

# MARIA CARMEN DI POCE

## EDUCATION

JANUARY 2022 | **Winter School of Research Methodology**

"Designing Research"

SIMA - Italian Management Society

JANUARY 2022 | **Winter School of Methods**

"Academic Writing Skills: from PhD paper to Publications for Business School Students"

VU Graduate Winter School - Vrije Universiteit Amsterdam

From NOVEMBER 2021 | **PhD Student**

in Management, Banking and Commodity Sciences

Curriculum Management

Department of Management of Sapienza University of Rome

APRIL 2021 | **Training Course**

"Managing Oppositional Behaviour"

certificate by GRAF - Gruppo Rete per l'Apprendimento e la Formazione

JANUARY 2021 | **Master's Degree in Management**

specialisation in **Marketing**, Faculty of Economics

Sapienza, University of Rome

Thesis in Marketing Research with title: "*Barriers to adoption of the Immuni application in digital Italy. A study on the psychological resistance of the individual.*"

Graduation grade: **110 with honours**

JULY 2020 - DECEMBER 2020 | **Advanced Training Course**

"Cultures against gender-based violence: a transdisciplinary approach"

Department of Communication and Social Research

certified by Sapienza, University of Rome

APRIL 2020 | **Training Course**

"Copywriting and Neuromarketing"

with Gabriele Prevato

FEBRUARY 2020 - JUNE 2020 | **Project StudentResearchLAB@Sapienza**

Qualitative and quantitative survey on the Arena brand, in cooperation with Arena and the research institute Doxa

Course in Marketing Research

Sapienza, University of Rome

OCTOBER 2019 - DECEMBER 2019 | **Project Work**

Integrated communication plan for Pastiglie Leone

Course in Corporate and Marketing Communication and Digital Marketing

Sapienza, University of Rome

APRIL 2018 | **Bachelor's Degree in Business Administration**

Faculty of Economics

University of Studies of Cassino and Southern Lazio

Thesis in Marketing with title: "*Neuromarketing and expectation architecture in Food&Wine: theoretical models and case analysis.*"

Graduation grade: 108/110

## PERSONAL SKILLS

- Motivation for learning, individual and personal growth
- Empathy and listening skills
- Ability to work in a team
- Ability to relate to a wide audience, managing body and emotions
- Flexibility
- Analytical skills
- Reporting skills
- Predisposition to interpersonal relations
- Writing skills
- Critical thinking
- Creative thinking
- Spirit of initiative
- Aptitude for problem solving
- Stress resistance

## LINGUISTIC SKILLS

- Mother tongue: Italian
  - Other language: English, certificate in Business English Level B2 - Upper Intermediate issued by British Council
- Currently studying for further improvement

## TECNICAL SKILLS

- Report writing
- Development of qualitative research projects
- Conducting in-depth interviews in qualitative surveys
- Collection of qualitative and quantitative data
- Qualitative data analysis
- Design of integrated communication plans

## SCIENTIFIC WORK

LUGLIO 2021 | **Barbarossa, C., Vernuccio, M., Patrizi, M., Di Poce, M. C., Pastore, A.** (2021), *The failure of COVID-19 contact tracing apps: A psychological reactance theoretical perspective*, presented at European Marketing Academy (EMAC) Regional Conference, Kozminski University, 23-24 September.

## WORKING EXPERIENCE

MARCH 2021 | **Tutor of XIX Edizione of the Master in Marketing Management**  
Faculty of Economics, Sapienza University of Rome

JUNE 2020 | **Market Research Interviewer**  
in IWD Market Research

JUNE 2020 | **Market Research Interviewer**  
Collaboration to the data collection of the international research project: "*The endangered polluter: Psychological need deprivation amid Coronavirus outbreak and its effect on environmentally unfriendly behavior*" con professor of Toulouse Business School, Sapienza University of Rome, LUISS Guido Carli and University of Salento

From SEPTEMBER 2019 | **Dancer of "EtnoMusa"**  
World Music Orchestra of Sapienza, University of Rome

SEPTEMBER 2015 - JUNE 2018 | **Dancer and Dance Teacher**  
School of *Manzoni Theater*, Cassino (FR)

JULY 2014 - JULY 2021 | **Dancer and Performer**  
"*I Trillanti*" Social Promotion Association, for the rediscovery, revival and enhancement of the musical and choreographic heritage of the Lazio region.

From JUNE 2010 | **Partner and Performer**  
"*AEDO Studio*" Academy of Musical

## VOLUNTEERISM

From JANUARY 2022 | **Partner and Activist**  
"Stella Polare" - Antiviolence Centre  
"Risorse Donna" Association

10/02/2022

M. C. Di Poce

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