

INFORMAZIONI PERSONALI

Marzia Del Prete

OCCUPAZIONE PER LA QUALE
SI CONCORRE
POSIZIONE RICOPERTA
OCCUPAZIONE DESIDERATA
TITOLO DI STUDIO
OBIETTIVO PROFESSIONALE

ESPERIENZA
PROFESSIONALE

2015-at present

Contract Professor of Project Cycle Management

Università La Sapienza di Roma, Faculty of Economics
Latina, Italy

2018-2021

"Cultore della materia" (assistant professor) in Marketing Management

University of Salerno

- Main areas of teaching: Marketing, Economics and Business Management, Service and Retail Management, Project Cycle Management.
- Main areas of research: Artificial Intelligence, Emotional Intelligence, Marketing, Digital Marketing, Consumer Behavior, Mindfulness&Leadership.
- Co-author of articles and book chapters.
- Invited speaker and author in international conferences.

at present

Manager Artificial Intelligence and Data

Management consulting for the AI&Data division of Deloitte Italy

2021

Senior Marketing Researcher

Youbiquo srl
Cava de'Tirreni 2021

- Author of 5G EPICENTRE MARKET REPORT in relation to a Horizon 2020 Project, Call: H2020-ICT-2018-20, Topic: ICT-41-2020, Type of action: IA, Proposal number: 101016521. Forthcoming.

2012-2017

Managing Director

Abigail Consulting
Rome (Italy)

- Support for companies in the field of management consulting: applied marketing, marketing strategy, leadership training.
- Portfolio: TIM/TELECOM Italia, Vitec-Manfrotto Group, Banca Sella Group, Ferrari spa etc.

2006-2011

NTT DATA and Deloitte

Milan and Rome (Italy)

- Mandates include strategic marketing consulting for large companies.
- Support for client companies on how to optimize their management and how to achieve their goals effectively.

Main activities:

- Product management and brand management.

- Definition of the marketing strategy.
 - Optimization and digital transformation of CRM (Customer Relationship Management) processes.
 - Management of customers and commercial offers.
 - Project management.
 - Program management.
 - Data analysis and presentations' development for the governance.
- Portfolio: TIM/TELECOM Italia, Enel, Vodafone, Acea etc.
Client functions: Marketing, Customer Care, Customer Operations, Sales.

2004-2006 Product Manager for the Marketing Business division

H3G Italy (CK Hutchison Holdings Limited)
Milan (Italy)

- Definition of new products for business;
- Management of supply flows related to product marketing, business process planning and post-sales.
- Development of marketing and communication plans and analysis of product performance.
- 360-degree product management: from the design phase to the actual implementation (supply flow, definition of storyboard and branding), from communication plans (processing of site content, brochures and leaflets, airport and city campaigns, press releases, press conferences) to Customer Care and Sales training, from the definition of product's forms (internal, legal and commercial) to the market.

May 2015 to present Contract Professor of PCM (Project Cycle Management)

Sapienza University of Rome, Faculty of Economics, Latina, (Italy)

Feb. 2019 to Sep 2019 Contract Professor of PCM (Project Cycle Management)

DISES Department, University of Salerno, Salerno, Italy

Nov. 2017 to May 2021 Assistant to the chair of Prof. Marialuisa Saviano

DIFARMA, University of Salerno, Salerno, Italy

Sostituire con date (da - a) Sostituire con il lavoro o posizione ricoperta

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ISTRUZIONE E FORMAZIONE

Nov. 2017- May 2021 Ph.D. in Marketing Management

University of Salerno, Department of Economics and Statistics (DISES), Italy

QEQ 8

Research internship in the Marketing Department

Laval University, Quebec City, Canada

May 2018 Methodology School SIMA, "Progettare la ricerca"

Naples, Italy

January 2004 - November 2004 Second level University Master's degree in ICT (Information and Communication Technology)

IPE and Federico II University, Naples, Italy

QEQ 8

July 2003 **Master's degree in Economics and Business Management**
Luiss Guido Carli University, Rome, Italy

QE07

Six-month Erasmus
HEC Montréal, Montréal, Canada

COMPETENZE PERSONALI

Lingua madre Italiano

Altre lingue	COMPRESIONE		PARLATO		PRODUZIONE SCRITTA
	Ascolto	Lettura	Interazione	Produzione orale	
Francese	Fluent	Fluent	Fluent	Fluent	Fluent
	Sostituire con il nome del certificato di lingua acquisito. Inserire il livello, se conosciuto				
Inglese	Fluent	Fluent	Fluent	Fluent	Fluent
	Sostituire con il nome del certificato di lingua acquisito. Inserire il livello, se conosciuto				
Spagnolo	Average	Average	Average	Average	Average
	Sostituire con il nome del certificato di lingua acquisito. Inserire il livello, se conosciuto				

