

Curriculum Vitae
MARGHERITA PAGANI

Contact Information

Full Professor of Digital Marketing
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EDUCATION

- 2016 HDR Habilitation à Diriger la Recherche – Science de Gestion – Université Evry Val d’Essonne (Paris)
- 2013-2015 PhD in Management – University Jean Moulin Lyon 3 – grade: very honourable with felicitations by the jury
- 2006 MIT Program in *Data and Models in Engineering Science and Business Part I and II* - MIT Massachusetts Institute of Technology, Cambridge, Massachusetts (certified with credits)
- 2005 MIT Program in *Individual Choice Behavior: Theory and Application of Discrete Choice Analysis* - MIT Massachusetts Institute of Technology, Cambridge, Massachusetts (certified with credits)
- 1990-1995 Degree in Business Administration - (summa cum laude) Bocconi University, Milan (Italy) - Major in management of international firms.

ACADEMIC EXPERIENCE

- 04/2017 – Now Full Professor of Digital Marketing **emlyon business school** – Department Markets and Innovation
- 09/ 2013 – 03/2017 Associate Professor **emlyon business school** – Department Markets and Innovation
- 12/2013 Eligibility as Full Professor (SECS P08) – Italian Habilitation according to the Law 210/1998
- 11/2010 Eligibility as Associate Professor according to the Law 210/1998 (obtained at Bocconi University – November 2010)

2012 - now	Adjunct Professor Bocconi University for the courses Digital Marketing and e-commerce advanced, E-commerce and E-Tailing, Telecommunications and Radio television
2010- now	Executive Faculty Member of Lorange Institute of Business (Zurich)
2012-2013	Contract Professor for the module on digital Marketing Master MUMM – La Sapienza (Rome)
2006-2012	Assistant Professor - Management Department, Bocconi University
2008- 2011	MIT Sloan Affiliate – MIT Massachusetts Institute of Technology
2006-2010	Fellow CSSLab (Customer and Service Science Lab) Università Bocconi
2008	Visiting Scientist – MIT’s Sloan School of Management
2003	Visiting Scholar, Sloan School of Management - MIT Massachusetts Institute of Technology - Cambridge (Boston)
2000-2006	Research Fellow (I-LAB Research Center on Digital Economy), Bocconi University
1998-2000	Assistant Marketing Department – SDA Bocconi

Visiting Professor in foreign universities (period and course taught)

09/2013	Professor Module E-Marketing & E-Commerce at Lorange Institute of Business (Zurich)
18/06/2012- 29/06/2012	Leading Professor MBA module “Business Driven Information Management” at Lorange Institute of Business (Zurich). Responsible for the field project Gigatronik
16/01/2011- 28/01/2011	Leading Professor MBA module “Business Driven Information Management” at Lorange Institute of Business (Zurich). Responsible for the field project UBS
03/2010	Lorange Institute of Business (Zurich - Switzerland) - Modern Marketing block (Executive MBA)
11/2004	Redlands University – School of Business (Redlands - Los Angeles - CA): - Master Science Information Technology class - MBA class

Invited talks given in other university

- **Università La Sapienza Rome** “ Mobile Marketing” June 15-16, 2016
- **Université Paris 1 Panthéon Sorbonne** “The impact of digital technologies on Business Network” June 23-24, 2016.

- **Audencia Business School** (Nantes) “The role of Consumer experiential engagement in new media based social network environments: implications for marketing strategies June 8-9, 2016.
- **Institut Telecom Mines** (Paris) “The role of consumer experiential engagement in new media based social networks environments: implications for marketing strategies” February 9, 2015
- **Universite Paris Sud** (Paris) “Data, Digital Business Models, Cloud Computing and Organizational Design” November, 25 2014
- **Lorange Institute of Business** (Zurich) “IT and Social Media in Marketing” February 24, 2012
- **Università La Sapienza** (Rome) “The Influence of Personal and Social-Interactive Engagement in Social TV Web Sites” December 7, 2011
- **Temple University** (Philadelphia) – “Digital business strategy and value creation: framing the dynamic cycle of control points with the business double helix model” April 8-10, 2011.
- **Northeastern University** (Boston) - Trade-Off Effects between Personal and Social-Interactive Engagement in Social Virtual Environments October 14, 2010
- **Massachusetts Institute of Technology** – Mobile User Experience Lab, “Thinking and Feeling dimensions influencing users’ acceptance of 3G mobile Tv” May 12, 2008
- **Massachusetts Institute of Technology** – Communications Future Program, “Who controls the video value network? Structure and dynamics of control point constellations – May 8, 2008
- **Politecnico di Milano**, “Determinants of adoption of high speed data services in the business market: Evidence for a combined Technology Acceptance Model with Task Technology Fit Model” July 10, 2007
- **Cornell University**, Ithaca NY, May 31, 2007 - “System Dynamics and Marketing”
- **Massachusetts Institute of Technology** (Boston) May 30-31, 2007 – Communications Future Program, value Chain Dynamics Working Group “Value Network Dynamics in 3G-4G Wireless Communications: a System Thinking approach to the Strategic Value Assessment Model”
- **Università Statale di Milano**, April 17, 2007 - Open Source: un’opportunità per le PMI una sfida per i System Integrator
- **Massachusetts Institute of Technology** (Boston), October 19, 2006 – Communications Future Program - value Chain Dynamics Working Group “Wireless technologies in a 3G-4G mobile environment”

- **Athens University of Economics and Business** - Athens May 25-26, 2006 – “Business models with the development of digital iTV services”
- **Redlands University**, Redlands (CA) November 11, 2004 – (faculty seminar) “Determinants of adoption of High Speed Data Services in the business market: Evidence for a combined technology acceptance model with task technology fit model”

Invited Talks in seminars

- May 2013 - ABI Event “Digital payments” Naples
 - Association Globus and Locus – “Innovazione tecnologica e cross medialità: il caso BBC player” Milan, April 7, 2009.
 - AICT – Associazione per la tecnologia dell’informazione e delle Comunicazioni della Federazione AEIT – Seminar “Dove vanno le telecomunicazioni: nuovi modelli di rete e di business” Rome, February 12, 2009
 - Telecom Italia, Rome - Workshop to the Managers of Telecom Italia “An attitude theoretical model to explore adoption of 3G mobile Tv services”, July 4, 2006
 - Chamber of Deputies, Rome - “I nuovi scenari della comunicazione: le risposte allo sviluppo tecnologico e all’evoluzione dell’assetto europeo: quale ruolo per l’Italia?”, March 8, 2005.
 - RAI WAY, Rome (Seminar to the CEO) - “Business models of digital terrestrial television in Europe”, November 25, 2004.
 - Philips, Bologna - “Interactive commercial communication through digital platforms in Europe (digital TV and mobile)”, October 2003.
 - Asseprim, Milan – “The future revolution: digital terrestrial television”, May 17, 2002
 - Asseprom, Milan - “Interactive digital television in Europe: development trends and managerial implication”, April 6, 2001
 - SHS European Tour, London - “Content Asset Management”, November 2001
 - SHS European Tour, Madrid - “Content Asset Management”, November 28, 2001
 - SHS European Tour, Paris - “Content Asset Management”, November 2001
 - IBTS, Milan - “The future of communication industry”, October 4, 2001
 - Telepiù, Milan - “Digital Tv”, 2000
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PUBLICATIONS

