

Academic Curriculum Giulia Nevi

ACTUAL ACADEMIC POSITION

- Research Grant at Polytechnic University of Marche – Management Department (DIMA), Ancona, From 22/12/2022 – today
- Lecturer in Business Strategy and in Economics and Business Strategy at the CoRiS Department, Sapienza University, Rome

PREVAILING RESEARCH AREAS

- Innovation
- Technology Adoption
- Digital Transformation
- Healthcare
- Business Model
- Elderly – Ageing society
- ESG

Prevailing research methods

Interview – Focus Group – Case Study – Content Analysis with and without tools – Literature Review – Regression Models

PUBLICATIONS

Journal Publications

- Fedele, M., D'Amico, S., Nevi, G. and Formisano, A.V. (2024), "Collaborative ecosystems: a taxonomy and new research agenda", *EuroMed Journal of Business*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/EMJB-10-2023-0276>
- Gogiali, G., Nevi, G., Dezi, L. (2023) Leveraging Technology to Enhance Customer Experience in Wineries: a comparative case study in Italy, *Turistica* vol.32, 2, ISSN 1974-2207
- Montera, R., Cucari, N., Nevi, G., Esposito De Falco, S. (2023) How firms adjust their SDG adoption in response to covid-19 outbreak: a regional perspective, *Corporate Governance*, in press 10.1108/CG-04-2023-0171
- Piccioni, N., Ottolenghi, C., Nevi, G. Nosi, C. (2023) COVID-19 and the digitization of business events. How the health crisis accelerated ethical issues, *International Journal of Event and Festival Management*
- Nevi G., Bonetti E. Dezi L., (2022) Social media marketing e comunicazione nel settore bancario, una review, *Impresa Banca Società*, ANNO XLI, vol. 3
- Nevi, G., Monsurrò, L., Dezi, L., Gregori G.L. (2022) Longevity Family Firm and Innovation: a matter of communication?, *CGR&DS Journal*

Book's chapter

- Nevi, G., Dezi, L., Startup e sostenibilit : le startup innovative a vocazione sociale in: *Essere Startupper, Il primo manuale diffuso sulle startup*, Cucari, N., Franzese, M. ISBN: 9788838612589
- Nevi, G., Dezi, L. (2023) Medical devices to support the elderly: a new user-centred classification proposal in: *Strategies and Corporate Governance - Writings in honour of Pietro Genco*

Conference acts

- Nevi, G., Leo, S., Dezi, L., (2023) What drives the use of ESG financial instruments by the financial advisor?, VII SIIC Conference, Sapienza University
- Nevi, G., Gogiali, G., Dezi, L (2023) Artificial Intelligence for Elderly Intelligence, IEEE ICTMOD Conference, Marocco

- Nevi,G. Pizzichini, L., Pascucci, F., Dezi, L. (2023) Pharmacy Armoury: Business model

innovation in Italian pharmacy retail sector, SIM Conference 2023, Firenze

- Nevi, G, Dezi, L. (2023) Ecosystem of pharmacies: a classification of new types, SIMA Conference 2023, Bari
- Nevi G., Dezi L., (2022) How CMOs are reacting to Blockchain, NFT and Metaverse the case of SIAE - Società Italiana degli Autori ed Editori, IEEE ICTMOD, Marrakesh
- Nevi G., Perlangeli G. (2022) Employee generativity and corporate purpose: a theoretical model of their impact on Brand Advocacy, SIM 2022 Conference, Salerno
- Orekhova A., Ottolenghi C., Piccioni, N., Nevi. G. (2022) Museum chatbots: how to understand if your bot will work through taxonomic analysis of the literature, SIM Conference 2022, Salerno
- Nevi G., Monsurrò L., Dezi L., Gamma F.M., (2022) Principle of benefit: the Yves Rocher case, SIMA Conference 2022, Milano
- Nevi G. (2022) NFT - Non-Fungible Tokens how do consumers react? An exploratory analysis for a future integrated acceptance model, International Marketing Trend Conference, Rome
- Nevi G. (2021) Social media presence of 344 Italian Bank, SIM Conference 2021, Ancona
- Nevi G. (2020) Social media marketing and communication in the banking sector: a literature review, SIM 2020 Conference, Varese

Award

- Stefano Pace Award 2021- 2022, organized by SIM Junior Faculty Climber Community. Paper presented: *The apps of change- How apps could shape sustainable consumption.*

Conference Chair

- Lead Track chair on “Blockchain Technology” at IEEE ICTMOD 2023, Marocco
- Submission for Track chair at EURAM 2024 – SIG 01 Business for Society, Track 9, From AI to digital transformation in the Human+ Era: what are the effects on business for society, Bath
- Key Note Speaker at WomenXImpact 2023 on the themes of Women Entrepreneurship

Visiting

- Turku University – Finland, Tutor: Prof. Ignat Kulkov and Julia Kulkova
- Lille University – France (one week), Tutor: Prof. Maud Herbert

TEACHING EXPERIENCE

Supporting teaching activities in the Masters Courses of

- Business Strategy 2022-2023; 2023-2024
- Economics and Tools for Management 2022-2023; 2023-2024
- Healthcare Strategy as tutor in Executive Masters LUISS EMPHA and Professional courses for Healthcare companies’ executives and administrative functions 2023-2024.
- PhD courses (16 hours) on Healthcare management: methods and perspectives in the field

Reviewer Experience

- Review for Financial Innovation Journal
- Reviewer for Journal of Organizational Change Management
- Reviewer for Corporate Social Responsibility and Environmental Management.
- Reviewer for AMA
- Reviewer for EURAM
- Reviewer for Sinergie Conference

EDUCATION

- PhD Student in Economics and Business Management XXXV Cycle
- Visiting period at the University of Lille – LUMEN
- Master's Degree in "Economics and Management" Curriculum: Marketing - Faculty of Economics – Roma Tre. Score 110/110 cum laude. Thesis in Quality Management, entitled: "Customer Satisfaction in the SSN - CAN courses offered by ASL Roma 3 consultants". Speaker: Francesca Romana Renzi
- Bachelor's degree in "Public and Business Communication" - Faculty of Communication Sciences - Sapienza. Score 108/110. Thesis in Data analysis and statistics, entitled: "What future for graduates in Communication Sciences". Speaker: Prof. Laura Bocci

TRAINING COURSES

- 2022: Econometric analysis basic course - Summer School Unical
- 2021: SIMA School of Research Methodology - Winter Edition 2021

Il sottoscritto, a conoscenza di quanto prescritto dall'art. 76 del D.P.R. 28 dicembre 2000 n. 445, sulla responsabilità penale cui può andare incontro in caso di falsità in atti e di dichiarazioni mendaci, nonché di quanto prescritto dall'art. 75 del D.P.R. 28 dicembre 2000 n. 445, sulla decadenza dai benefici eventualmente conseguenti al provvedimento emanato sulla base di dichiarazioni non veritiere, ai sensi e per gli effetti del citato D.P.R. n. 445/2000 e sotto la propria personale responsabilità dichiara che tutte le informazioni contenute nel proprio curriculum vitae sono veritiere.

14/01/2024

FIRMA

A handwritten signature in dark ink, appearing to read 'Laura Bocci', is written over a horizontal line. The signature is cursive and fluid.