Livelli: A1/A2: Utente base - B1/B2: Utente intermedio - C1/C2: Utente avanzato
[Quadro Comune Europeo di Riferimento delle Lingue](#)

Competenze comunicative

Competenze organizzative e gestionali

Competenze professionali

- Results-oriented professional with managerial ability to handle several projects at once, with 5 years' experience in leading consulting firms such as Deloitte Consulting and Value Team (NTT DATA Corporation). In addition, 5 years of general direction in a management consulting start-up (Abigail Consulting).
- International experience as EU-project manager and leadership skills in integrated project and resource management.
- More than 6 years of worldwide practical experience in strategic and applied marketing in multinational companies such as H3G Italy (CK Hutchison Holdings Limited) and Nike Italy and in the academic world at the University of Salerno (Italy).
- Entrepreneurial mind and knowledge of the specific concerns of large and medium-sized companies.

Competenze digitali

AUTOVALUTAZIONE				
Elaborazione delle informazioni	Comunicazione	Creazione di Contenuti	Sicurezza	Risoluzione di problemi

Livelli: Utente base - Utente intermedio - Utente avanzato
[Competenze digitali - Scheda per l'autovalutazione](#)

Sostituire con il nome dei certificati TIC

Altre competenze

Patente di guida

ULTERIORI INFORMAZIONI

Pubblicazioni

Saviano, M. and Del Prete, M. From Replacing to Switching: Enhancing AI-HI Complementarity and Emotional Awareness in Chatbot Customer Service, submitted to Journal of Business Research

Del Prete, M. and Lajante, M. Understanding Customer Acceptance: Drivers and Moderators of Chatbots Adoption. Target: Journal of Service Management

Lajante M., Gagnon M-P., Rouleau G., Del Prete M., Sasseville B., Pelletier N. Training service employees to empathic capacity: A systematic review (registered on Prospero). Target: Journal of Occupational Health Psychology.

Del Prete, M. (2021). 5G EPICENTRE MARKET REPORT. Horizon 2020 Project, Call: H2020-ICT2018-20, Topic: ICT-41-2020, Type of action: IA, Proposal number: 101016521.

Del Prete M. (2022). Mindful Sustainable Consumption and Sustainability Chatbots in Fast Fashion Retailing During and After the COVID-19 Pandemic. Journal of Management and Sustainability, 12, 19-36, DOI:10.5539/jms.v12n1p19

Cosimato S., Faggini M., Del Prete M. (2020). The co-creation of value for pursuing a sustainable happiness: The analysis of an Italian prison community. Socio-Economic Planning Sciences. ISSN 0038-0121, <https://doi.org/10.1016/j.seps.2020.100838>.

Cosimato S., Faggini M., Del Prete M. (2019). How to pursue a sustainable happiness in prison communities: an Italian case study. Journal Sustainable Development, 27, 945-954 <https://doi.org/10.1002/sd.1983>

Lajante, M. and Del Prete, M. (2020), "Technology-infused Organizational Frontlines: When (Not) to Use Chatbots in Retailing to Promote Customer Engagement", Pantano, E. (Ed.) Retail Futures, Emerald Publishing Limited, pp. 71-84. <https://doi.org/10.1108/978-1-83867-663-620201011>

Saviano M., Cosimato S., Cucari N., Del Prete M. (2019). The Italian way towards environmental, social and governance (ESG) disclosure: Insights from a sample of listed companies, New Challenges in Corporate Governance: Theory and Practice, 220-235. https://doi.org/10.22495/ncpr_37

Saviano M., Caputo F., Del Prete M., Panico L. (2019). Sustainability and Business Strategy: an investigation Model. In: 14th International Scientific & Business Conference SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES 2019: SOCIAL RESPONSIBILITY: DEVELOPMENT, APPLICATIONS AND IMPACT MEASUREMENT - Maribor, Slovenia, p. 44 ISBN 978-961-94514-4-1

Saviano M., Caputo F., Del Prete M. (2018). Mindful Leadership for Sustainability: A Theoretical and Conceptual Path. In: 21th Excellence in Services EISIC Conference Paris EISIC – Le Cnam Parigi EISIC – LeCnam, France, pp. 635-648 ISBN:97888

Faggini M., Cosimato S., Del Prete M. (2018). The Last Challenge of Sustainable Development: Sustainable Happiness. In: 21th Excellence in Services EISIC Conference Paris EISIC – Le Cnam Paris EISIC – LeCnam, France, pp.1-18 ISBN:9788890432781

Faggini M., Cosimato S., Del Prete M. (2018). Dal benessere alla felicità: l'ultima sfida dello sviluppo sostenibile. In: Evoluzionismo Sistemico: il fascino della precarietà –Tor Vergata University, Italy, pp.143-149 ISBN:9788825516647

Presentazioni

"Keep calm and chatbot on", Lecturer for the Artificial Intelligence and Emotions Workshop, Department of Marketing, Laval University, Quebec Canada (November 2019).