Articles in international journals (only A+, A, B, C)

1. Pagani M., Malacarne G. (2017). Experiential engagement and active vs. passive behavior in mobile location-based social networks: the moderating role of privacy. *Journal of Interactive Marketing*, 37, 133-148.
2. Godinho Pedro, Moutinho Luiz, Pagani Margherita (2017 forthcoming). A Memetic Algorithm for Maximizing Earned Attention in Social Media. *Journal of Modelling in Management*.
3. Vernuccio M., Pagani M., Barbarossa C., Pastore A. (2015) “Antecedents of brand love in online network-based communities. A social identity perspective” *Journal of Product and Brand Management* Vol. 24 7/2015.
4. Pagani M., Goldsmith R., Perracchio A. (2015). “Standardization vs. Adaptation: consumer reaction to TV ads containing subtitled or English dubbed ads” *International Journal of Advertising*, Vol 34, 4, 702-714
5. Borges, M. Rita P., Pagani M. (2015) « An exploratory study into the determinants of adoption of Mobile TV services : an integral value perspective” *International Journal of Electronic Business* Int. J. Electronic Business, Vol. 12, No. 1, 2015 pp. 70-94.
6. Pagani Margherita (2014). Business Models Disruptions in the Digital Broadcasting Industry. *Micro & Macro Marketing*, 23 (1).
7. Pagani M. (2013) “Digital business strategy and value creation: framing the dynamic cycle of control points” *MISQuarterly* Vol. 37, No. 2., pp. 617-632. – **selected finalist for the Best European Paper among all papers published in MISQuarterly and Information Systems Research in 2013**
8. Pagani M., Goldsmith R., Hofacker C.H. (2013) “Extraversion as a stimulus for user-generated content” *Journal of Research in Interactive Marketing* Vol. 7 No. 4, pp. 242-256
9. Gao, T., Rhom A., Sultan F., Pagani M. (2013) “Consumers un-tethered: A three market empirical Study of Consumers’ mobile marketing acceptance” *Journal of Business Research* 66(13), 2536-2544
10. R. Goldsmith. Pagani M., Lu X. (2013) “Social Network Activity and Contributing to an Online Review Site” *Journal of Research in Interactive Marketing*, Vol. 7, N. 2, 100-118.
11. Pagani M., Otto P. (2013) “Integrating Strategic Thinking and Simulation into Marketing Strategy: Seeing the whole system” *Journal of Business Research*, Vol. 66, N.9, 1568-1575.

12. Rhom A., Gao, T. Sultan F., Pagani M. (2012) “Brand in the hand: a cross-market investigation of consumer acceptance of Mobile Marketing” *Business Horizons*, Vol. 55 (5), 485-493. – received **“Honorable Mention” best article category by Business Horizons and Elsevier**
13. Pagani M. Mirabello A. (2011) “The influence of personal and social-interactive engagement in social TV websites” *International Journal of Electronic Commerce* (Winter 2011-2012), Vol. 16, No. 2, pp 41-68.
14. Pagani M. (2011) “When usefulness doesn’t matter: affective versus cognitive components in the adoption of mobile TV services” *International Journal of Mobile Marketing*
15. Pagani M. Hofacker C. Goldsmith R. (2011) “The influence of personality on Active and Passive use of Social Networking Sites” *Psychology and Marketing*, 28(5), 441-456.
16. Pagani M., Hofacker C. (2011) “Use and Participation in Virtual Social Networks: a Theoretical Model” *International Journal of Virtual Communities and Social Networking*
17. Pagani M. (2009) “Nouvelle chaîne de valeur pour le sans-fil de troisième génération : attractivité du marché et changements d’avantages concurrentiels”. *Revue Française du Marketing*, N° 222 – 2/5 pp. 5-20.
18. Pagani M. (2009) “Roadmapping 3G mobile TV: strategic thinking and scenario planning through repeated cross impact handling”. *Technological Forecasting and Social Change*, Vol. 76, pp. 382-395 (IF 1.761)
19. Pagani M. and Fine C. H. (2008) “Value Network Dynamics in 3G-4G Wireless Communications: a System Thinking approach to the Strategic Value Assessment Model” *Journal of Business Research* Vol. 61, pp. 1102-1112 (IF 0.943)
20. Pagani M. (2008), “A Value-Choice model to forecast market consequences of 3G mobile service design decisions”, *International Journal of Mobile Marketing*, Vol. 3(1), pp. 23-31.
21. Pagani M. (2007), “A vicarious innovativeness scale in the domain of 3G mobile services: integrating the Domain Specific Innovativeness Scale with psychological and rational indicators”, *Technology Analysis & Strategic Management* Vol. 19 (6), pp. 709-728 (IF 0.735).
22. Pagani M. (2007) “Challenges of usability evaluations in the emerging multimedia environment”, *Journal of Information Science Technology* Vol. 3(3) 2007. ISSN 1545-0287.
23. Pagani M. (2007) “A market model measuring user adoption of third generation wireless multimedia services”, *Revista Romana de Marketing* Vol. 1 2007, pp. 103-123 (in Romanian and English) ISSN: 1842-2454

24. Pagani M. (2006) “Determinants of adoption of High Speed Data Services in the business market: Evidence for a combined technology acceptance model with task technology fit model” *Information & Management*, Volume 43, Issue 7, pp.847-860. (IF 2.358)
25. Pagani M. (2004) “Determinants of Adoption of Third Generation Mobile Multimedia services” *Journal of Interactive Marketing*, Vol. 18, No 3, Summer 2004, Wiley Periodicals, USA, pp. 46-59. (IF 1.457)
26. Pagani M. (2000) “Interactive television a model of analysis of Business Economic Dynamics” *JMM – The International Journal on Media Management* Vol. 2 – No 1 – 2000, pp. 25-37. – **Ranked “Top article downloads 2000 “ from JMM**

