

# VINICIO DI IORIO

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Ph.D. candidate

Sant' Anna School of Advanced Studies, Pisa, Italy

Institute of Management

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## EXECUTIVE SUMMARY

**Experiences** as a researcher and teaching assistant at universities in Italy (Sant'Anna school of advanced studies, LUISS University) and the USA (LeBow College of Business, Drexel University); as a back-office analyst at multinational corporations, such as American Express; as a research fellow in the following European projects. More specifically:

- **LIFE-MAGIS** – Made Green in Italy (MGI) scheme <https://www.lifemagis.eu/index.php/en> : The project thus aims at experimenting with the Made Green in Italy (MGI) scheme, promoted by the Italian Ministry of the Environment with the Decree 56/2018 to assess and communicate the environmental value of Made in Italy products, developing and testing new Product Category Rules (PCR) for different sectors. Check out the report -> <https://doi.org/10.13140/RG.2.2.27204.14727>
- **LIFE-TRICK** <https://www.trick-project.eu/about> : 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 -> <https://doi.org/10.13140/RG.2.2.25644.33928>

**Good knowledge of** management and marketing theories, with a focus on sustainable innovation, the circular economy paradigm, and the burgeoning circular consumption

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

**Software:** Stata, R, SPSS Amos (quantitative analysis); Atlas.ti (qualitative analysis); Word, Excel, PowerPoint, Teams – Microsoft Office; Joomla, WordPress (website design);

**Future interests** focus on i) designing innovative and environmentally friendly management strategies to accelerate the transition toward a circular economy paradigm, and ii) understanding cognitive pitfalls, such as paradoxes, that hinder consumers' eco-friendly behaviors and undermine organizations' sustainable development

## EDUCATION

- Oct 2019 – to present    **Sant'Anna School of Advanced Studies**; Pisa, Italy  
Ph.D. in Management of Innovation, Sustainability and Healthcare (awarded 3-year Carlsberg Scholarship on Management for the Circular Economy)
- Set 2015 – Jul 2017    **LUISS Guido Carli**; Rome, Italy

Master's degree in Marketing and Communication Management  
Final grade: 110 cum laude/110

Oct 2012 – Oct 2015 **University of L'Aquila**; L'Aquila, Italy

Bachelor's degree in Economics and Business Administration  
Final grade: 110/110

## PROFESSIONAL POSITIONS HELD

Sep 2021 – Jun 2022 **LeBow College of Business**, Drexel University, Philadelphia (PA), USA

*Visiting researcher.* Involved in i) research activities concerning corporate activism fallouts, such as corporate hypocrisy, and ii) teaching activity in bachelor's and master's classes.

Sep 2018 – Feb 2020 **LUISS Guido Carli**; Rome, Italy; university education -

<http://xite.luiss.it/it/research-fellows.html>

*Teaching and research assistant.* 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.

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.

## PUBLICATIONS

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>

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., 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>

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>

## OTHER PROFESSIONAL ACTIVITIES (CONFERENCES AND SUMMER SCHOOLS)

- Jun 2022 **Sinergie–SIMA Conference 2022**  
Presenting the extended abstract: "How paradox perspective on sustainability prompts corporate resilience to recover from the pandemic outbreak".
- Jun 2021 **Sinergie–SIMA Conference 2021**  
Presenting a research paper and a case study, respectively:  
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., 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>
- Feb 2021 **European Funding Programs: how to design and manage a research proposal**  
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 resources 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.
- Nov 2020 **EBOR Conference**  
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)
- Oct 2020 **Circular Economy and Sustainability Management**  
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**  
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.

## MEMBERSHIP AND ACTIVITIES IN PROFESSIONAL ASSOCIATIONS

Member of **Sant' Anna Society**, a multi-disciplinary space for the Ph.D. students in Pisa that want to act in the academic, social and political sphere.

## PROFESSIONAL HONORS, AWARDS AND FELLOWSHIPS

- In October 2019, Scuola Superiore Sant'Anna awarded me the Carlsberg Scholarship on management for the Circular Economy, intending 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, the Cesare Pozzo Foundation awarded me a scholarship for being one of the Abruzzo region students to have achieved the highest master's degree score (110 cum laude) in the academic year 2016/17.
- In December 2016, the Cesare Pozzo Foundation awarded me a scholarship for being one of the Abruzzo region students to have achieved the highest bachelor's degree score (110/110) in the academic year 2014/15.

## COMMUNITY SERVICE

- Feb 2021 – to present    Member of Italian Blood Volunteers Association (AVIS). It is a private, non-profit association that pursues an aim of public interest: to ensure adequate availability of blood to all patients who need it, by promoting of the gift, the call of donors and in some cases also the direct collection of blood, in agreement with public hospitals.
- Feb 2020 – to present    Member of the Italian section of the ecologist European movement (Giovani Europeisti Verdi). The purpose of this association is to promote a policy for sustainable, fair and responsible development, based on cooperation among countries of the European Union
- Oct 2019 – Oct 2020    Representative of the Management Ph.D. students of the Scuola Superiore Sant'Anna

