

Europass Curriculum Vitae

PERSONAL INFORMATION

First name and surname Chiara Marinelli
Correspondence address DEAMS Department, University of Trieste
Piazzale Europa 1, 34127 Trieste, Italy

ACADEMIC INFORMATION

Academic Affiliation Department of Business, Economics, Mathematics and Statistics (DEAMS) 'Bruno de Finetti', University of Trieste, Italy.

Upcoming position Post-doc position with topic "Analysis and digital communication choices to enhance the sustainability of Made in Italy supply chains" (July 2025-ongoing)
(Analisi e scelte di comunicazione digitale per valorizzare la sostenibilità delle filiere del Made in Italy), sector ECON-07/A - *Economia e gestione delle imprese*. Responsible person: Prof. Patrizia de Luca of the DEAMS Department of the University of Trieste, Italy (expected length: 24 months).

Current position Ph.D. candidate in Circular Economy at the DEAMS Department of the University of Trieste, Italy (31 months), with scholarship funded by the Hera-Acegasapsamga Group on the topic of circular economy in the fashion industry.
(November 2022-ongoing)

Other Affiliations and Memberships

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|------|---|
| 2025 | Member of AIDEA - Accademia Italiana di Economia Aziendale (Italian Academy of Business Economics) (3 months).
Member of BAM - British Academy of Management (3 months).
Member of EURAM - European Academy of Management (3 months).
Member of SIM - Società Italiana Marketing (Italian Academy of Marketing) (3 months).
Member of SIMA - Società Italiana di Management (Italian Academy of Management) (3 months). |
| 2024 | Member of SIMA - Società Italiana di Management (Italian Academy of Management) (10 months).
Member of AIDEA - Accademia Italiana di Economia Aziendale (Italian Academy of Business Economics) (10 months).
Member of BAM - British Academy of Management (10 months). |
| 2023 | Member of SIDE - Società Italiana di Econometria (Italian Society of Econometrics) (8 months). |

Education and Training

2019-2021	Master's degree in International Relations - Alma Mater Studiorum University of Bologna, Italy. Final dissertation: 'National Sovereignty and The Covid-19 Pandemic: A Political-Institutional and Cultural Analysis' - Final grade: 110 cum laude/110.
2016-2019	Bachelor's degree in International Politics and Diplomacy (Scienze Internazionali e Diplomatiche) - Alma Mater Studiorum University of Bologna, Italy. Final grade: 110 cum laude/110.
Other Training Activities	
May 2024	'Futuro al Femminile: Women in Leadership' training course financed by Soroptimist International d'Italia at the SDA Bocconi School of Management in Milan, Italy (3 days).
May - July 2023	'STRADA: Women in Manufacturing' training and mentoring program by EIT Manufacturing, full remote (3 months).
September 2022	Summer School Renzo Imbeni 'Un'Unione politica, un mondo nuovo. Un'Europa che protegge e innova' (VII edition) sponsored by the European Parliament and the European Commission at the University of Modena and Reggio Emilia, Italy (1 week).
October 2021	Project Management Industry Training program by Brainnest Consulting (Germany), full remote (1 month).
Teaching Activities	
a.y. 2024/2025	Two seminars (9 hours overall) on project evaluation, reporting and survey building for the Civil Service personnel of Consorzio Culturale del Monfalconese (CCM) at the CCM library of Ronchi dei Legionari (GO), Italy. Two seminars (8 hours overall) on the Business Model Canvas module within the master's degree course in Innovation Management and Entrepreneurship of Prof. Guido Bortoluzzi, at the DEAMS Department of the University of Trieste, Italy. One orientative session (5 hours) for the high-school students of the Friuli Venezia Giulia schools involved in the 'Orientati a cambiare il mondo, per un futuro sostenibile' programme, funded by the National Recovery Program and held at the University of Trieste, Italy. Two seminars (6 hours overall) on the Business Model Canvas module within the bachelor's degree course in Management of Innovation of Prof. Guido Bortoluzzi, at the DEAMS Department of the University of Trieste, Italy.