Books with international publisher

1. Pagani M. (2003) *Multimedia and Interactive Digital Tv: managing the Opportunities Created by Digital Convergence*, IPG Idea Publishing Group Inc., PA, USA
2. Pagani M. (2005) *Multimedia and Interactive Digital Tv: managing the Opportunities Created by Digital Convergence* **Translated in Korea by Communications Book in Korean language**
3. Pagani M. (2006) *Wireless technologies in a 3G-4G mobile environment: exploring new business paradigms* – EGEA Milano (Italy)
4. Pagani M. (2004) *Full Internet Mobility in a 3G-4G mobile environment: managing new business paradigms* – Collana Quaderni Fondazione Tronchetti Provera – EGEA Milan (Italy)
5. Pagani M. (2000) *La Tv nell’era digitale: le nuove frontiere tecnologiche e di marketing della comunicazione televisiva*, EGEA, Milano, Italy

Edited books (international publisher)

1. Pagani M. (Ed.) (2009) Encyclopedia of Multimedia Technology and Networking (2nd edition) – IGI - Global, PA, USA
2. Pagani M. (2005) (Ed.) Encyclopedia of Multimedia Technology and Networking - IPG Idea Publishing Group Inc., PA, USA
3. Pagani M. (2005) (Ed.) Mobile and wireless systems beyond 3G: managing new business opportunities - IPG Idea Publishing Group Inc., PA, USA

Chapters in edited books (international publisher)

1. Pagani M. (2015) Tecnologie per online contents. In Report AIRI (Italian Association Industrial research)
2. Pagani M. (2013). Il ruolo del Digital Marketing. In Mattiacci A., Pastore A., *Marketing: Il management orientato al mercato*. Hoepli, 395-411
3. Lu X., Goldsmith and Pagani M. (2013) “Two Sided Market and Social Media” in Eldon Y. Li et al. (Eds.) *Organizations and Social Networking: Utilizing Social Media to Engage Consumers*, pp. 197-213, IGI Global, USA.
4. Pagani M. Hofacker C. (2012) “Use and Participation in Virtual Social Networks” in Dasgupta S. (Ed.) *Technical, Social and Legal Issues in Virtual Communities: Emerging Environments*”, IGI Global, USA 2002.
5. Pagani M, Chizzoli C. (2012) “Il comportamento del consumatore online” in Borghini S., Caru’, A., Golfetto F., Pace S., Rinallo D., Visconti L., Zerbini F. (Eds.) *Prodotto, consumatore e politiche di mercato quarant’anni dopo*, pp. 85-102, EGEEA.
6. Pagani M. (2012) “Branding strategies for digital TV channels” in Kapoor A. & Kulshrestha C. (eds.) *Branding and Sustainable Competitive Advantage: Building Virtual Presence* – IGI Global, Hershey PA.
7. Pagani M., Pace S. Vianello S. (2011) “Digital Marketing” in Valdani E. (2011) “Marketing Management” Edizione EGEEA.
8. Pagani M., Pasinetti C. (2009) “Accessibility, Usability and Functionality in T-Government services” in Pagani M. (Ed) Encyclopedia of Multimedia Technology and Networking 2nd Edition - IPG Idea Publishing Group Inc., PA, USA Vol. 1, pp. 1-8
9. Pagani M. (2009) “Interactive digital television” in Pagani M. (Ed) Encyclopedia of Multimedia Technology and Networking 2nd Edition - IPG Idea Publishing Group Inc., PA, USA
10. Pagani M. and Pasinetti C. (2008) “Technical and Functional Quality in the Development of T-Government Services” in Ari-Veikko Anttiroiko (Ed.) “Electronic Government: Concepts, methodologies, Tools and Applications” Information Science Reference (USA), pp. 2943-2965.
11. Pagani M., Schipani D. (2008) “Motivations and barriers to the adoption of 3G mobile multimedia services: an end-user perspective in the Italian market” in Rahman S.R. “Multimedia Technologies: Concepts, Methodologies, Tools, and Applications” IGI Global. pp.182-192.
12. Pagani M. and Pasinetti C. (2007) “Technical and Functional Quality in the Development of T-Government Services” in Ibrahim Kushchu (Ed.) “Mobile Government: an emerging direction for e-government” IGI Publishing (USA), pp. 375-405.

13. Pagani M. (2007) "Business models with the development of digital iTV services: exploring the potential of the next big transaction market" in Lekakos G. and Chorianopoulos K. "Interactive Digital Television: technologies and applications" IGI Publishing (USA)
14. Pagani M. (2005) "Determinants of Adoption of HSD (High Speed Data) Services in the Business Market" in M. Khosrow-Pour (Ed.), "Managing Modern Organization with Information Technology" IPG Idea Publishing Group Inc., PA, USA, pp. 292-308.
15. Pagani M. (2005) "3G Wireless Market Attractiveness: Dynamic Challenges for Competitive Advantages" in Pagani M. (2005) (Ed.) Mobile and wireless systems beyond 3G: managing new business opportunities - IPG Idea Publishing Group Inc., PA, USA
16. Pagani M. (2005) "The Critical Role of Digital Rights Management processes in the context of the Digital Media Management Value Chain" in Quigley M. (Ed.), "Information Security and Ethics: Social and Organizational Issues" IPG Idea Publishing Group Inc., PA, USA, pp. 292-308.
17. Pagani M. and Schipani D. (2005) "Motivations and Barriers to the Adoption of 3G Mobile Multimedia Services: An End User Perspective in the Italian Market" in Dean (Ed.), "E-Commerce and M-Commerce Technologies" IPG Idea Publishing Group Inc., PA, USA, pp.80-95.
18. Pagani M. (2005) "Measuring the Potential for IT Convergence at Macro level: a Definition based on Platform Penetration and CRM Potential" in Pagani M. (Ed) Encyclopedia of Multimedia Technology and Networking - IPG Idea Publishing Group Inc., PA, USA
19. Pagani M. (2005) "Interactive digital television" in Pagani M. (Ed) Encyclopedia of Multimedia Technology and Networking - IPG Idea Publishing Group Inc., PA, USA
20. Pagani M. (2004) "Business drivers in the corporate market for mobile data technology" in M. Khosrow-Pour (Ed.), "Innovation Through Information Technology" IPG Idea Publishing Group Inc., PA, USA, pp. 1269-1272.
21. Pagani M. (2003) "Measuring the potential for it convergence at macro level: a definition based on platform penetration and CRM potential" in C. K. Davis (Ed.) "Technologies and Methodologies for Evaluating Information Technology in Business" IPG Idea Publishing Group Inc., PA, USA pp.
22. Pagani M. (2003) "Motivations and barriers to the adoption of 3G mobile multimedia services: an end-user perspective in the Italian market" in M. Khosrow-Pour (Ed.) "Information Technology and Organisations: Trends, Issues, Challenges and Solutions" Idea Group Publishing, USA pp. 957-960.