Workshops on Experiential Leadership, Roma TRE University, Faculty of Education and Training Science (June 2016, 2017, 2018).

Progetti

Projects managed as Project Manager

2018: Sassi nel cuore. Financed by the Lazio Region for the Local Health Company of Frosinone, Italy, Managed financing 20,000 euros.

2018: Man Who Change. Financed by the Lazio Region, for the Ministry of Justice, Latina, Italy. Managed funding 20,000 euros.

Supervision of master's degree thesis

2019- Liliansa Graniero, Laura Panico.

2020- Carmen Colella.

International experiences

2019: Research internship, Marketing Department, Laval University, Quebec, Canada.

1998: Erasmus at HEC in Montréal, Canada.

Member of Scientific Event Organization Committees

2019: Member of the organizing committee of the PharmAgri-Link Day, DIFARMA Department, University of Salerno, Salerno, Italy.

2018-2021: Member of the Examination Commission of the University Chair of Professor Marialuisa Saviano, DIFARMA Department, University of Salerno, Salerno, Italy.

Ad-hoc reviewer for peer-reviewed journals

Journal of Service Management, European Journal of Educational Research, Fudan Journal of the Humanities and Social Sciences.

Participation in the activities of the Department of Economics and Statistics

2019: Project ASL (Alternating school-work) with the students of the high schools of Salerno, University of Salerno, Salerno, Italy.

Conferenze

Saviano M., Caputo F., Del Prete M., (2019). Sustainability and Business Strategy: an investigation Model. 14th International Scientific & Business Conference SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES 2019: SOCIAL RESPONSIBILITY: DEVELOPMENT, APPLICATIONS AND IMPACT MEASUREMENT - Maribor, Slovenia.

Saviano M., Caputo F., Del Prete M. (2018). Mindful Leadership for Sustainability: A Theoretical and Conceptual Path. 21st Excellence in Services International Conference Paris EISIC -Le CNAM Paris, France.

Faggini M., Cosimato S., Del Prete M. (2018). The Last Challenge of Sustainable Development: Sustainable Happiness. 21st Excellence in Services International Conference Paris EISIC -Le CNAM, Paris, France.

Faggini M., Cosimato S., Del Prete M. (2018). Dal benessere alla felicità: l'ultima sfida dello sviluppo sostenibile. Evoluzionismo Sistemico: il fascino della precarietà. University of Tor Vergata Rome, Italy.

Seminari

Riconoscimenti e premi

2017- 2021: recipient of the Doctoral Award (2017), Minister of Higher Education and Research, Italy: €45.000/3 years

Appartenenza a gruppi / associazioni

Referenze

Menzioni

Corsi

2019: Leadership training for the managers of "Omnia Cooperativa", Rome, Italy.

2018: International Assessment on sales leadership skills, Ferrari AWARDS 2018. Ferrari spa,

Maranello, Italy.

2017: International Assessment on sales leadership skills, Ferrari AWARDS 2017, Ferrari spa, Maranello, Italy.

2017: Leadership training for the governance of TIM (Telecom Italia Mobile), TIM spa, Rome, Italy.

2017: Leadership training for the HR (Human Resources) of the Vitec Group, Vitec Manfrotto spa, Vicenza, Italy.

2017: Leadership training for managers of territorial agencies of the banking group Banca Sella, Banca Sella spa, Biella, Italy.

Certificazioni

2018-2021: appointed expert (cultore della materia) at the DIFARMA Department of the University of Salerno in:

- Economics and Business Management
- Service and Retail management
- Pharmacy Management
- Bioeconomy
- Marketing laboratory for herbalist companies
- Marketing for the green economy

ALLEGATI

Dati personali

Autorizzo il trattamento dei miei dati personali ai sensi del Decreto Legislativo 30 giugno 2003, n. 196 "Codice in materia di protezione dei dati personali".

La sottoscritta dichiara di essere consapevole che il presente *curriculum vitae* sarà pubblicato sul sito istituzionale dell'Ateneo, nella Sezione "Amministrazione trasparente", nelle modalità e per la durata prevista dal d.lgs. n. 33/2013, art. 15.

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