a.y. 2023/2024	<p>Two seminars (6 hours overall) on the Business Model Canvas module at the master's degree course in Applied Neuroscience of Prof. Enrico Tongiorgi, at the Life Sciences Department of the University of Trieste, Italy.</p> <p>A seminar (2 hours) on sustainability in the fashion industry within the master's degree course in Strategies for Sustainability and Circular Economy of Firms (Strategie per la sostenibilità e l'economia circolare delle imprese) of Prof. Gianluigi Gallenti, at the DEAMS Department of the University of Trieste, Italy.</p> <p>Two seminars (4 hours overall) on the Business Model Canvas module at the bachelor's degree course in Organizational Behavior and Design of Prof. Grazia Garlatti Costa, at the DEAMS Department of the University of Trieste, Italy.</p> <p>Two seminars (6 hours overall) on the Business Model Canvas module within the master's degree course in Entrepreneurship and Business Modelling of Prof. Guido Bortoluzzi, at the DEAMS Department of the University of Trieste, Italy.</p> <p>Two seminars (4 hours overall) on the Business Model Canvas within the master's degree course in Innovation Management (Management dell'Innovazione) of Prof. Guido Bortoluzzi, at the Department of Political and Social Sciences (DISPES) of the University of Trieste, Italy.</p> <p>Four orientative sessions (16 hours overall) for the high-school students of the Friuli-Venezia Giulia schools involved in the 'Orientati a cambiare il mondo, per un futuro sostenibile' programme, funded by the National Recovery Program and held at the University of Trieste, Italy.</p>
<p>Co-Supervision Activities</p> <p>a.y. 2024/2025</p>	<p>Co-supervisor of the bachelor's degree students in Business and Management Francesco Gridel and Elisa Ceccon (supervised by prof. Grazia Garlatti Costa, UniTS), Anna Marchetti, Marialaura Distefano, Cindy Wudu and Cinthia Cabrera (supervised by prof. Guido Bortoluzzi, UniTS).</p> <p>Co-supervisor of the master's degree students of the DEAMS Department courses Massimo Miliari, Tetiana Zheliaskova and Johnny Zotti (supervised by prof. Guido Bortoluzzi, UniTS), Caterina Marchesan (supervised by prof. Patrizia de Luca, UniTS), Giulia Innocenzi and Luisa Grimoldi (supervised by prof. Donata Vianelli, UniTS), Llanaj Lorena, Lisa Mainardi and Nikol Coloni (supervised by prof. Matteo Carzedda, UniTS).</p> <p>Co-supervisor of the master's degree student in Strategy and Business Consulting Anna Pallavisini, with the dissertation 'Formazione aziendale e innovazione manageriale: il ruolo delle caratteristiche formative e dei destinatari' (supervisor: prof. Guido Bortoluzzi, UniTS).</p> <p>a.y. 2023/2024</p> <p>Co-supervisor of the master's degree student in Strategy and Business Consulting Sofia Maroni, with the dissertation 'Etichettatura e percezioni dei consumatori: il ruolo della qualità linguistica e delle attitudini individuali' (supervisor: prof. Guido Bortoluzzi, UniTS).</p>

a..y. 2022/2023	Co-supervisor of the bachelor's degree student in Business and Management Ye Yahui, with the dissertation 'The impact of bad translated instructions on consumer purchasing decisions: An analysis of imported Chinese products' (supervisor: prof. Guido Bortoluzzi, UniTS).
	Co-supervisor of the bachelor's degree student in Business and Management Angelica Bravin, with the dissertation 'Do employees' objectives match with employers' goals? An empirical research on manufacturing firms in Friuli Venezia Giulia' (supervisor: prof. Grazia Garlatti Costa, UniTS).

RESEARCH ACTIVITIES

Research Interests

My academic interests pertain mainly to marketing and management topics. I also carry out research on sustainable and circular fashion, in line with my PhD scholarship's topic funded by the Hera-AcegasApsAmga group.

Summer - Winter Schools and Courses

a.y. 2023/2024	Summer school in 'Sustainable Finance and Entrepreneurship' in Bologna, organised by the University of Bologna, Politecnico of Torino, Politecnico of Milano with the support of the European Investment Bank and the European Investment Fund (as a presenter). Course in Quantitative Methods held at the ISM Business School in Vilnius, Lithuania.
a.y. 2022/2023	The summer school in Social Statistics at Petralia Sottana (PA), organised by the University of Palermo, Italy (as a participant). The Postgraduate Course of Introductory Econometrics at Bertinoro (FC, Italy) organised by the Italian Society of Econometrics (SIDE) (as a participant).

Conferences

2025	EURAM 2025 Conference 'Managing with Purpose' at the University of Florence, Italy (as a presenter). Management International Conference (MIC) 2025 'Navigating Change: Resilience and Innovation for a Sustainable and Digital Era' at the University of Zadar, Croatia (as a presenter).
2024	BAM Conference 2024 'Achieving transformation for greater good: Societal, organisational and personal barriers and enablers' at the Nottingham Trent University, the UK (as a presenter). Sinergie-SIMA Management Conference 'Management of sustainability and well-being for individuals and society' at the University of Parma, Italy (as a presenter). Management International Conference (MIC) 2024 'Next Generation Challenges: Innovation, Regeneration and Inclusion' at the University of Trento, Italy (as a presenter).