23. Pagani M. (2003) “The critical role of Digital Rights Management processes in the context of the digital media management value chain” in M. Khosrow-Pour (Ed.) “Information Technology and Organisations: Trends, Issues, Challenges and Solutions”, Idea Group Publishing, USA pp. 961-964.
24. Pagani M. (2002) “I trend evolutivi aperti dallo sviluppo delle tecnologie digitali” in Fleischner, B. Somalvico F. (Ed.), 2002, “La Tv diventa digitale – Scenari per una difficile transizione”, Edizione Franco Angeli, Milano, pp. 94-105.
25. Pagani M. (2002) “Measuring the Potential for IT Convergence at Macro Level: A Definition Based on Platform Penetration and CRM Potential” in M. Khosrow-Pour (Ed.) “Issues & Trends of Information Technology Management in Contemporary Organizations” Idea Group Publishing, USA pp. 1060-1063.
26. Pagani M. (2001) “Content management for a digital broadcaster” in M. Khosrowpour (Ed.) “Managing Information Technology in a global economy” IGP – Idea Group Publishing, Hershey PA, USA, pp. 1062-1066
27. Pagani M. (1997) “Struttura economica del Patchwork italiano: decentramento e multimedialità” in Martini G. & Morelli G. (Ed.) “PATCHWORK DUE geografia del nuovo cinema italiano” Editrice Il Castoro, Torino, pp. 241-270

Articles in Italian referred journals

1. Pagani M. (2013) “Business Models disruptions in the dynamic digital broadcasting industry” *Micro Macro Marketing*
2. Pagani M. (2011) “L’influenza dei fattori contestuali sull’usabilità percepita dei terminali mobili” *Finanza Marketing Produzione*, 1, pp. 62-83.
3. Conca V. and Pagani M. (2007) “Rilevare gli ascolti della tv digitale tecniche e governance: un’indagine europea” in *Problemi dell’Informazione*, Vol. 2, 2007 Il Mulino pp.158-175.
4. Pagani M. (2007) “Il consumatore driver del network del valore nella comunicazione mobile 3G” *Notiziario Tecnico Telecom Italia*, Anno 16, n.1, pp. 47-50, Aprile 2007.
5. Pagani M., Grasso L, Monga M. and Ripamonti L. (2007) “Alla sorgente del codice: Open Source nelle piccole e medie aziende tra sfide e opportunità” *24Nova Review*, Il Sole 24 Ore, Anno XVI, N.2, pp. 35-50.
6. Pagani M. (2005) “L’impresa editoriale multimediale nel mercato digitale” in *Media Duemila* n. 230; pp. 65-70.
7. Valdani E. and Pagani M.(2004) “Le nuove dinamiche competitive nel settore della telefonia mobile di terza generazione”, *Mercati e Competitività*, No 0, 2004, Franco Angeli

8. Pagani M. (2000) “La dimensione economica del nuovo cinema italiano” in “France et Italie au miroir du nouveau cinéma italien” (1975-1999) *Franco Italica* n. 14 – CNR - Edizioni Dell’Orso, Torino
9. Pagani M. (1996) “L’emittente locale come impresa economica”, *Economia&Management*, n. 5/95 ETAS Edition
10. Pagani M. (1999) “La rivoluzione digitale” *AGORA 2000* Scienza, Cultura, Economia, Ricerca e Sviluppo nella Società dell’Informazione, Anno 3, n.1
11. Pagani M. (1998) “L’uso di Internet e il commercio elettronico in Italia” *AGORA 2000* Scienza, Cultura, Economia, Ricerca e Sviluppo nella Società dell’Informazione, Anno 2, n.3/4

Others

HDR Dissertation

Value creation and capture in digital environments: a consumer behaviour perspective – Defended on November 12 2016 at Université Evry Val d’Essonne

PhD Dissertation

The role of consumer experiential engagement in new media based social networks environments: implications for marketing strategies – Defended on January 12, 2015 at University Jean Moulin Lyon 3

Working paper

1. Pagani M. (2001) Sezione Mercato del report realizzato dal gruppo di lavoro digitale terrestre presso il Ministero delle Comunicazioni, Roma.
2. Pagani M. (2001) “Content Management for a digital broadcaster”, working paper I-LAB Centro di Ricerca Sull’Economia Digitale, Università Bocconi, W.P. n.11, Milano.
3. Pagani M. (2000) “Interactive television: the managerial implications”, working paper I-LAB Centro di Ricerca Sull’Economia Digitale Università Bocconi, W.P. n.2, Milano.
4. Pagani M. (1998) “Il posizionamento strategico della RAI nel contesto competitivo europeo: analisi comparata delle emittenti televisive pubbliche” Collana Analisi Studi e Ricerche RAI, Roma.

Case studies

Pagani M. and Chizzoli C. (2004) Case study TIVO. Creating partnership do develop expertise – Management Department - Bocconi University

Pagani M. and Ostillio M.C. (2000) “Tele+ D+: la politica di comunicazione” realised

For Marketing Department SDA Business School of Management – Bocconi University

Papers in referred conference proceedings

1. Pagani M., Pardo C. (2016) “ How does digitalization change business networks?” EMAC (Oslo)
2. Vernuccio M., Pagani M. Barbarossa C. Pastore A. (2014) « The role of social interactive engagement and social identity in the development of brand love through Facebook fan pages” EMAC (Valencia)
3. Pagani M. “ Experiential engagement and locational privacy intrusiveness on the use of mobile location based social applications”
4. Vernuccio M., Pagani M. Barbarossa C. Pastore A. (2014) « The role of social interactive engagement and social identity in the development of brand love through Facebook fan pages” AMS (Indianapolis)
5. Pagani M. R. Goldsmith, C. Hofacher (2011) “Extroversion and the creation and consumption of user generated content” Società Italiana Marketing (Rome)
6. Pagani M. Cirrincione C. Pace S. (2011) “Contributive behavior in online groups: preliminary findings toward a scale” Società Italiana Marketing (Rome)
7. Sultan F. Gao T., Rhom A. Pagani M. (2011) “Consumers Un-Tethered: A Multi-Market Study of Mobile Marketing Acceptance. In: -. AMA Summer Educators' Conference Proceedings. 2011 Vol 22. American Marketing Association, San Francisco, August 2011
8. Pagani M. (2011) “Trade-off effects between personal and social interactive engagement in social virtual environments” EMAC 2011
9. Sultan F. Gao T., Rhom A. Pagani M. (2011) “Consumers un-tethered: A Three-market study of consumer acceptance of mobile marketing” Marketing Science 2011
10. Pagani M. (2011) “Trade-off effects between personal and social interactive engagement in social virtual environments” Marketing Science 2011
11. Pagani M. (2011) “Trade-off effects between personal and social interactive engagement in social virtual environments” EMAC 2011 – Lubjiana Proceedings
12. Pagani M. Otto P. (2010) “Integrating Strategic Thinking and Simulation into Marketing Strategy: Seeing the whole system” Global Marketing Conference (Tokyo) – September 2010

