

## Personal information

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**Name:** Ambra ALTIMARI

## Current position

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- OCT 1<sup>ST</sup> 2022 **Research fellow at the University Magna Graecia of Catanzaro**  
Coordinator: Prof. Maria Colurcio, Department of Law, Economics and Sociology
- FROM FEB 2022 **Contract professor of Marketing intelligence**  
AY. 2021/22 - Bachelor degree in management (CdL in Economia aziendale) – University Magna Graecia of Catanzaro, Italy  
Course objectives: Research design and management; qualitative methods, quantitative methods; research reporting and presentation

## Research activity

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- OCT 1<sup>ST</sup> 2021 –  
SEPT, 30 2022 **Research fellow at University of Cassino and Southern Lazio**  
Coordinator: Prof. Annalisa Castelli, Department of Economics and Law
- FROM APR 2021 **Member of the international research group on Online education and value co-creation**  
Coordinator: Prof. Maria Colurcio, Department of Law, Economics and Sociology, University Magna Graecia of Catanzaro, Italy  
Together with Dr. Pia A. Albinsson, WCOB Dean's Club Professor of Marketing at Appalachian State University  
Department of Marketing & Supply Chain Management - Peacock Hall 4114 ASU Box 32090 Boone, NC 28608-2090, USA.
- FROM JUN 2021 **Member of the research group on Social innovation & transformative research**  
Coordinator: Prof. Maria Colurcio, Department of Law, Economics and Sociology, University Magna Graecia of Catanzaro, Italy
- FROM JUN 2020 **Member of the research project on Ethics and artificial intelligence**  
Coordinator: Prof. Maria Colurcio, Department of Law, Economics and Sociology, University Magna Graecia of Catanzaro, Italy
- FROM JUNE 2019 **Member of the research group on customers perceptions of natural and organic horticulture**  
Coordinator: Prof. Patrizia Papetti, Department of Economics and Law, University of Cassino and Southern Lazio Italy and CREA (Consiglio per la ricerca in agricoltura e l'analisi dell'economia agraria)
- FROM MAR 2018 **Member of the research group on "Online teaching and resource integration"**  
Coordinator: Prof. Maria Colurcio, Department of Law, Economics and Sociology, University Magna Graecia of Catanzaro, Italy
- SEP 2017 - OCT  
2017 **Member of the research project on Central banks policies**  
Coordinator: Prof. Sergio Levrero, Department of Economics, University of Roma Tre, Italy

## Teaching

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- FROM JAN 2021 **Subject expert (Cultore della materia) in Management (SECS P08)**  
Prof. Maria Colurcio - University Magna Graecia of Catanzaro

- FROM JAN 2021 **Co-Supervisor of Master Degree Thesis**  
Master program in Business management (“Corso di Laurea Magistrale in Economia e Management”) – UMG of Catanzaro, Italy 2 Theses on artificial intelligence and online education
- FROM SEP 2019 **Supervisor of Undergraduate degree thesis**  
2 theses in Public economics on Poverty in Ghana and Public vs Private banks performances in Ghana.
- SEP 2019 – JULY 2020 **Contract professor of Economics for innovation**  
AY 2019/2020: Master class - “Economia e politica dell’innovazione – Parte 1” (6 cfu – 42h) – University of Cassino and Southern Lazio  
AY 2019/2020: Undergraduate class - “Economia dell’innovazione” (6 cfu – 42h) – University of Cassino and Southern Lazio
- MAR 2019 – JULY 2020 **Contract professor of Public economics**  
AYs 2019/2020; 2018/2019: Undergraduate class - “Public Economics” (6 cfu – 42h) – University of Cassino and Southern Lazio. International bachelor program in Economics.
- FROM SEP 2014 **Subject expert (Cultore della materia) in Economics**  
Prof. Gennaro Zezza - University of Cassino and Southern Lazio
- JUN 2014 - SEP 2017 **Teaching assistant**  
Economics (intermediate class) – Prof. Gennaro Zezza - University of Cassino and Southern Lazio
- SEP 2008 – JUN 2010 **Tutor**  
Statistics (undergraduate classes) – Prof. Giovanni Camillo Porzio - University of Cassino and Southern Lazio

## Experience abroad

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- JAN 2012 - APR 2012 **Visiting PhD student at University of Missouri – Kansas City (USA)**  
Department of Economics – Supervisor: Dr. Randall Wray
- SEP 2012 - DEC 2012 **Intern at United Nations Development Programme (UNDP) - Bureau for Development Policy/Poverty Reduction Group**  
304 E45st St #3, New York, NY, USA - <http://www.undp.org/>
- JAN 2010 - MAR 2010 **Intern at the GEMDEV (Groupement d’interêt scientifique pour l’étude de la mondialisation et du développement)**  
Centre Malher, 9 rue Malher, 75181 Paris, France - <http://www.gemdev.org/>