- 2023 UNIME Scientific Quadrilateral Conference ‘Digital, Environmental, and Social Transformation: Challenges and Perspectives’ at the University of Messina, Italy (as a presenter).
- The 23rd International Conference on Computational Science and Its Applications (ICCSA) at the National Technical University of Athens, Greece (as a presenter).
- Sinergie-SIMA Paper Development Workshop (as a presenter) and the Sinergie-SIMA Management Conference ‘Rediscovering local roots and interactions in management’ at the University of Bari, Italy (as an observer).
- Management International Conference (MIC) pre-conference day 2023 ‘Toward Green, Inclusive and Inclusive and Digital Growth’ at the University of Trieste, Italy (as a presenter).
- 2023 Transform4Europe (T4E) PhD Conference ‘City, Liberty, Identity, Innovation’ at the University of Silesia in Katowice, Poland (as a presenter).

Academic Publications

Abstracts

- Marinelli, C. (2025). Consumers and Sustainable Fashion: A Systematic Literature Review. In S. Sedmak, S. Laporšek, A. Grdović Gnip, C A. Trnavčević (Eds.), *MIC 2025: Navigating Change; Resilience and Innovation for a Sustainable and Digital Era Book of Abstracts* (pp. 121-122). University of Primorska Press. <https://www.hippocampus.si/ISBN/978-961-293-470-5/94.pdf>
- Marinelli, C., Balzano, M., C Bortoluzzi, G. (2024). The Effect of Translation Quality on Ideal Consumers’ Price: Evidence from a Between-Group Design Experiment. In S. Sedmak, A. Grdović Gnip, C A. Trnavčević (Eds.), *MIC 2024: Next Generation Challenges; Innovation, Regeneration and Inclusion Book of Abstracts* (pp. 57-58). University of Primorska Press. <https://www.hippocampus.si/ISBN/978-961-293-322-7/66.pdf>
- Marinelli, C., C Bortoluzzi, G. (2023). Sustainable Technology? Consumers’ Perspectives on RFID Tags and Pro-Environmental Attitudes. In S. Laporšek, S. Sedmak, C A. Trnavčević (Eds.), *MIC 2023: Toward Green, Inclusive, and Digital Growth Book of Abstracts* (pp. 209-212). University of Primorska Press. <https://www.hippocampus.si/ISBN/978-961-293-234-3/151.pdf>
- Marinelli, C., Garlatti Costa, G., C Bortoluzzi, G. (2024). A Preliminary Study on Employees’ Goal Alignment and Organisational Humane Entrepreneurship. In S. Sedmak, A. Grdović Gnip, C A. Trnavčević (Eds.), *MIC 2024: Next Generation Challenges; Innovation, Regeneration and Inclusion Book of Abstracts* (pp. 59-60). University of Primorska Press. <https://www.hippocampus.si/ISBN/978-961-293-322-7/67.pdf>