13. Pagani M. (2010) "Engaging your customers through Social TV: Trade-off Effects between Personal and Social-Interactive Engagement" Società Italiana Marketing (Ancona)
14. Pagani M., Hofacker C. Goldsmith R. (2010), "From social to super brands: the influence of personality and involvement with active and passive consumer behaviour in UGC" Marketing Science 2010 (Cologne) Proceedings
15. Sultan F., Rhom A. Gao, T. and Pagani M. (2010) "Consumer acceptance of mobile marketing practices: a study across three global markets", Marketing Science 2010 (Cologne) Proceedings
16. Hofacker C. Pagani M. (2009) "Managing Network Services" in The 2009 Naples Forum on Services: Service-dominant logic, Service Science and Network Theory, Capri 16th-19th June 2009 - Proceedings
17. Pagani M. (2009) "Influence of Contextual Components on Perceived Usability of Mobile Interactions: Theoretical Model" in Marketing Science - Proceedings
18. Pagani M. (2008) "Roadmapping 3G Mobile TV: Scenario Planning Through Repeated Cross Impact Handling" in Marketing Science – Proceedings
19. Pagani M. (2007) "The influence of contextual factors on perceived usability of mobile human-computer interactions" in Marketing Science - Proceedings
20. Pagani M. (2006) "An Attitude-based theoretical model to explore the consumer adoption of 3G Mobile TV Services" in Marketing Science - Proceedings
21. Pagani M. (2005) "Determinants of Adoption of HSD (High Speed Data) Services in the Business Market" in M. Khosrow-Pour (Ed.), "Managing Modern Organization with Information Technology" Proceedings of the 2005 Information resources Management Association International Conference, IPG Idea Publishing Group Inc., PA, USA, pp. 292- 308.
22. Pagani M. (2005) "A market dynamics model measuring user adoption of third generation wireless multimedia services" in Proceedings 34th EMAC Conference.
23. Pagani M. (2004) "Business drivers in the corporate market for mobile data technology" in M. Khosrow-Pour (Ed.), "Innovation Through Information Technology" Proceedings of the 2004 Information resources Management Association International Conference, IPG Idea Publishing Group Inc., PA, USA, pp. 1269-1272.
24. Pagani M. (2004) "A Market Dynamics Model for Third Generation Mobile Multimedia Services" in Marketing Science - Proceedings - Erasmus
25. Pagani M. (2003) "Motivations and barriers to the adoption of 3G mobile multimedia services: an end-user perspective in the Italian market" in M. Khosrow-Pour (Ed.) "Information Technology and Organisations: Trends, Issues, Challenges and Solutions" Proceedings of the 2003 Information Resource Management Association International Conference, Idea Group Publishing, USA pp. 957-960.

26. Pagani M. (2003) "The critical role of Digital Rights Management processes in the context of the digital media management value chain" in M. Khosrow-Pour (Ed.) "Information Technology and Organisations: Trends, Issues, Challenges and Solutions" Proceedings of the 2003 Information Resource Management Association International Conference, Idea Group Publishing, USA pp. 961-964.
27. Pagani M. (2002) "Measuring the potential for IT convergence at macro level" in Proceedings 13th annual Information Resource Management Association International Conference, Idea Group, PA, USA
28. Pagani M. (2002) "L'impatto sulla gestione bancaria dell'adozione del Tv banking: il caso HSBC in UK" in Proceedings conferenza AIDEA giovani, Milano, Italy
29. Pagani M. (2001) "Le implicazioni manageriali delle nuove tecnologie digitali interattive sul broadcaster televisivo" in Proceedings conferenza SISEI, EGEA, Milan, Italy
30. Pagani M. (2001) "Content Management for a digital broadcaster" in "Managing Information Technology in a Global Economy" Proceedings of the 12th Information Resources Management Association International Conference - Toronto, IPG, Idea Group Publishing, PA

CONFERENCES

Participation to conferences with paper presentation

- Pagani M. Pardo C. (2016) "The impact of digital technologies on business Network" presented at **Academy of Marketing B2B colloquium** (Sorbonne Paris, June 23-24)
- Pagani M. Pardo C. (2016) How does digitalization change business network? **EMAC** (Oslo, 24-28 May)
- Pagani M. (2015) Trust, privacy and information disclosure in relationship vs interest-based online social networks **Marketing Science Conference** (Baltimore June 2015)
- M., Pagani M. Barbarossa C. Pastore A. (2014) « The role of social interactive engagement and social identity in the development of brand love through Facebook fan pages" **EMAC** (Valencia, June 3-6, 2014)
- Pagani M. (2014) "Experiential engagement and locational privacy intrusiveness on the use of mobile location based social applications" **Marketing Science Conference** (Atlanta June 10-14, 2014)
- Vernuccio M., Pagani M. Barbarossa C. Pastore A. (2014) « The role of social interactive engagement and social identity in the development of brand love through Facebook fan pages" **AMS** (Indianapolis)
- Sultan F. Gao T., Rhom A. Pagani M. (2013) Consumers Un-Tethered: A Three-Market Empirical Study of Consumers' Mobile Marketing Acceptance – **Marketing Science Conference** (Instambul)

