

PERSONAL INFORMATION

Nicoletta Buratti



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Sex Female | Date of birth 13/09/1960 | Nationality Italian

POSITION Professor of Economics and Business Management

WORK EXPERIENCE

- (2001 - now) **Associate Professor of Economics and Business Management**
 University of Genova, www.unige.it

 - Teaching, researching, institutional roles
- (2016 – 2018) **Director of Advanced Course in ‘Start up innovative. Tecniche e strumenti operativi per creare nuove imprese’**
 Perform, <https://www.perform.unige.it>
- (1992 - 2001) **Researcher in Economics and Business Management**
 University of Genova, www.unige.it
- (1988 -1989) **Research Fellow at Bocconi University, Milan, Italy.**
Program: *The Introduction of New Telecommunications Networks and Services*
 (Grant Stet – Istituto Javotte Bocconi Manca di Villahermosa Association Amici della Bocconi)

EDUCATION AND TRAINING

- 2001 **Associate professor qualification (National Examination).**
- 2000 **Researcher qualification (National Examination).**
- 1986 **Laurea in Economics and Business.**

 University of Genoa, Italy
 Since 1988 she has collaborated and worked within the Institute of Economic and Commercial Techniques (ITEC – Faculty of Economics), transformed into Department of Economics and Business, under the scientific-disciplinary supervision of Prof. Gianni Cozzi and Prof. Pietro Genco.
 From then on, she has been involved in several research and education projects and she has also

attended education programs for continuous learning, such as:
 2015 - Qualitative Research Methodology (School of Social Research Methodologies, Department of Business Economics and Law, University of Calabria, Italy);
 2005 - The Emergence of Novel Organizational Forms in the Globalizing Planet: Toward the Business Ecosystem (Advanced International Summer School eBusiness Management, Isufi – University of Lecce, Italy);
 2004 - Dynamic Capabilities in High-Uncertainty Markets (Advanced International Summer School eBusiness Management, Isufi – University of Lecce, Italy);
 1995 - Strategic Marketing (Executive Program, SDA – Bocconi University, Milan, Italy).

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	B2	B2	C1
French	B1	B2	B1	B1	B2
Replace with name of language certificate. Enter level if known.					

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
 Common European Framework of Reference for Languages

Communication skills
 Organisational / managerial skills

Research Interests:
 Marketing Management; Innovation and Technology Management; Entrepreneurship.

Scientific Responsible in the period (1998-2018) of the following research projects:
 2018-2021: Me.Co. - Mentoring e Comunità per lo Sviluppo eco-sostenibile, Interreg Maritime Italy-France 2014-2020 (Il call, Asse 4, Lotto 1) - Decreto Regione Toscana n. 15796/2017 [Lead partner]
 2015: Cluster tecnologici e Poli di innovazione Ict-based: analisi dei fattori di formazione e sviluppo attraverso l'individuazione di best practice, Confindustria Imperia and Camera di Commercio Imperia [Coordinator]
 2013: Le fondazioni d'impresa in Italia: analisi dei processi di creazione di valore per l'impresa e il contesto locale, Fondazione Amga [Coordinator].
 2013: Propensione a sostenere progetti culturali e sociali dell'Amministrazione Comunale: focus sulle imprese genovesi, Comune di Genova - Direzione Cultura e Turismo, Ufficio Relazioni con Aziende e Fundraising e Genova Palazzo Ducale Fondazione per la Cultura, Research contract N. 2013-138.0.0.-106 [Coordinator].
 2012: Indagine di mercato per un progetto di spin off del Dipartimento di Scienze della Terra (DIPTERIS), University of Genoa, UNITI Project [Coordinator]
 2011: Il finanziamento dei progetti culturali in Italia. Analisi delle problematiche di valutazione degli investimenti in cultura e utilità di un modello di riferimento, Fondazione Carige [Coordinator]
 2002: Strategia competitiva, gestione dei processi aziendali e cultura d'impresa nella transizione fra old e new economy, University of Genoa, Programma di Ricerca di Ateneo [Co-ordinator of the Project]
 1998-1999: Innovazione tecnologica come fattore di competitività dell'industria ceramica: implicazioni gestionali ed organizzative, Consiglio Nazionale delle Ricerche (CNR), Progetto Finalizzato Materiali Speciali per Tecnologie Avanzate II, contratto n. 97.00849.PF34 [Coordinator].