Conference proceedings
papers

- Bottaro, C., Lanfranchi, G., C Marinelli, C. (2024). Stitching Sustainability with Capital: Unravelling the Potential of Equity Crowdfunding for Sustainable Fashion Firms. In A. Mocciaro Li Destri, M. Ugolini, G. Cristini, C B. Luceri (Eds.), *Sinergie-SIMA Management Conference Proceedings - Management of sustainability and well-being for individuals and society* (pp. 23-40). Fondazione CUEIM. <https://www.sijmsima.it/wp-content/uploads/2024/11/LONG-PAPERS-CONFERENCE-PROCEEDINGS-PARMA-2024.pdf>
- Garlatti Costa, G., Marinelli, C., C Bortoluzzi, G. (2024). Remote Working Contexts, Innovation and Creativity: Do Gender Differences Play a Role? In *BAM 2024 Conference Proceedings*. British Academy of Management. <https://www.bam.ac.uk/events-landing/bam2024-conference.html>
- Marinelli, C., C Bortoluzzi, G. (2023). Sustainable Technology? Consumers' Perspectives on RFID Tags and Pro-Environmental Attitudes. In S. Sedmak, S. Laporšek, A. Grdovi'c Gnip, C A. Trnav'cevi'c (Eds.), *MIC 2023: Toward Green, Inclusive, and Digital Growth Conference Proceedings* (pp. 117-130). University of Primorska Press. <https://www.hippocampus.si/ISBN/978-961-293-306-7/151.pdf>
- Marinelli, C., C Garlatti Costa, G. (2024). Ending Gender-Based Violence at Workplaces: A Literature Review on Preventive and Responsive Measures within Organisations. In *BAM 2024 Conference Proceedings*. British Academy of Management. <https://www.bam.ac.uk/events-landing/bam2024-conference.html>
- Marinelli, C., Garlatti Costa, G., C Bortoluzzi, G. (2024). Innovation and Creativity from Remote: Do Women Innovate Differently from Men, and Why?. In A. Mocciaro Li Destri, M. Ugolini, G. Cristini, C B. Luceri (Eds.), *Sinergie-SIMA Management Conference Proceedings - Management of sustainability and well-being for individuals and society* (pp. 95-111). Fondazione CUEIM. <https://www.sijmsima.it/wp-content/uploads/2024/11/LONG-PAPERS-CONFERENCE-PROCEEDINGS-PARMA-2024.pdf>
- Marinelli, C., Garlatti Costa, G., C Dore, S. (2024). Individuals' Goal Alignment in Humane Entrepreneurial Oriented Organisations: A Preliminary Study. In A. Mocciaro Li Destri, M. Ugolini, G. Cristini, C B. Luceri (Eds.), *Sinergie-SIMA Management Conference Proceedings - Management of sustainability and well-being for individuals and society* (pp. 573-579). Fondazione CUEIM. <https://www.sijmsima.it/wp-content/uploads/2024/12/SHORT-PAPER-CONFERENCE-PROCEEDING-PARMA-2024-1.pdf>

Book chapters	<p>Marinelli, C., C Sinatra, F. (2023). RFID and Counterfeiting: An analysis of current trends in the fashion industry. In O. Gervasi, B. Murgante, A.M.A. C. Rocha, C. Garau, F. Scorza, Y. Karaca, C C. M. Torre (Eds.), <i>Lecture notes in computer science : Vol. 14110. Computational Science and Its Applications - ICCSA 2023 Workshops</i>. ICCSA 2023 (pp. 458-472). Springer. https://doi.org/10.1007/978-3-031-37123-3_32</p> <p>Sinatra, F., C Marinelli, C. (2024). Reshoring in Fashion: Overview of Current Trends and Motivation to Production and Re-localisation in the TCA Sector. In O. Gervasi, B. Murgante, C. Garau, D. Taniar, A.M.A. C. Rocha, C M.N. Faginas Lago (Eds.), <i>Lecture notes in computer science : Vol. 14824. Computational Science and Its Applications - ICCSA 2024 Workshops</i>. ICCSA 2024 (pp. 286-299). Springer. https://doi.org/10.1007/978-3-031-65332-2_19</p>
Journal articles (published)	<p>Marinelli, C., Balzano, M., C Bortoluzzi, G. (2025). The linguistic butterfly effect: the hidden cost of ambiguous translations in consumer decisions. <i>International Marketing Review</i>, 42(7), 47-66. https://doi.org/10.1108/IMR-08-2024-0281</p>
Journal articles (submitted manuscripts)	<p>‘Agile Work Methods, Job Autonomy and Innovative Work Behaviour: Examining Their Interplay in Organisational Contexts’, by Garlatti Costa, G., C Marinelli, C. The paper is currently under review at International Journal of Organization Theory C Behavior.</p> <p>‘Do Digital Skills and Techno-Invasion Boost Innovation Among Creative Employees?’, by Samimi Dehkordi, S., Garlatti Costa, G., C Marinelli, C.. The paper is currently under review (second round) at International Journal of Innovation Management.</p> <p>‘Innovation and Creativity from Remote: Do Gender Differences Play a Role?’, by Garlatti Costa, G., Marinelli, C., and Bortoluzzi, G. The paper is currently under review at Innovation Organization and Management.</p>
Journal articles (submitted manuscripts)	<p>‘Leveraging Equity Crowdfunding for Sustainable Growth in Fashion: Insights and Implications’, by Marinelli, C., Lanfranchi, G., C Bottaro, C. The paper is currently under review at Entrepreneurship Research Journal.</p> <p>‘Maximizing Performance through Autonomy: The Role of Individual and Organizational Agility’, by Marinelli, C., Garlatti Costa, G., C Samimi Dehkordi, S. The paper is currently under review (second round) at Baltic Journal of Management.</p> <p>‘Thinking fast and thinking slow in the face of poorly translated instructions: A between-group design experiment on buying impulsiveness and shopping procrastination’, by Marinelli, C., Balzano, M., C Bortoluzzi, G.. The paper is under review (second round) at Journal of Strategic Marketing.</p>
Reviewing Activities	<p>Occasional reviewer for the Baltic Journal of Management, for conference participation purposes and other journals.</p> <p>Completion of the Elsevier’s Certified Peer Reviewer Course in October 2024.</p>