- Pagani M. R. Goldsmith, C. Hofacher (2011) “Extroversion and the creation and consumption of user generated content” **Società Italiana Marketing** (Rome)
- Pagani M. Cirrincione C. Pace S. (2011) “Contributive behavior in online groups: preliminary findings toward a scale” **Società Italiana Marketing** (Rome)
-
- Pagani M. (2011) “Trade-off effects between personal and social interactive engagement in social virtual environments” **EMAC 2011** – Lubjiana 24-27 May
- Sultan F. Gao T., Rhom A. Pagani M. (2011) “Consumers un-tethered: A Three-market study of consumer acceptance of mobile marketing” **Marketing Science 2011**
- Pagani M. (2011) “Trade-off effects between personal and social interactive engagement in social virtual environments” **Marketing Science 2011**
- Pagani M. (2010) “Engaging your customers through Social TV: Trade-off Effects between Personal and Social-Interactive Engagement” **Società Italiana Marketing** (Ancona)
- Pagani M., Hofacker C. Goldsmith R. (2010), “From social to super brands: the influence of personality and involvement with active and passive consumer behavior in UGC” **Marketing Science 2010** (Cologne) Proceedings
- Sultan F., Rhom A. Gao, T. and Pagani M. (2010) “Consumer acceptance of mobile marketing practices: a study across three global markets”, **Marketing Science 2010** (Cologne) Proceedings
- “Managing Network Services” (with C. Hofacker) **The 2009 Naples Forum on Services: Service-dominant logic, Service Science and Network Theory**, Capri 16th-19th June 2009
- “Influence of Contextual Components on Perceived Usability of Mobile Interactions: Theoretical Model” **Marketing Science Conference** – Ann Arbor, 3-7 June 2009.
- “Effects of consumer Vicarious Innovativeness and Extroversion on Usage of Social Network” (with C. Hofacker) poster – **EMAC** – Nantes, 26-29 May 2009.
- “Roadmapping 3G Mobile TV: Scenario Planning Through Repeated Cross Impact Handling” **Marketing Science Conference** – Vancouver, 11-15 June 2008.
- “When Customers provide service to other customers” (with C. Hofacker) **La Londe Conference in Service Management** – La Londe Les Maures – 27-30 May 2008
- “The influence of contextual factors on perceived usability of mobile human-computer interactions” **Società Italiana Marketing** – Rome, October 2007.
- “The influence of contextual factors on perceived usability of mobile human-computer interactions” **Marketing Science Conference** – Singapore, June, 2007.
- “Determinants driving the business evaluation of the networked digital environment experience: a theoretical model” **IMP Industrial Marketing Program** – Milan, September 2006.

- “An Attitude-based theoretical model to explore the consumer adoption of 3G Mobile TV Services” **Marketing Science Conference**, Pittsburgh (USA), June 2006.
- “Behavioral Segmentation in the development of B2B High Speed Data services” Poster session – **IMP Industrial Marketing Program** Rotterdam, September 2005.
- “A market dynamics model measuring user adoption of third generation wireless multimedia services” – **EMAC European Marketing Academy Conference** – Milan, Bocconi University, May 2005.
- “Determinants of adoption of HSD (High Speed Data) services in the business market” **IRMA International Resource Management Conference**, San Diego (USA), May 2005.
- “Business drivers in the corporate market for mobile data technology” **IRMA International Resource Management Conference**, New Orleans (USA), May 2004
- “A Market Dynamics Model for Third Generation Mobile Multimedia Services” – **Marketing Science** – Rotterdam, June 2004.
- “Motivations and barriers to the adoption of 3G mobile multimedia services: an end-user perspective in the Italian market” **IRMA International Resource Management Conference**, Philadelphia (USA), May 2003.
- “The critical role of Digital Rights Management processes in the context of the digital media management value chain” **IRMA International Resource Management Conference 2003** – Philadelphia (USA), May 2003.
- “Measuring the potential for IT convergence at macro level” **IRMA International Management Resource Conference**, Seattle (USA), May 2002.
- “The impact on bank management by the adoption of TV-banking: HSBC case study in UK ” conferenza **AIDEA (Associazione Italiana Dipartimento Economia Aziendale) Giovani** Università Bocconi, 2001
- “Managerial implications of new interactive digital technologies on broadcaster” conferenza **SISEI** Università Bocconi, 2001
- “Content Management for the digital broadcaster” **IRMA International Management Resource Conference**, Toronto (Canada), May 2001.
- “Interactive television: which business model?” **BITWorld2000 Business Information Technology** – Università Iboamericana Mexico City Santa Fè, June 2000
- “Interactive television a model of analysis of business economic dynamics” 6^o **Symphosium on “Emerging Electronic Markets”** Münster University (Germany) <http://ec.uni-muenster.de/rseem/>. September 1999.

Other Specialistic seminars attended (certified)

2002	3G Congress and Masterclass – IIR - Hong Kong (China)
2002	Digital Broadcasting – IBC Nordic - Stockholm (Sweden)
2001	Content for Digital Devices – IBC - London (UK)
2001	Kagan Inteactive Television – Kagan - New York (USA)
2001	Broadcast Internet 2001 – IBC - London (UK)
2000	Mediacast - London (UK)

- 2000 Content management for digital devices – IBC - London (UK)
- 2000 Content and media solution for e-commerce – Elan Conference - London (UK)
- 1999 Brand Strategies for TV channels - Centaur Conference - London (UK)

RESEARCH ACTIVITY

2013-2015 Fellow Research Center Magellan Universite Jean Moulin Lyon 3

2012 member of WorkGroup AIRI – Italian Association Industrial Research – responsible for the track “Technologies for online contents”

Inside CSSlab (Customer and Service Science Lab – Università Bocconi) Researcher responsible for the following research projects:

- Customer behavior in virtual social networks (2008-2009)
- Wireless technologies (2007-2009)
- Business Tv (2007)
- Determinants of adoption of Open Source Systems (2006) (with Università Statale and Datanet – research founded by Regione Sicilia)

Inside I-LAB (Research center on the Digital Economy- Bocconi University) Head Researcher for New Media & Tv-lab: Head Researcher of the following research projects:

- Peplemeters in Europe (2005)
- Digital interactive television in Europe: business models of digital terrestrial television (2004)
- MICE - Multimedia Information Communication Entertainment Dashboard (2004)
- Effectiveness of e-government services in Comune di Pesaro (2004)
- The demand of digital television in Italy and the offer of interactive television in Europe: business model adopted by digital terrestrial television (2004)
- Business models in European multimedia markets: attractiveness and profitability of services in the Italian market (2003)
- Converging multimedia contents: offer evolution and demand expectations (2002)
- Televisione@Internet: exploring the opportunities opened by convergence (2001)
- Annual report on digital television in Europe (2000)
- Interactive television: evolutive trends and critical areas for business management (2000)

2002 – 2008 Head Researcher project Fondazione Tronchetti Provera

- 2002-2004: Full Internet mobility in a 3G-4G mobile environment
- 2004-2006. Wireless network evolution: service opportunities and market constraints
- 2007-2009. Value chain dynamics and concept engineering in the development of next generation mobile TV services

- 2000 – 2006 Head researcher for New Media&Tv-lab Research Laboratory on Digital Television and New Media inside I-LAB Centre for Research on the Digital Economy - Bocconi University.
- 1998-1999 Assistant Marketing Department – SDA Bocconi - Graduate Business School of management - Milan

Affiliation to research center

Since 2015 – Research Center – Transforming Markets Changing Lifestyle (EMLYON Business School)

Since 2013 - Affiliate ASK (Art, Science, Knowledge) Research Center – Bocconi University

2008- 2011 MIT Affiliate - Fellow of the Value Chain Dynamics Working Group – Sloan School of Management (Communications Future Program - Massachusetts Institute of Technology)