She has been actively involved in planning, coordination and teaching in postgraduate training activities (selection):

2018: Esperto in gestione dell'innovazione per tecnologie abilitanti Industria 4.0, University of Genoa, Istituto Italiano di Tecnologia (Iit), Distretto Tecnologico Ligure sui Sistemi Intelligenti Integrati (SIIT) [member of the Steering Committee]
 2013: Trasferimento Tecnologico, Imprenditorialità e Innovazione nei settori high tech", University of Genoa, Istituto Italiano di Tecnologia (Iit) [member of the Steering Committee]
 2013 e 2012: Turismo culturale per lo sviluppo dei territori, Fondazione Edoardo Garrone – University of Genoa [member of the Steering Committee]

2011: Turismo e valorizzazione economica delle risorse culturali del Mediterraneo, Fondazione Edoardo Garrone – University of Genoa [member of the Steering Committee]
 2010: Turismo e sviluppo internazionale, University of Genoa, Mise, Simest [member of the Steering Committee]
 2010: Strategie di valorizzazione economica delle risorse turistiche culturali del Mediterraneo, Fondazione Edoardo Garrone – University of Genoa [member of the Steering Committee]
 2009: Sviluppo locale e turismo: Mar Mediterraneo, ambiente e cultura, University of Genoa [member of the Steering Committee]
 2009: Project management turistico-culturale. Strategie e strumenti innovativi per la valorizzazione turistica delle risorse storico-culturali ed ambientali, University of Genoa [member of the Steering Committee]
 2006 - 2008: Management Culturale Internazionale, University of Genoa [member of the Steering Committee]
 2006: Settore distributivo commerciale, University of Genoa, Regione Liguria [Director]
 2006: Management dell’Innovazione, Scuola Superiore S. Anna, Pisa [coordinator of the Product Innovation module]
 2004: Action Marketing, University of Genoa, [member of the Steering Committee]

- Job-related skills** Since 1988 she has been actively working on research and innovation in the context of Marketing, Innovation and Technology Management, Entrepreneurship.
- Computer skills**
 - good command of Microsoft Office™ tools
- Other skills** She is supervisor of numerous University Bachelor degree thesis in Business Economics and of Master Degrees in Management.
- Driving licence**
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ADDITIONAL INFORMATION

- Publications**
 - 1989-2020: 69 scientific publications
- Presentations**
 - Teaching Board Member of the PhD in: Security, Risk and Vulnerability, curriculum Management and Security (XXXV cycle), University of Genoa
- Projects**
 - Teaching Board Member of the Phd in: Logistics and Transport (XXXIII e XXXIV cycle), University of Genoa
- Conferences**
 - Affiliations: Italian Marketing Society (SIM), Italian Academy of Business Economica (AIDEA), Italian Society of Management (SIMA)
- Seminars**
 - Chair of the “Technology and Innovation Marketing” Group (SIM) (2004 – 2018)
- Honours and awards**
 - Member of the Scientific Committee of the Marketing Awards for University (SIM) (2018 – today)
- Memberships**
 - Editorial Board Membership: Mercati e Competitività (ISSN: 1826-7386) (2007 – 2019); International Journal of Technology and Management (ISSN: 1927-9000) (2012 - 2014); Impresa Progetto (ISSN: 1824-3576) (2015 – today)
- References**
 - Reviewers for: Journal of Small Business Management (ISSN: 1540-627X); Journal of Business Research (ISSN: 0148-2963); Impresa Progetto - Electronic Journal of Management (ISSN: 1824-3576); Mercati e Competitività (ISSN: 1826-7386); Micro e Macro Marketing – Italian Journal of Marketing (ISSN: 1121-4228); Piccola Impresa - Small Business (ISSN: 0394-7947).

Genoa, 11/02/2021