

# Curriculum Vitae

## EDUCATION AND QUALIFICATIONS

### PERSONAL

Name

Address

Phone number

Email

### LANGUAGES

INGLESE



SPAGNOLO



FRANCESE



Dec. 2024

Researcher at University "Luigi Bocconi" - Project PRIN 2022 DIRB Area 13 /Econ 07 Management -

Jan 2024 - Jan 2025

Researcher at UNINT -UNIVERSITY of INTERNATIONAL STUDIES - *Project PRIN 2022 Is old really gold? International consumers' perceptions and attitudes towards Italian cultural heritage and long-lasting brands* - PRIN: PROGETTI DI RICERCA DI RILEVANTE INTERESSE NAZIONALE – Bando 2022 Prot. 20227RMKFP – *Best paper Award – SIM 2024 - IULM UNIVERSITY session of Tourism Culture & Arts Marketing Track. "Disclosing the cultural heritage dimension of the country image. A comparison between the lexical contents of the web communication from ten leading countries"*, Mainolfi, Romoli, Perlangeli, De Nisco.

Nov 2021 - Jan 2024

**PhD -DOCTOR EUROPAEUS (ULB Université- LUND University)**

UNIVERSITY LA SAPIENZA, Rome

*Dottorato di Ricerca in COMUNICAZIONE, RICERCA SOCIALE E MARKETING [DOTT] (36° ciclo) di durata triennale con sede amministrativa presso Università La Sapienza, conseguimento del titolo di Dottore di Ricerca - Doctor Europaeus il giorno 18/01/2024 con la commissione giudicatrice internazionale*

*formata dai Professori:*

- CATERINA BALENZANO

- JESPER FALKHEIMER

- LORENZA PARISI

- MICHELE SIMONI

*presentando una dissertazione finale dal titolo:*

*"DIGITAL PLATFORMIZATION ON CORPORATE BRANDING - ANALYSIS OF EUROPEAN SPORT AND CULTURAL NETWORK"*

2010-2015

MASTER SE.SE.F SCHOOL -LONDON- *Tourism Marketing* -

MASTER REGIONE LAZIO - *Tourism Marketing* 30/30

LAUREA TRIENNALE ,di ordinamento DM 509/99 - ORDIN. 2002 (classe 14), Facoltà di SCIENZE DELLA COMUNICAZIONE Dip. CORIS di Roma Università La Sapienza 100/110

LAUREA SPECIALISTICA di ordinamento DM 509/99 [durata biennale] e il titolo di dottore magistrale in COMUNICAZIONE D'IMPRESA [LS (DM 509/99) - ORDIN. 2005] (classe 59/S), Facoltà di SCIENZE DELLA COMUNICAZIONE 100/110

### PROJECT ADVISOR

MUR - Ministry of Universities and Research -, Roma

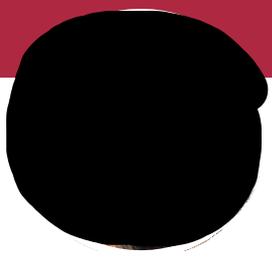
Support service to the PON Research and Innovation ADG for implementing the "PON R&I" Evaluation Plan, based on the National Operational Programme for Research and Innovation 2014-2020. The support activities covered by this notice relate to the following action lines:

Transversal Evaluations

- Intelligent Specialisation Strategy (S3);

- PON Communication Strategy;

- PON indicator system and target quantification



**PERSONAL**

Name  
[Redacted]  
Address  
[Redacted]  
Phone number  
[Redacted]  
Email  
[Redacted]

**EUROPEAN PROJECT ADVISOR –**

*ECOS EUROPE - 8MOON, Roma*

Consultancy activities in research and funding opportunities at Community, national, and regional levels on behalf of various subjects in the territory. Investigation of new calls and funding opportunities promoted by the European Community for the development of international projects in all areas of interest to the Associated Entities (trade, tourism, and environment);

- continuous monitoring of European internal legislation ;
- cooperation in drawing up Community projects environment/energy and in the social and formation;
- assistance in the search for new international partnerships and collaboration

