour module).

Teaching commitments beyond Sant’Anna (in Italy and abroad)

- March 21-22, 2024 **EDHEC Business School;** Nice, France
Guest Lecturer for the course sessions on “Managing Paradoxes” withing the context of the Management in Multinational Corporations course.
- Dec 16-22, 2023 **Ecole du design Paris;** Paris, France
Introduction au paradigme de l’économie circulaire et business models dans un écosystème (The course is done in English)
Lecture with Prof. Natalia Marzia Gusmerotti, introducing the Circular Economy principles and showcasing business models (examples); explaining the complexity in the circular economy and the role of “creative/innovative resolution”; case study presentation on circular business model innovation and final presentation. (6-hour module).
- Mar 27, 2023 **Roma Tre University;** Rome, Italy
Lecture my teaching case concerning Carlsberg’s innovative DraughtMaster system and its benefits for a circular economy: *“Cheer! (or Jeers) for decarbonizing draught beer: reputation the rollout of Carlsberg Group’s Draught Master System.”* (2.5-hour module).
- Nov 17, 2022 **University of Rome, Tor Vergata;** Rome, Italy
Lecture on my teaching case concerning Carlsberg’s innovative DraughtMaster system and its benefits for a circular economy: *“Cheer! (or Jeers) for decarbonizing draught beer: reputation the rollout of Carlsberg Group’s Draught Master System.”* (2.5-hour module).
- Apr 28, 2022 **LeBoW College of Business, Drexel University;** Philadelphia, PA, USA
Lecture on Brand extension (Marketing strategy class – graduate students) discussing the case study of chef Niko Romito and his galaxy of food spots, from 3-michelin-star restaurant to street food kiosks along the interstates. I drew on my Master’s thesis insights. (2.5-hour module).

- Sep - Nov 2021 **COIL project -**
LeBoW College of Business, Drexel University; Philadelphia, PA, USA
 By drawing on my relationship with Carlsberg Group, I oversaw 70 students from Drexel University and HWR Berlin as they explored sustainability in the brewing industry, focusing on the Carlsberg Group's goal for zero CO2 emissions by 2030. The project examined improvements in transporting and storing barrels through technical innovations. Students assessed risks and opportunities in a multinational context, conducted empirical research, and interviewed industry stakeholders. Their findings were presented on November 16th.
- Apr 19, 2022 **LeBoW College of Business, Drexel University;** Philadelphia, PA, USA
 Two lectures on a course of Corporate Responsibility about the basics of the Circular Economy, the 9Rs and how to build Circular Business models. The lectures were for undergraduate students. (2.5-hour module)
- Jul 2019 – Feb 2020 **LUISS Guido Carli;** Rome, Italy;
 Teaching assistant in *Financial Reporting and Performance Measurement* course (in English; chair Prof. Francesco Paolone). (42-hour course)
- Sep 2018 – May 2019 **LUISS Guido Carli;** Rome, Italy;
 - Teaching assistant and lecturer in three bachelor's courses in *Marketing* (two in Italian and one in English; chair, Prof. Alberto Marcati and Prof. Daniel Korschun) (2 full-courses, 42 hours each).
 - Two master's terms: *International & Global Marketing* and *Product & Brand Management* (both in English; chair, Prof. Alberto Marcati and Prof. Daniel Korschun). (2 full-courses, 42 hours each).

SUPERVISION & TUTORING

PhD students: Support in the research activities (supervision) of PhD candidates in Management at Sant'Anna School. Current tutoring:

- Shripathy Swaminathan, 1st year student conducting research on organizational resilience and the hidden value of secondhand, remanufactured garments.

Master of Science Thesis

- Past supervision: Irene Priscilli: "GREEN CONSUMER BEHAVIORS & LIFE MAGIS PROGRAM" A.Y. 2022/2023

COMMITMENT TO THE FACULTY

- Nov 2023 – present Research fellows' representative at Institute of Management, Scuola Superiore Sant'Anna, Pisa (Italy)
- Oct 2019 – Oct 2020 Ph.D. students' representative at the Institute of Management, Scuola Superiore Sant'Anna Pisa (Italy)

PROFESSIONAL HONORS (GRANTS AND SCHOLARSHIP)

- In October 2019, at the Scuola Superiore Sant'Anna, I was awarded the *Carlsberg* Scholarship in management for the Circular Economy. This was intended to generate theoretical knowledge from their innovative sustainability practices and, in turn, to support the corporation in implementing innovative tools for the Circular Economy.
- In December 2017, I was awarded a scholarship by the Cesare Pozzo Foundation for being one of the students from the Abruzzo region marking the highest master's degree final grade (110 cum laude) in the academic year 2016/17.
- In December 2016, I received a scholarship from the Cesare Pozzo Foundation for being one of the students from the Abruzzo region marking the highest bachelor's degree final grade (110/110) in the academic year 2014/15.