2007-2011 CSSLab Customer and Service Science Lab (Università Bocconi)

2000-2006 ILAB - Research Center on Digital Economy (Bocconi University) – Responsible for NewMedia&TvLab

Workshop organized in Bocconi

- 09/2012 Near Field Communications (in collaboration with Telecom Italia and GSMA)
- 09/2011 M-payment (in collaboration with Telecom Italia)
- 10/2010 “Shopping over IP: media shopping” (in collaboration with Mediashopping)
- 09/2009 Newspaper over IP – Università Bocconi (with Corriere della Sera.it)
- 2010 Future of Retail – Università Bocconi Master of Science in Marketing Management (with Future Centre of Telecom Italia and Fabbrica – Benetton)

Responsible for the organisation of the following seminars/workshops in Bocconi University inside I-LAB and CSSLAB:

- October 2008 Mobile Tv: understanding the consumer to drive the future
- December 2007 Business Tv and Radio InStore: new way to communicate inside the company and in the store
- December 2003 Multimedia scenarios: digital TV and UMTS

September 2003	Interactive Advertising strategies through digital platforms
May 2003	Digital Rights Management: managing and protecting digital contents
November 2002	Multimedia Challenge: offer evolution and demand expectations
May 2002	Interactive TV Advertising: new competitive strategies”
October 2002	Digital Rights Management: managing and protecting Intellectual Property in a digital world
December 2001	Television @Internet: exploring the opportunities opened by convergence
May 2001	Content Asset Management
October 2001	The development of T-Commerce services. Emerging critical factors
June 2001	New Media & Health: themed information through satellite digital TV and web
November 2000	Digital interactive television
September 2000	The role of brand in the new digital television economy
February 2000	A new millennium for television: the digital television boundaries

EDITORIAL POSITIONS

Editorship & Associated editorship

2002-2010 **Associate Editor** - Journal of Information Science and Technology – USA
<http://www.jist.info>

Other services (editorial board, reviewer, etc)

Service on the editorial board of academic journals

Since 2010 Journal of Interactive Marketing
Since 2011 International Journal of Electronic Commerce
Since 2008 European Journal of Marketing
since 2007 International Journal of Human-Computer Studies
since 2007 Finanza Marketing Produzione
since 2005 EJOR - European Journal of Operational Research
since 2005 IMM - Industrial Marketing Management
since 2005 IGI Global (USA) (Books and chapters in edited books)

(Recent Ad-Hoc Reviewers)

since 2004 International Journal of Cases on Electronic Commerce (IJCEC)
since 2005 Tourism Management (B journal)

2012-2013 Reviewer for the Steering Group Creative Industry of the Netherlands
Organisation for Scientific Research (NWO)

INSTITUTIONAL ACADEMIC SERVICES

Service on the Academic Committee

2008-2013 Member of the Committee of the Master of Science in International Management – Università Bocconi

Professional Memberships

- Marketing Science Institute
- INFORMS
- European Marketing Academy
- American Marketing Association
- Information Resource Management Association
- Società Italiana Marketing

Service on external Ph.D. dissertation committees

2007 - Helsinki School of Economics, Helsinki (Finland)

Preliminary examiner and Opponent – Doctoral dissertation “The emergence and scope of complex system/service innovation” – student: Milla Huurros – Helsinki, June 15, 2007

2008-2013 - ISCTE, Lisbon (Portugal) Co-supervisor Doctoral Dissertation “The determinants of adoption of technological innovations by individual consumers: the case of Mobile TV” – student Monica Borges

Other services to students

2016-now EMLYON Business School – Lingnan University College, Sun Yat – Sen University

Supervisor DBA student

2013-now Lorange Institute of Business (Zurich)

Supervisor of MBA Thesis

2012 Lorange Institute of Business (Zurich)

Supervisor of Master of Science thesis

2011 Lorange Institute of Business (Zurich)

Supervisor of Master of Science thesis

2012 CEMS, (International Relations) Università Bocconi

Supervisor of 2 field project (Indesit and Vodafone)

2011 CEMS, (International Relations) Università Bocconi

Supervisor of 3 field project (Indesit and L’Oreal)

2010 CEMS, Bocconi University

Supervisor of 2 field projects with students (Vodafone and Nokia)

2000 FIFA Master – CEMS, Neuchatel (Switzerland)

Supervisor of field project with students Master in Sport

Committee member in academic international conferences

2016 Scientific Committee AFM Conference – Association Française de Marketing

- 2013 Track Chair Euro ITV
- 2012 Member of the Conference Committee ICT Management for Global Competitiveness and Economic Growth in Emerging Economies 2012
- 2012 Member of the Program Committee EuroITV 2012
- 2011 Member of the Program Committee EuroITV 2011
- 2010 Member of the Program Committee EuroITV 2010
- 2009 Co-Chair Doctoral Symposium – ISOneWorld 2009 – Las Vegas (April 15-17, 2009)
- 2009 Member of the Scientific Program Committee IEEE International Conference on Telecommunications, CONTEL 2009, sponsored by IEEE Communications Society
- 2008 Member of the International Program Committee of “Mobile Life Conferences and Exhibitions” - Antalya, Turkey (September 15-19, 2008)
- 2007 Program Chair EMCIS 2008 “European and Mediterranean Conference on Information Systems” – University of Lecce (June 22-24, 2008)
- 2007 Member of the scientific committee “Open-source software in economic and managerial perspective” OSSEMP 2007 – Limerick (Ireland)
- 2006 Organizing Committee member, IMP Group Annual Conference
- 2006 Track Chair “Mobile Computing and Commerce” IRMA 2007 – International Resource Management Conference (USA)
- 2005 Program Co-Chair (CoDE2006) Conference on Digital Environments – University of Hanyang – South Korea (July 14-16, 2006).
- 2005 Member of the Program Committee “4th European Interactive TV conference” - Athens, Greece (May 2006)
- 2005 Track Chair “Mobile Computing and Commerce” IRMA 2006 – International Resource Management Conference (USA)
- 2004 Member of the Program Committee of the Third Annual Pre-ICIS HCI/MIS Workshop
- 2004 Track Chair “Information Technology in Europe” IRMA International Resource Management Conference (USA)
- 2004 Session Chair – Marketing Science – Rotterdam
- 2003 Session Chair “Mobile Computing and Commerce” Conferenza IRMA 2003 Philadelphia

- 2003 Member of Reviewer Committee ISOneworld 2003
- 2003 Member of Reviewer Committee IRMA 2003 Information Resources management Association International Conference
- 2002 Member of Reviewer Committee IRMA 2002 Information Resources Management Association International Conference