Sep 2021 - Sep 2022

**PROJECT ADVISOR - DIPOFAM**

*DIPOFAM - DEPARTMENT OF POLICIES - PRESIDENCY OF THE COUNCIL OF MINISTERS, Roma*

01/09/2021 - 01/09/2022 Roma , Italia

PROJECT ADVISOR - DIPOFAM - DEPARTMENT OF POLICIES - PRESIDENCY OF THE COUNCIL OF MINISTERS - National Operational Programme "Inclusion" ESF 2014-2020 - specific objective 9.1 "Reduction of poverty, social exclusion and promotion of social innovation". L1.1 - Mapping of policies and services in support of families on the national territory  
 L1.2 - Monitoring and evaluation of the organization of the territorial services existing on the national territory  
 L1.3 - Preparation of specific Dossier of requirements and their constant updating  
 L1.4 - Preparation of a conceptual, organizational, and functional model for the Centre for the Family

Nov. 2012 – Certificate Marketing delle Imprese Sportive e Culturali – CONI , ROMA

Sep 2011 - Jul 2021

**TRAINER**  
BURBERRY, Roma

organize teamwork to exclusive clients - handled stock intakes and helped to redesign the shop's layout - gave one-to-one mentoring to a team of 8 shop assistants

Sep 2020 - Jul 2024

**ASSISTANT PROFESSOR AND TEACHING ACTIVITIES**  
 – MERCATORUM UNIVERSITY - Audio visive Economy Prof. Celata G.  
 Assistant Professor – UNIVERSITY LA SAPIENZA Digital Marketing and Brand - Prof. Andrea Rea ROME  
 BUSINESS SCHOOL – Fashion Luxury Brand – Teaching Activities  
 UNIVERSITA MERCATORUM – Marketing – Teaching Activities  
 UNIVERSITA La SAPIENZA ,CORIS – Marketing – Teaching Activities

**SKILLS**

OFFICE



GOOGLE ANALYTICS



Facebook Business Suite



Google Ads



Adobe Illustrato



**Monography** : Digital Platformization and Effects on Corporate Branding - Analysis of European Sports and Cultural Network

This thesis proposes a reflection on the developments that are taking place in these years around the theme of digital platforms. The platform-based model is now embedded in everyday life, bringing technological, social and trade changes. Assessing the performance of Sport, Cultural and Creative Sectors remains a challenging task, particularly when dealing with different networks . How to enable dynamic network evaluation is the central theme During this discussion, desire to explore the following key areas: → Digital Transformation in the process of the platform and classification → Implementation of process and value-based approach evaluation → Management of microdata → Visualization of network relevance → CSR and Sustainability, leverage in the branding values –  
Has been accepted for publication by Cambridge Scholars Publishing, 2025  
Has been accepted as BEST THESIS AWARD – IMTC CONFERENCE 2025, VENICE

REVIEWER INTERNATIONAL MARKETING TRENDS CONFERENCE 2025 – VENICE

REVIEWER SIM CONFERENCE Brands and Purpose in a change era, IULM 2024

"An exploratory analysis on Digital Service in the sustainable management :waste map for the management" , Genni PERLANGELI, Andrea Rea, Carlo Nardello, Roberto Marseglia.

REVIEWER - EURAM CERTIFICATE ANNUAL CONFERENCE - SCHOOL OF MANAGEMENT AND LAW , ZURIGO , SVIZZERA  
LEADING DIGITAL TRANSFORMATION PERIODO DI REVISIONE ARTICOLI DAL 31 GENNAIO 2022 AL 10 MARZO 2022  
Professor Reto Steiner Conference Chair dal 15-06-2022 al 17-06-2022

REVIEWER SIM CONFERENCE 2022 -(Salerno) "The role of Digital Transformation in customer journey case study Zara" - Next Generation Marketing. Place, People, Planet: cooperation & shared value for a new era of critical marketing. (Salerno) dal 20-10-2022 al 21-10-2022

REVIEWER CONFERENCE 2022 Employee Generativity and Company Purpose: a theoretical model of their impact on Brand Advocacy Nevi Giulia – Perlangeli Genni 9:(2022), p. 1012862. - Next Generation Marketing. Place, People, Planet: cooperation & shared value for a new era of critical marketing. (Salerno) dal 20-10-2022 al 21-10-2022