THIRD MISSION COMMITMENT

Public engagement

Sep 23, 2023

GAIA -- Festival delle arti per la cultura della sostenibilità
 (Festival of the Arts for the Culture of Sustainability), 2nd edition, Fucecchio 23-26 September – San Miniato 27-30 September. Meeting with Vinicio Di Iorio, on September 23, 10:00 AM at Nuovo Teatro Pacini : “Viaggio in un mondo dov'è bello circolare” (Journey into a world where it's beautiful to circulate) – (<https://www.teatrinodeifondi.it/gaia-festival-delle-arti-per-la-cultura-della-sostenibilita-ii-ed/>)

OTHER INFORMATION

Language Skills

Mother Tongue: Italian

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
English	C-1	C-2	C -1	C -1	C -2
Portuguese	A -2	A -1	A -2	A -2	A -1

*Levels: A 1 - 2: Basic user, B 1 - 2: Independent user; C 1-2: Proficient user
 According to the Common European Framework of References for Languages*

Personal attributes

- Outstanding communication skills, both written and oral
- Strong organizational, process, and project management skills
- Proactive approach to identify opportunities for improvement
- Flexible, enthusiastic, a creative problem-solver, and a great team player
- Experience supervising staff

Academic codification

orcid.org/0000-0002-1242-2767

My lifetime passion

*Running. I was a professional athlete in track and field (long and triple jump, 4x100 and 4x400m) for years, achieving good results at regional and national levels until I entered college. Yet, my passion for running did not fade away; it simply adapted to new circumstances and took on a different form. In 2016, a colleague of mine and I founded the athletics team at LUISS University while pursuing our Master's degrees. This team provides scholarships for athletes at LUISS University. As time passes, I continue to run regularly, about every other day; it allows me to space out, relax and meditate. As an amateur, among the runs that I have done, I can list the historic **Blue Cross Broad Street Run (10 miles) in Philadelphia, PA (USA)** in May 2022, the night half-marathon of Luxembourg in May 2023 and the half-marathon of Palma (Spain) in October 2023. Now, I am looking forward to running longer distances...*

PUBLICATIONS (projects' reports)

Weinel, M., Hale, R., Stroud, D., Di Iorio, V., Ruiz Cardon, J., Contreras Torres, E., ... & Bontempi, G. (2023). ALCHIMIA D2. 1 Requirements and human-centric recommendation. https://orca.cardiff.ac.uk/id/eprint/164738/1/ALCHIMIA_D2.1_v1.0.pdf

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>

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>

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>

CONFERENCES (upcoming conferences in yellow)

Sep 2024 **BRITISH ACADEMY OF MANAGEMENT – University of Nottingham**

Aug 2024 **ACADEMY OF MANAGEMENT – University of Chicago**

June 2024 **EURAM 2024 – University of Bath, School of Management**

May 2024 **GRONEN 2024 – SKEMA Business School**

Nov 30 –
Dec 12,
2023 **United Nations Climate Change Conference 28 (COP28), Dubai, United Arab Emirates** (virtual participation).
UN Climate Change conferences (or COPs) take place every year, and are the world's only multilateral decision-making forum on climate change with almost complete membership of every country in the world. COP28 focuses on youth involvement in climate action, Sustainable Resource Management and Climate address energy, agriculture, and carbon management. Sustainable Cities, Sustainability, Ocean Sustainability, and Earth Science each emphasize specific Sustainable Development

Goals, covering sustainable urban living, ocean conservation, energy policies, and the impact of human activities on Earth's climate.

