



Eleonora Di Maria

AREA – MANAGEMENT
FULL PROFESSOR

Details

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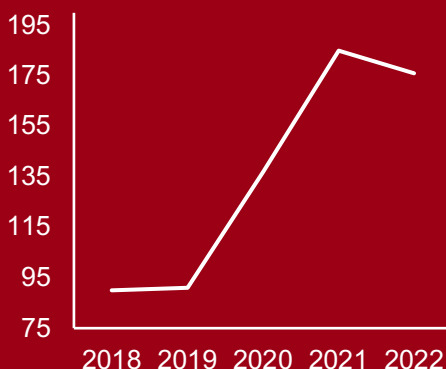
Research Interests

Digital Innovation/ Industry 4.0
Environmental Sustainability
Global Value Chains

Career

- 2019 - Full Prof., Department of Economics and Management, University of Padova
- 2017 - Director of the Master program Entrepreneurship and Innovation, University of Padova
- 2011 - Associate Prof., University of Padova

Citations Overview (Scopus)



Education

Ph.D. in Organization and Business Management, University of Udine, Italy, 2001

Master's Degree in Economics and Commerce, University of Udine, Italy, 1998

Life Long Learning

Certificate Online teaching, University of Padova, 2021

Teaching4Learning@Unipd certificate, University of Padova, 2018

Visiting

- Visiting Professor at Copenhagen Business School, Denmark, 2013
- Visiting Professor at Duke University, USA, 2006
- Visiting Professor at Northwestern University (Kellogg school of Management), USA, 2000

Research projects within the last five years

International projects

- InnovaMare, Italy-Croatia practice oriented Interregional Program funded by Union Camere del Veneto, 2022
- Intergreen Nodes, Italy-Croatia practice oriented Interregional Program funded by Union Camere del Veneto, 2022
- *BIOMAC European Sustainable BIObased nanoMAterials* Community, academic oriented project funded by EU Horizon 2020, 2019
- *Smart Farming Innovation Brokers Project Investigator*, academic oriented project funded by EU Erasmus +, 2018

National projects

- *Technological and Environmental Innovation*, practice oriented project funded by Acque de Chiampo S.p.A., 2021
- *Mappatura delle strutture dell'innovazione presenti in Veneto*, practice oriented project funded by Veneto Innovazione, 2020
- *Digitalizzazione e PMI*, practice oriented project funded by Union Camere del Veneto, 2019
- *SUP3R & Co: SURface finishing, Printing in 3D - Research & Communication*, academic oriented project funded by Regione Veneto - European Social Fund, 2017

Teaching

School of Economics and Political Science, University of Padua

Undergraduate Courses

- Governo e gestione delle aziende, 2015, 2017-2021
- Marketing, 2012-14

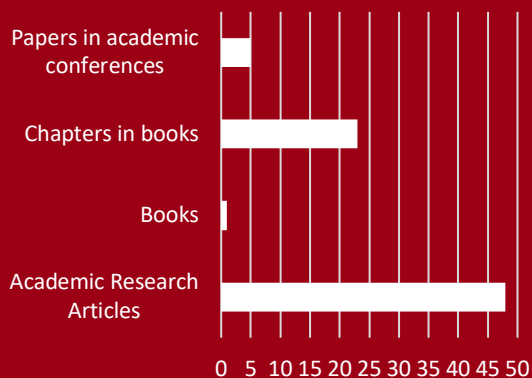
Graduate and Master Courses

- Relational Marketing, 2018-21
- Global Firms and Global Value Chains, 2017-22
- International Marketing, 2015-19

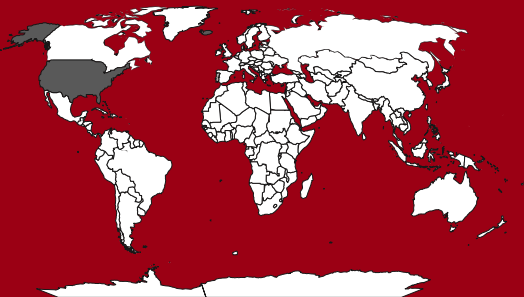
Doctoral Courses

- Knowledge management, 2015-19

Types of publications (last five years)



International engagement



Public engagement

Assignments

- President, VSIX - University Center for Connectivity and Services to the Territory, Italy since 2020
- Coordinator Observatory Industry 4.0, SMACT Competence Center, Italy since 2021
- Member of the Coordination Committee HerAcademy - HERA Group, Italy since 2021
- Member of the Scientific Committee, Fondazione Ecosistemi, Italy since 2021

Memberships and partnerships

- Italian Management Society (SIMA), 2016-22
- Italian Marketing Society, 2006-22
- European Academy of Management, 2004-22

Business experiences/consultancy

- Coordinator Focus Group *New normal and GVC* - UniCredit, Italy 2021
- Researcher on digital transformation, Legambiente, Italy, 2020-21

Referee/Reviewer for

- *Technological Forecasting & Social Change; Sustainability; Competitiveness Review; Knowledge Management Research & Practice; Corporate Social Responsibility & Environmental Management*

Editorial assignments

- Board Member, *Economia e società regionale*, since 2001

Service to Community within the last five years

- 2021 Workshop organization: *Green Public Procurement ai tempi del PNRR. Il ruolo degli acquisti verdi per promuovere la sostenibilità ambientale e sociale*, Festival Sviluppo Sostenibile, Italy; SIM-AMS-AFM Virtual Coffee Break Session
- 2020 Workshop organization: *Ciclo di 3 seminari PMI e digitalizzazione*, Unioncamere del Veneto, Italy; *Sviluppare innovazione sociale: il ruolo delle fondazioni bancarie e delle imprese ad alto tasso di sostenibilità* (MOBIS project), Italy
- 2019 Workshop organization: *PMI e digitalizzazione*, Unioncamere del Veneto, Italy; *Creating Value Through Manufacturing: Exploiting Industry 4.0 in a Circular Economy Framework*, Italy; Invited panelist: *Forum Compraverde*, Italy; *Workshop Edilizia Offsite*, Confartigianato Vicenza, Italy
- 2018 Invited panelist: *Trasformazioni digitali*, *Make In Italy Festival*, Italy; *V Workshop on Global Value Chains*, Italy; *Industry 4.0: big data e cybersecurity*, Unismart, Italy

Honors and Awards

- XVII SIM Conference Best selected paper - Track "International Marketing", *Award Is Artificial Intelligence Linked To Offshoring And Backshoring? An Exploratory Study*, 2020
- EURAM Conference (Iceland), Winner of the Best Paper Award at SIG Strategic Management General Track, *Impacts of Industry 4.0 on Firm performance. Evidence from Italy*, with Marco Bettiol, Mauro Capestro, and Andrea Furlan, 2018