Service as referee/evaluator of international programs/activities

- 2006 Member of Reviewer Committee IMP Conference - Industrial Marketing Purchasing Bocconi University – Milan (Italy)
- 2003 Member of Reviewer Committee ISOneworld 2003
- 2002 – 2003 – 2004 - 2005 Member of Reviewer Committee IRMA 2003 Information Resources management Association International Conference

TEACHING EXPERIENCE

Courses taught at EMLyon Business School, Lyon (France)

- Web Marketing: 2013-now
- Digital transformation in B2B: 2013-now
- E-Commerce & e-tailing: 2014-now
- Digital Marketing (MBA) : 2014-now
- Digital Marketing for luxury: 2015-now
- Essentials of Marketing: 2014-2015
- Learning trip in Boston – students Master Innovation (2014-now)
- Digital Ecosystems and New Business Models (executives)

Courses taught at Bocconi University, Milan (Italy)

- E-Commerce and e-tailing (Master Mimec) – 2014 - now
- International Marketing: 2006 – 2013
- Digital Marketing and E-Commerce advanced: 2005 - 2014
- Telecommunications: 2008 - 2014
- Management of services (Radio Television Laboratory CLEAC): 2000 - 2013
- Marketing. 2007
- Laboratory of Communication: 2007
- Media Culture and Communication: 2006 - 2007
- Technologies for Communication and Culture: 2004 –2005
- Innovative services and new technologies (Multimedia Laboratory) 2003- 2007
- E-business and the global market: 2005 - 2006
- Economy and Management of commercial companies (The new intermediaries in the digital economy): 2001 - 2004
- Economy and management of enterprises (CLAPI): 2005

SDA Bocconi – School of Management, Milan (Italy)

- Integrated Communication (SDA - Marketing Department), 2004 - 2007
- Master FIFA: Management of Sport, 2007
- Master ASIIM (Associazione per lo sviluppo dell'imprenditorialità immigrate a Milano) – course: e-commerce and web communication, 2009 - 2010

Georgetown University (Washington DC)

- Topics in E-Marketing and E-Commerce advanced – campus abroad (2009) (2010)

National University of Singapore (Singapore)

- Digital Marketing and E-Commerce advanced – campus abroad (2011) (2012)

Lorange Institute of Business (Zurich – Switzerland)

2010 Executive MBA (Modern Marketing)

2011- 2012 Executive MBA (Business Driven Information Management)

ISCTE Lisbon (Portugal)

2012 Ph.D. Program in Marketing (Research trends in e-marketing)

Università La Sapienza (Rome)

- Master Universitario in Marketing Management (2012)

Redlands University – School of Business (California) – Visiting professor (2004)

- MSIT class
- MBA class

University of Lecce (Italy) – 2004 (Consorzio AFOR)

- master MAINE – Management and Interaction Engineering

HONORS AWARDS AND GRANTS

Awards: internal & external

- 2014 Selected finalist for the Best European Paper among all papers published in *MISQuarterly* and *Information Systems Research* in 2013 – paper Pagani M. (2013) “Digital business strategy and value creation: framing the dynamic cycle of control points” *MISQuarterly* Vol. 37, No. 2., pp. 617-632.
- 2013 “Honorable Mention” by Business Horizons and Elsevier “Best articles” category published in 2012 for the article Rhom A., Gao, T. Sultan F., Pagani M. (2012) “Brand in the hand: a cross-market investigation of consumer acceptance of Mobile Marketing” *Business Horizons*, Vol. 55 (5), 485-493
- 2012 Invited speaker at Lorange Institute of Business (Zurich) - *Zurich Business Forum*
- 2011 Invited speaker Università La Sapienza (Rome) seminar “The Influence of Personal and Social-Interactive Engagement in Social TV Web Sites”

- 2010 Visiting speaker, Northeastern University
- 2009 Mobile Marketing Association Award “Academic of the Year” (for the research activity and publications in the mobile marketing field)
- 2007 Invited speaker, Massachusetts Institute of Technology
- 2006 Università Bocconi - Indennità di Eccellenza nella Ricerca (award for distinctive academic research – period 2004-2006).
- 2006 Invited speaker, Athens University of Economics and Business
- 2001 Award “Most downloaded paper“ recognized by the The International Journal on Media Management to the published article “Interactive television a model of analysis of Business Economic Dynamics”
- 1995 *Best Graduate Award* for the Academic Year 1994 – 1994 at Bocconi University, Milan.

Grants

- 2007-2009 Grant provided by Fondazione Tronchetti Provera, for the research project “*Wireless network evolution: service opportunities and market constraints*”
- 2006 Scholarship provided by Massachusetts Institute of Technology for the Professional Program in *Data and Models in Engineering Science and Business Part I and II* (MIT)
- 2005 Scholarship provided by Massachusetts Institute of Technology for the Professional Program in *Individual Choice Behavior: Theory and Application of Discrete Choice Analysis* (MIT)
- 2004-2007 Grant provided by Fondazione Tronchetti Provera for the research project “*Wireless network evolution: service opportunities and market constraints*”
- 2001-2003 Grant provided by Fondazione Tronchetti Provera for the research project “*Full Internet mobility in a 3G-4G mobile environment*”

LANGUAGES

Italian: mother tongue

English: fluent spoken and written

French, good spoken and written

SOFTWARE SKILLS

Statistical analysis: SPSS, AMOS (certified, 2008), LISREL, PLS

OTHER PROFESSIONAL ACTIVITIES

- 2001 Associate Member of workgroup “Digital Terrestrial” Minister of Communication – Forum Permanente delle Comunicazioni (work group n. 3)
- 1996-1998 RAI - Radiotelevisione Italiana – Rome (Italy)
Consultant for several projects within General Direction and Marketing Department including:
- 1998 Marketing Department – Analysis of public broadcasters in Europe
 - 1997 Vice-General Direction – Economic Analysis of Internet adoption for RAI
 - 1996 General Direction – Analysis of the local broadcaster market and strategy for RAI3
- 1996-1998 Consulting experience – development of financial and organisational strategies for several Italian local broadcaster:
- Bergamo Tv (Bergamo)
 - Rezia Tv (Chiavenna)
 - Telechiara (Padova)
- 1996 Research project sponsored by Regione Lombardia and Cariplo Foundation - economic study of Italian cinema
- 1996 SDA BOCCONI – Business School of Management - Milan (Italy)
Researcher: “Local broadcaster: strategies of management” coordinator:
Prof Claudio Dematté
- 1995-1996 Cross Border S.r.l. - Corso Venezia, 16 - Milan (Italy)
Financial Analyst - Merge & Acquisition
- 1995 RAI Radiotelevisione Italiana – Rome (Italy)
Stage for the development of the degree thesis

Lyon, April, 2017