

Cecilia Grieco, Ph. D. (Doctor Europaeus)

Curriculum Vitae

Education and qualifications

May 2017 - Current	Post-doctoral fellow in Management: Business model innovation: analysis and implications (SSD: SECS/P-08) Tor Vergata University of Rome Dip. Management e Diritto Via Columbia, 2 00133 - Rome
January 2016 – January 2017	Post-doctoral fellow in Management: Co-marketing strategies in digital sectors (SSD: SECS/P-08) Tor Vergata University of Rome Dip. Management e Diritto Via Columbia, 2 00133 - Rome
January 2013 – current	Subject expert in Marketing, Advanced Marketing, Management LUMSA University of Roma Borgo Sant'Angelo, 13 00193 - Rome
January 2012 – December 2014	PhD (Doctor Europaeus) in Communication, Interculturalism and Organizations (SSD: SECS-P/08) scholarship holder LUMSA University of Rome Thesis: How to measure social value creation? Analysis of models, trends and practices of social impact assessment in Italian social enterprises. <i>Doctor Europaeus, cum laude</i>
January 2011 – November 2011	Post graduate course in Marketing and Events Management (Master universitario di I livello) scholarship holder LUMSA University Principal subjects: Events marketing and management, Project Management, Budgeting, corporate events, cultural events, sportive events, conferences. Thesis: Store's animation through experiential events.
October 2008 – November 2010	Master of Science in Corporate Communication LUMSA University

October 2005 – November 2008	Thesis: The evolution of CSR through certification systems: ethical commitment, environmental management and the ISO guide on social responsibility
	Bachelor's Degree in Communication Science Roma Tre University of Rome
	Thesis: Apel and the ethics of communication.

Teaching activities

- Teacher of “Business Model Innovation” at Tor Vergata University of Rome, Master of Science in Business Administration (2017)
- Teacher of “Marketing Game” at LUMSA University, Bachelor Degree in Business Communication (2016; 2017; 2018)
- Teacher of the “Markstrat Simulation Course” at Tor Vergata University of Rome, Master of Science in Business Administration (2016)
- Guest lecturer at the “Practising International Studies” course, held in English, Leiden University (2016)
- Tutor at the “Premio SIM Marketing per l’Univesità” (2015; 2016; 2017)
- Coordinator of the Post-graduation course in “Marketing and Event Management” (2013; 2014).
- Guest lecturer at the “Integrated Marketing Communications” intensive summer course, held in English, Lorenzo de’ Medici - the Italian International Institute, Rome Campus, Rome (2014)
- Guest lecturer at the “Corso di Alta Formazione per l’Internazionalizzazione delle imprese – CorCE Campania”, Università degli studi del Sannio (2014).
- Lecturer and academic support (lessons, thesists tutoring and exams) at LUMSA University of Rome and Tor Vergata University of Rome for the courses (2012 - current):
 - Marketing (Bachelor Degree)
 - Cultural Marketing (Bachelor Degree)
 - Economy and Management of the Firms (Bachelor Degree)
 - Corporate Governance (Master Degree)
 - Advanced Marketing (Master Degree)
 - Economy and Management of Editorials (Master Degree)

Main publications

- Grieco C., Iasevoli G. (2017), Co-marketing alliances: definitions and approaches. Insights from a literature review, *Management Research Review* 40(9), 971-989
- Grieco C. (2017), Misurare l’impatto sociale: driver e barriere nelle imprese sociali italiane, in Ieracitano F. (a cura di), (2017), *Comunicazione, interculturalità e organizzazioni complesse*, Roma Studium
- Maas K., Grieco C. (2017), Distinguishing game changers from boastful charlatans: Which social enterprises are serious about measuring their impact? *Journal of Social Entrepreneurship* 8(1), 110-128
- Grieco C., Iasevoli G., Michellini L. (2017), Marketing alliances in digital firms: An analysis of benefits and risks. *Sinergie Italian Journal of Management - Forthcoming*

Montecchia, A., Giordano, F., & Grieco, C. (2016). Communicating CSR: integrated approach or selfie? evidence from the milan stock exchange. *Journal of Cleaner Production*, 136, 42-52. (Classe A secondo la classificazione AIDEA)

Grieco C. (2015), *Assessing social impact of social enterprises. Does one size really fit all?*, Springer Brief in Business, Print ISBN: 978-3-319-15313-1; Online ISBN: 978-3-319-15314-8

Ferraris A., Grieco C. (2015), The role of the innovation catalyst in social innovation - an Italian case, *Sinergie Italian Journal of Management*, 97, 127-144. (Classe A, Riviste Italiane, secondo la classificazione AIDEA)

Grieco C., Iasevoli G. (2015), Missione Terzo Settore. Impatto sociale e modelli di misurazione, una proposta per orientare la scelta, *Microfinanza*, 10 Anno 3

Grieco, C., Michelini, L., & Iasevoli, G. (2015). Measuring value creation in social enterprises: A cluster analysis of social impact assessment models. *Nonprofit and voluntary sector quarterly*, 44(6), 1173-1193. (Classe A secondo la classificazione AIDEA)

Grieco C., Iasevoli G., Michelini L. (2013), *Impresa sociale e creazione di valore: una tassonomia dei modelli di misurazione dell'impatto sociale sul territorio*, *Sinergie rivista di studi e ricerche*. ISSN: 0393-5108. (Classe A, Riviste Italiane, secondo la classificazione AIDEA)