PROFESSIONAL EXPERIENCE

Academic-related Activities

2024

Member of the AQ (Quality Assurance) and review group (Gruppo del Riesame) of the Circular Economy PhD in Trieste, Italy (6 months).

PhD students' representative of the Circular Economy PhD in Trieste, Italy (14 months).

Further Research-related Activities

May 2025 - ongoing
(2 months)

Interreg ADRION 'SEE-LYNX' project. Role: Team member. Project supervision: prof. Guido Bortoluzzi, UniTS. Activities and responsibilities: support to proposal drafting, partner meetings participation.

Interreg Italy-Croatia 'AdMare' project. Role: Team member. Project supervision: prof. Alberto Dreassi, UniTS. Activities and responsibilities: support to proposal drafting, partner meetings participation.

March 2025 - ongoing

Contract research project on the subcontracting (Subfornitura) portal of the Pordenone-Udine Chamber of Commerce, Italy. Role: Team member. Project supervision: prof. Guido Bortoluzzi, UniTS. Activities and responsibilities: support to proposal drafting, preliminary meetings participation.

October 2024 - ongoing
(8 months)

Interreg Italy-Croatia 'Leap to Blue' project. Role: Team member. Project supervision: prof. Rubina Romanello, UniTS. Activities and responsibilities: support to project management, information collection and elaboration, partner meetings participation.

February 2024-ongoing
(14 months)

'Leggiamo 0-18 FVG' contract research project. Role: Team member. Project supervision: prof. Guido Bortoluzzi, UniTS. Activities and responsibilities: coordination and project management activities, data and information collection and elaboration, report drafting.

November 2023-March
2025 (17 months)

'Growth Design' project. Role: Support to (2023) and in-person facilitator (2024). Project organisation and supervision: Cluster DITEDI FVG and prof. Guido Bortoluzzi, UniTS. Activities and responsibilities: support to design thinking sessions, reporting activities.

November 2023-ongoing
(20 months)

National Recovery Program 'iNEST' project. Role: Team member. Project supervision: prof. Guido Bortoluzzi and prof. Mariangela Scorrano, UniTS. Activities and responsibilities: communication activities, startup coaching, scouting activities, event organisation support in the context of the Cross-Cutting Activity 1 (CC1) of Spoke 8.

June 2023-ongoing
(24 months)

Interreg ADRION 'Innovablue' project. Role: Team member. Project supervision: prof. Guido Bortoluzzi, UniTS. Activities and responsibilities: support to project management, information collection and elaboration, support to reporting activities.

June 2023-ongoing
(19 months)

Rete delle Università Sostenibili (Sustainable Universities Network, RUS), 'Università per l'industria' working group. Role: Occasional support to the working group activities for UniTS. Project supervision: prof. Paola Rossi, UniTS. Activities and responsibilities: information collection and elaboration.

Professional Activities

March 2025-ongoing
(3 months)

Consultancy work for Overlog s.r.l (Buttrio, Italy). Role: support to teambuilding and organisational training.

February 2022-December
2024 (34 months)

InEuropa s.r.l. (Modena, Italy). Role: Editor trainee and EU project assistant. Project supervision: Andrea Pignatti. Activities and responsibilities: editing activities, EU projects writing and management, communication activities, events organisation.

Sept. 2019-March 2020
(6 months)

Research and Development Unit in Social Sciences and Humanities (ARIC-SSH) office of the University of Bologna, Italy. Role: Trainee. Project supervision: doct. Alessia Franchini. Activities and responsibilities: support to project management, information collection and elaboration, communication activities.

September-November 2019
(2 months)

Department of Physics and Astronomy (DIFA) of the University of Bologna, Italy. Role: Academic tutor. Activities and responsibilities: support to remote teaching activities and the IT infrastructure.

LANGUAGES

Self-assessment
European level

English

French

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
	C1		C1		C1		C1		C1
	B1		B2		B1		B1		B1

I authorise the treatment of personal data in the modes forecast by the EU Regulation 2016/679.

Trieste, 09/07/2025