

WORK EXPERIENCE

15/06/2022 – CURRENT Pisa, Italy

POSTDOCTORAL RESEARCHER SANT'ANNA SCHOOL OF ADVANCED STUDIES - INSTITUTE OF MANAGEMENT

Main research interests:

- Corporate Purpose and Regenerative Innovation
- Business model innovation for social sustainability
- Social impact assessment
- Hybrid Organizations

01/10/2019 – 05/04/2023 Pisa, Italy

PHD IN INNOVATION & SUSTAINABILITY MANAGEMENT SANT'ANNA SCHOOL OF ADVANCED STUDIES

The PhD thesis focuses on the role of purpose-driven companies in contemporary capitalism, with a specific focus on their capacity to generate a positive impact on people, territories and the planet.

Department Institute of Management | **Website** <https://www.santannapisa.it/en/gianluca-gionfriddo>

01/2018 – 07/2018 Trento, Italy

ACADEMIC TUTOR ON STATISTICS AND DATA ANALYSIS UNIVERSITY OF TRENTO

Winner of a call for 100 hours tutoring in Statistics and Data Analysis for Bachelor's students in Economics and Management, Business Management, Business Administration and Law

EDUCATION AND TRAINING

30/08/2017 – 23/10/2019 Pisa and Trento, Italy

JOINT MASTER DEGREE (LAUREA MAGISTRALE LM-77) IN INNOVATION MANAGEMENT (MAIN) Sant'Anna School of Advanced Studies & University of Trento

MAIN is a two-year full-time program ("Laurea Magistrale") that equips home and international students with advanced knowledge of innovation management, practical experience and personal skills. Specifically, it provides a sound knowledge of the innovation processes across industries, based on solid foundations in economics and management, a quantitative approach and exposure to a mix of worldwide cultures.

Website <https://international.unitn.it/main> | **Final grade** 110/110 with Highest Honors (Lode e Menzione alla Carriera) |

Thesis Sport Management and Environmental Sustainability: An Empirical Study on the Role of Environmental Awareness of Football Supporters

01/09/2013 – 14/02/2017 Pisa, Italy

BACHELOR'S DEGREE (LAUREA TRIENNALE L-9) IN MANAGEMENT ENGINEERING University of Pisa

The Bachelor Degree in Management Engineering prepares engineers for the management and control of systems and processes. To carry out this role, the management engineer must have solid basic engineering knowledge on which are grafted specific skills of the new methods and techniques of managerial, organizational and economic analysis in an overview that ensures the consistency of technological choices with the business strategy and the context of the sector in which each organization operates.

Website <http://www.ingegneriagestionale.unipi.it/index.php/it/> | **Final grade** 109/110

Website <https://www.liceodini.it/>

● **LANGUAGE SKILLS**

Mother tongue(s): **ITALIAN**
Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C1	C1	C1
SPANISH	C1	B2	B2	B2	B2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

● **PUBLICATIONS**

2024
[Startups’ contribution to SDGs: A tailored framework for assessing social impact](#)

Gionfriddo, G., & Piccaluga, A. (2024). Startups’ contribution to SDGs: A tailored framework for assessing social impact. *Journal of Management & Organization*, 1-29.

2023
[Creating shared value through open innovation: Insights from the case of Enel industrial plants.](#)

Gionfriddo, G., & Piccaluga, A. M. C. (2023). Creating shared value through open innovation: Insights from the case of Enel industrial plants. *Business Ethics, the Environment & Responsibility*.scription...

2023
[Adopting a social purpose in for-profit firms: the role of the board of directors.](#)

Collevecchio, F., & Gionfriddo, G. (2023). Adopting a social purpose in for-profit firms: the role of the board of directors. *International Entrepreneurship and Management Journal*, 19(3), 1467-1499.

2023
[The impact of green marketing on collective behaviour: Experimental evidence from the sports industry.](#)

Gionfriddo, G., Rizzi, F., Daddi, T., & Iraldo, F. (2023). The impact of green marketing on collective behaviour: Experimental evidence from the sports industry. *Business Strategy and the Environment*.

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". Il sottoscritto 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.

GIANLUCA GIONFRIDDO. PISA, , 03/12/2024