

## Curriculum vitae of Prof. Andrea Moretti

Born in CONEGLIANO (TREVISO), Italy, the 3rd DECEMBER 1966.

### TRAINING PROCESS

- 1999 –European Union Ph.D Researcher, Research Project “Targeted Socio-Economic Research” (TSER), IV° Research Program (SOE1-CT98-1113) coordinatoe Professor Andrew Tylecote, Sheffield University (UK).
- 1996 Researcher Fellow - Department of Arts Policy and Management, City University, Londra
- 1996-1998 – Post Ph.D resercher c/o Department of Economics, Third University of Rome
- 1992 Study Fellow, SPRU (Science Policy Resarch Unit), University of Sussex, Brighton (UK)
- 1990-1994 – Ph.D on Business Management, Deptmt of Economics and Management, Ca' Foscari University of Venice
- 1985-1990 – Degree on Business Management and Economics, Ca' Foscari Unioversity of Venezia. Score 110 on 110 *cum laude*

### ACADEMIC POSITIONS

- Chairman 'peer committee teachers-students' Udine University, Department of Economics and Stastics DIES for quality assurance procedure 2016-2020
- Director Department of Economics and Statistics University of Udine from Janury 1<sup>st</sup> 2011 till 31 December 2015
- Director Department of Economics of University of Udine from November 1<sup>st</sup> 2007 till 31 December 2010
- Full Professor of Management from October 1<sup>st</sup> 2006, Udine University Department of Econmics and Statistics
- Associate Professor of Management from September 1<sup>st</sup> 2001, Udine University, Department of Economics.
- Assistant Professor of Management form November 1<sup>st</sup> 1999 to August 31 2001, Udine University Department of Economics.
- Contract Professor from 1995 to 1999, Ca' Foscari University of Venice

### RESEARCH AREAS

- Consumer behavior
- Evolution of Relationship Marketing
- Business Strategy and Entrepreneurship in International Contexts
- Management of arts and cultural organizations
- Tecnologies, turism & cultures

### TEACHING ACTIVITIES

For the a.a. 2022/2023

- *Brand Management*, Msc Integrated Communication for Business and Organizations, Dpt DILL Udine University (9ECTS) 40h
- *Economics & Marketing 2*, BA Science & Culture of Food, Dpt DI4A Udine University (6ECTS) 48h
- *Relationship Marketing & Social Media*, Msc International Marketing, Management & Organization, Dpt DIES University of Udine (6ECTS) 48h
- *Research Tools for Marketing*, Msc International Marketing, Management & Organization, Dpt DIES University of Udine (6ECTS) 48h
- *Strategy & Business Model*, Msc International Marketing, Management & Organization, Dpt DIES University of Udine (9ECTS) 72h
- International Business, BA Intenational Business Studies, University Chichester (UK) Italy branch c/o HFARM (10ECTS) 36h
- Current inssue in Strategic Management, Ph.D Program in Accounting and Management (University of Udine & University of Verona – IT)

Previously University Professor of following courses:

Undergraduate → Business Planning of Arts and Cultural Organizations ; Economics and Management of Museum's Organizations; Economics & Marketing; Economics of Advertising; General Management; International Management; Management of Tourism Firms; Marketing; Operation Management; Organization, Management and Marketing of Cultural Organizations; Tourism Marketing

Graduate → Economics of Communication and Advertising; International Sales & Logistics; Relationship Marketing; Relationship Marketing & Social Media; Research Tools for Marketing; Strategy & Business Model

Ph.D Programs → Business Strategy and Strategic Management; Theory of the firm

Project manager and professor for university undergraduate, graduate and post-graduate programs for:

- AIDEA Italiana Academy of Business Economics, Summer School for Training Methods
- Ca' Foscari University (Italy)
- Udine University (Italy)
- L'Aquila University (Italy)
- LUISS Management S.p.A. - Rome
- Trento School of Management.

## SCIENTIFIC RESPONSABILITIES

2022→ component of interdepartment research group Governance and Digital Public Administration (Department DIES, DI4A, DMIF Udine University) (internal competitive selection) - funds obtained through competitive bidding.

2011→ component of local unit of National Research Council Grant (PRIN Italy), National Coordinator Prof. Francesca Visintin, Department of Economic and Statistics Udine University - funds obtained through competitive bidding.

2008→2011 National Coordinator National Research Council Grant (PRIN Italy). Research program with 8 Italian universities - funds obtained through competitive bidding.

2004→2006 .Local Coordinator National Research Council Grant (PRIN Italy), - funds obtained through competitive bidding.

2004→ current Coordinator of Research Project on "Management & Cultural Institutions: case studies" – biannual project, Department of Economics and Statistics, Udine University.

2002 Coordinator of Research Project, "The evolution of management models and control systems of Gorizia Province Museums", Department of Economics and Statistics, Udine University.

1997 Coordinator of Research Project "Virtual Museums: from case studies to general frameworks", Venice Research Consortium, Department of Economics and Statistics, Udine University.

## PUBLICATIONS

Prof. Moretti has more than 100 publications, including books, book chapters and articles in national and international journals ranked by the ABS.

You can find the updated list of publications at the link below.

[https://air.uniud.it/simple-search?query=moretti+andrea&sort\\_by=dc.date.issued\\_dt&order=desc&rpp=100&etal=0&filtername=author&filterquery=rp03053&filterquerydisplay=MORETTI%2c+Andrea&filtertype=authority](https://air.uniud.it/simple-search?query=moretti+andrea&sort_by=dc.date.issued_dt&order=desc&rpp=100&etal=0&filtername=author&filterquery=rp03053&filterquerydisplay=MORETTI%2c+Andrea&filtertype=authority)

February 8<sup>th</sup>, 2023