- Nov 06-08, 2023 **Paradox Research Education Practice (PREP) Conference**, hosted by Copenhagen Business School, University of Copenhagen, and Aalborg university Copenhagen. Doing research and Teaching session, presenting a teaching case: *“Cheer! (or Jeers) for decarbonizing draught beer: reputation the rollout of Carlsberg Group's Draught Master System.”*
- Jun 14-16, 2023 **2023 EURAM Conference: TRANSFORMING BUSINESS FOR GOOD**. 23rd Annual conference of the European Academy of Management, held in Dublin, Ireland, presenting a paper titled: *“A paradox perspective on corporate sustainability and resilience during a global crisis”*, authored by Di Iorio, V., Testa, F., Korschun, D., Bianchi, G.
- Jun 07-09, 2023 **2023 IFKAD – International Forum on Knowledge Asset Dynamics**, Matera, Italy. Presenting the extended abstract: *“The Circular Economy Provenance Effect.”*, authored by Di Iorio, V., Testa, F., Korschun, D., Gusmerotti, N.M.; published on Proceedings IFKAD: Managing Knowledge for Sustainability. Distribution IFKAD 2023 - Matera, Italy 7-9 June 2023. ISBN 978-88-96687-16-1. ISSN 2280-787X.
- Jun 30 – Aug 02, 2022 **Sinergie SIMA-SIM, Annual Italian Management conference**, Milan, Italy. Presenting a paper authored by Di Iorio, V., Testa, F., Korschun, D., Bianchi, G. titled: *“How paradox perspective on sustainability prompts corporate resilience to recover from the pandemic outbreak”*.
- June 10-11, 2021 **Sinergie SIMA-SIM 2021: LEVERAGING INTERSECTIONS IN MANAGEMENT THEORY AND PRACTICE. Annual Italian Management conference**, Palermo, Italy
- Presenting a research paper titled: *“Five shades of plastic in food: which circular packaging are Italian consumers more sensitive to”*, Authored by Testa F., Di Iorio, V., Cerri, J., Pretner, G.
 - Presenting a case study presenting a case study titled: *“Carlsberg Italia: ad un passo dal chiudere il cerchio grazie al sistema DraughtMaster.”* Authored by Di Iorio, V., Testa, F., Iraldo, F.
- Nov 2020 **EBOR Conference**; (online course due to COVID-19 emergency)
The 3rd Economics, Business & Organization Research Conference. Paper title: *How People Decide to Cope With the COVID-19 Governments Policy: An Explanation Through Attribution Theory*. November 20-22, 2020 (online attendance)

ADVANCED AD-HOC COURSES ATTENDED

- Feb 2021 **“European Funding Programmes: how to design and manage a research proposal” course**
APRE - Agenzia per la Promozione della Ricerca Europea; February 25-26, 2021 (online course). Tot.: 4 hours + 12 hours held by Sant’ Anna School of Advanced Studies.
The course aims to present how to address a European funded call for research project (i.e., Horizon 2020 and LIFE): from understanding the main challenge, to set the proper Technology Readiness Level (TRL) of the project, up to the allocation of financial

recourses and the estimate of the budget. In this regard, the course also provides some hints regarding the new challenges that Horizon Europe (2021-2027) will address.

- Oct 2020 **“Circular Economy and Sustainability Management” course**
Seasonal school held online by Sant’ Anna School of Advanced Studies; October 19 – 23, 2020 (online course). Tot.: 40 hours
- Jul 2020 **Summer School for Research Methods**
SIMA – SIM (Italian Society of Management - Italian Society of Marketing)
Annual Research Methodology Summer School: *Qualitative and quantitative techniques*; online classes; July 20 - 25, 2020
- Jul 2019 **Summer School for Social Science Research Methods**
National University of Singapore (NUS), Singapore
The 8th Annual IPSA-NUS Summer School for Social Science Research Methods; *Experimental Methods course*; July 1 - 12, 2019. Tot.: 35 hours
- Jul 2016 **Summer School for Brand Management and Marketing Communication**
ISCTE Business School, Lisbon, Portugal; Jul 5 – 27, 2016. Tot.: 80 hours
This course aims to combine a perspective of brand management and marketing communications with a strong practical focus, reflected on an extensive scrutiny of contemporary cases, across a variety of sectors and geographies.
- Feb 2016 **“Public Speaking and Effective Communication” course**
LUISS Guido Carli, Rome, Italy; February 5 – 6, 2016. Tot.: 12 hours
Essential elements of written and oral speech, and practical exercises of: frontal classroom, eye contact, breathing, intonation and rhythm, body and gesture language, self-presentation, question time, and group speech.