REVIEWER CONFERENCE SISTUR XIV CONVEGNO Roaring seniors go on a cruise: applications of intelligent automation to boomers' tourist experience , LORENZA GERARDI, GENNI PERLANGELI . The demographic changes of the last fifty years, characterized by a constant and rapid aging of the population worldwide and a growth in the income gap between seniors and younger generations, imply a fundamental reflection on the new economic and managerial opportunities inherent to the older generations' consumer and tourist experience. SISTUR - ORCID UNIVERSITA LA SAPIENZA - dal 24-11-2022 al 26-11-2022

REVIEWER INTERNATIONAL CONFERENCE PARIGI IMTC IMTC - Paris 19-21 January 2023 – 22nd International Marketing Trends Congress TRENDS20-42946-2896 AND > 09:45-10:45 – 11:15-13:00 "MASTERING THE CONVERSATION" RELATORE NELLA SESSIONE DI MARKETING COMMUNICATION G. PERLANGELI, A. REA, Università degli studi di Roma «La Sapienza», Italy Strategic communication: CSR aspects in the Industry 4.0 dal 19-01-2023 al 21-01-2023

REVIEWER INTERNATIONAL CONFERENCE AHTMM ROARING SENIORS GO ON A CRUISE: APPLICATIONS OF INTELLIGENT AUTOMATION TO BOOMERS' TOURIST EXPERIENCE, A LITERATURE REVIEW -PAG.390 Lorenza Gerardi Sapienza University of Rome Rome, Italy and Genni Perlangeli Sapienza University of Rome Rome, Italy dal 03-07-2023 al 07-07-2023

SCIENTIFIC COMMITTEE ORGANIZING COMMITTEE MEMBERS - INTERNATIONAL CONFERENCE WITH SCIENTIFIC COMMITTEE CONFERENCE ROMA, LA SAPIENZA- 10TH ADVANCES IN HOSPITALITY AND TOURISM MARKETING AND MANAGEMENT - ISBN 978- 0-9964244-5-5 - ORGANIZING COMMITTEE MEMBERS - INTERNATIONAL CONFERENCE WITH SCIENTIFIC COMMITTEE dal 03-07-2023 al 07-07-2023

REVIEWER INTERNATIONAL CONFERENCE ENCATC - THE EUROPEAN NETWORK ON CULTURAL MANAGEMENT AND POLICY .

Artificial Intelligence Embraced the future of Embraced: the future of the cultural and creative sector. 11-13 October 2023 Helsinki, Finland The platformization of cultural industries Genni Perlangeli La Sapienza University ,Italy e-mail address: genni.perlangeli@uniroma.it Andrea Rea La Sapienza University, Italy 11-10-2023 al 13-10-2023

REVIEWER CONFERENCE NEXT GENERATION MARKETING People, Planet, Place: NEXT GENERATION MARKETING People, Planet, Place: cooperation & shared value for a new era of critical marketing dal 20-10-2023 al 21-10-2023

REVIEWER CONFERENCE «Management of sustainability and well-being for individuals and society» held in Parma, June 13-14, 2024 The President of SIMA Prof.ssa Arabella Mocciaro Li Destri The Editor in Chief of Sinergie Italian Journal of Management Prof.ssa Marta Maria Ugolini dal 13-06-2024 al 14-06-2024 REVIEWER - 24 INTERNATIONAL MARKETING TRENDS CONFERENCE - 23-25 JANUARY 2025 - CONFERENCE ON MARKETING TRENDS JIMEZ, PASTORE, SCHMITT, WIEDMANN. IMT

REVIEWER CONFERENCE SIM "An exploratory analysis on Digital Service in the sustainable management :waste map for the management" , Genni PERLANGELI, Andrea Rea, Carlo Nardello, Roberto Marseglia Brands and Purpose in a change era. dal 17-10-2024

REVIEWER INTERNATIONAL CONFERENCE EDINBURGH NAPIER UNIVERSITY BUSINESS SCHOOL has attended the Roots Revived: Memory, Legacy, Heritage and Tourism Conference held on 17 October 2024 at Edinburgh Napier University, The Business School, Craiglockhart Campus, 219 Colinton Rd, Edinburgh, EH14 1DJ. PAPER "Reshaping the Link Between Cultural Heritage and Sport Tourism: The Case of Ovidio Running Europe" dal 17-10-2024 al 17-10-2024

BEST SELECTED PAPER FULL PAPER SIM AWARD TOURISM CULTURE AND ARTS MARKETING TRACK XXI SIM CONFERENCE - IULM MILANO Disclosing the cultural heritage dimension of the country image. A comparison between the lexical contents of the web communication from ten leading countries study carried out as part of the project ""Is old really gold?" International consumers' perceptions and attitudes towards Italian cultural heritage and long-lasting brands", PRIN 2022, ERC SH1 Sector, Project Code: 20227RMKFP, CUP Code: I53D2300259006, funded by the European Union - NextGenerationEU. dal 17-10-2024 .

[11573/1676160](#) - 2023 - **Strategic communication: CSR aspects in Industry 4.0 - case study of IKEA in the Millennials**

[REDACTED] 04b Atto di convegno in volume  
**congresso:** international marketing trends conference (parigi)  
2023

(978-88-943918-8-6) **The role of Digital Transformation in customer journey case study Zara -**

[REDACTED] 04b Atto di convegno in volume  
**congresso:** SIM CONFERENCE)  
2023

[11573/1690853](#) - 2023 - **The platformization of cultural industries**

[REDACTED] 04d Abstract in atti di convegno  
**congresso:** Artificial Intelligence Embraced: the future of the cultural and creative sector (Helsinki)  
**Journal :** ENCATC - ()

[11573/1673399](#) - 2022 - **Roaring seniors go on a cruise: applications of intelligent automation to boomers' tourist experience**

[REDACTED] 04d Abstract in atti di convegno  
**congresso:** XIV Riunione Scientifica SISTUR (Sapienza, Università degli Studi di Roma)  
Turismo: verso una ripresa responsabile - Strategie, rischi, opportunità - ()

[11573/1675957](#) - 2022 - **Employee Generativity and Company Purpose a theoretical model of their impact on Brand Advocacy**

[REDACTED] 04d Abstract in atti di convegno  
**congresso:** CONFERENCE 2022 - Next Generation Marketing. Place, People, Planet: cooperation & shared value for a new era of critical marketing. (Salerno)  
SIM CONFERENCE 2022 - (978-88-943918-8-6)

[11573/1652546](#) - 2022 - **Branding in sustainability**

[REDACTED] 01a Articolo in rivista  
**rivista:** INTERNATIONAL JOURNAL OF MARKETING STUDIES (Toronto : Canadian Center of Science and Education.) pp. 47-57 - issn: 1918-7203 - wos: (0) - scopus: (0)

[11573/1661514](#) - 2022 - **The role of Digital Transformation in customer journey case study Zara**

[REDACTED] 04b Atto di convegno in volume  
**congresso:** SIM SOCIETA ITALIANA MARKETING (SALERNO)  
The role of Digital Transformation in customer journey case study Zara - (978-88-943918-8-6)

[11573/1593076](#) - 2021 - **The Industry 4.0, the Corporate Social Responsibility and the Impacts of Brand in the Digital Transformation**

01a Articolo in rivista

**Rivista:** INTERNATIONAL JOURNAL OF MARKETING STUDIES (Toronto : Canadian Center of Science and Education.) pp. 8-8 - issn: 1918-7203 - wos: (0) - scopus: (0)

[11573/1593896](#) - 2021 - **The Industry 4.0, the Corporate Social Responsibility and the Impacts of Brand in the Digital Transformation**

04b Atto di convegno in volume

**congresso:** SIM XVIII Convegno Annuale della Società Italiana Marketing (Ancona)

The Industry 4.0, the Corporate Social Responsibility and the Impacts of Brand in the Digital Transformation - (978-88-943918-6-2)

Rome, 09.01.2025