## Other work experience

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- FROM JUN 2013 **Country Research Analyst at Euromonitor International Ltd.**  
<http://www.euromonitor.com/>
- NOV 2014 - JUN 2018 **Monitoring and Evaluation Specialist at Fondazione CON IL SUD**  
<http://www.fondazioneconilsud.it/>

## Prizes and awards

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- 2022      **AI and Emotions: review, synthesis and research agenda**  
 Maria Colurcio, Ambra Altimari, Luca Giraldi, Elena Cedrola  
 SIM Conference 2022 – Salerno 20 - 21 Ottobre 2022  
Awarded as Best paper in the Section “Services Marketing”
- 2021      **Students’ perception of virtual classrooms: looking for the missing factors**  
 Ambra Altimari, Angela Caridà  
 Sinergie-SIMA Conference 2021 – University of Palermo, 10-11 June 2021  
Awarded as Best Paper in the Section “Innovation and Technology Management”
- 2020      **Ethics and artificial intelligence: new and old challenges. Focus on self-driving cars**  
 Ambra Altimari, Maria Colurcio (University of Magna Graecia - Catanzaro)  
 XVII Convegno Annuale della Società Italiana Marketing, LIUC - Università  
 Cattaneo di Castellanza, 28 - 30 Ottobre 2020. ISBN 978-88-943918-4-8  
Awarded as Best Paper in the Section “Innovation and Technology Marketing”

## Education and qualifications

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- Nov 2014      **Master in Project Management for International Cooperation**  
 ASVI School for Management, Rome, Italy
- JUN 2014      **Doctor in Economics**  
 PhD program (XVI Cicle) at the University of Naples “Parthenope”; Department of Business and Economics Studies,  
 School of Economics. Naples, Italy
- OCT 2010      **Master degree in Global Economy and Business (Master program in English)**  
 School of Economics - University of Cassino and Southern Lazio, Cassino, FR, Italy  
 Score: 110/110 Cum Laude
- MAR 2008      **Bachelor in Economics and Commerce (Economia e Commercio)**  
 School of Economics - University of Cassino and Southern Lazio, Cassino, FR, Italy  
 Score: 109/110

## Publications

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- 2022      **The transformative power of technology to turn the silver economy into a gold society: a systematic literature review**  
 Angela Caridà, Nicola Varrone, Ambra Altimari, Monia Melia  
 Sinergie, Vol. 40 No. 3 (2022): Silver Economy: challenges and opportunities for an aging world  
 DOI: <https://doi.org/10.7433/s119.2022.02>
- 2022      **Co-creation in Higher Education: A comparison of Italian and US university students’ perception of learning modes**  
 Maria Colurcio, Pia Albinsson, Ambra Altimari, Angela Caridà  
 Proceedings of the International Conference Marketing Trends. 2022 Copyright© All rights reserved ISBN 978-2-490372-14-0
- 2022      **Chapter 8. The customer's preference in light cannabis - An Italian perspective.**  
 Roberto Mancinelli, Ambra Altimari, Patrizia Papetti, Emanuele Radicetti  
 In “*Current Applications, Approaches and Potential Perspectives for Hemp: Crop Management, Industrial Usages, and Functional Purposes*”. Elsevier. ISBN: 9780323898676

- 2021 **Students' perception of virtual classrooms: looking for the missing factors**  
Ambra Altimari, Angela Caridà  
In Proceedings Sinergie-SIMA Conference 2021 – University of Palermo, 10-11 June 2021  
Awarded as Best Paper in the Section “Innovation and Technology Management”
- 2021 **Online classes: Lessons learned during the Pandemic**  
Angela Caridà, Maria Colurcio, Ambra Altimari, Monia Melia  
In AHFE 2021 Springer books (ISSN: 2194-5357) - [https://doi.org/10.1007/978-3-030-80000-0\\_34](https://doi.org/10.1007/978-3-030-80000-0_34)
- 2021 **The old moral dilemma of "me or you"**  
Maria Colurcio, Ambra Altimari  
In AHFE 2021 Springer books (ISSN: 2194-5357) - [https://doi.org/10.1007/978-3-030-80624-8\\_10](https://doi.org/10.1007/978-3-030-80624-8_10)
- 2021 **Natural horticultural systems in organic farming as a tool for resilience: improvement of economic performance and prevention of soil erosion**  
Claudio Beni (CREA), Ulderico Neri (CREA), Ambra Altimari, Patrizia Papetti (UNICLAM)  
Agroecology and Sustainable Food Systems. DOI: 10.1080/21683565.2021.1929657
- 2020 **Ethics and artificial intelligence: new and old challenges. Focus on self-driving cars**  
Ambra Altimari, Maria Colurcio (University of Magna Graecia - Catanzaro)  
in Proceedings XVII Convegno Annuale della Società Italiana Marketing, LIUC – Università Cattaneo di Castellanza, 28 - 30 Ottobre 2020. ISBN 978-88-943918-4-8  
Awarded as Best Paper in the Section “Innovation and Technology Marketing”
- 2019 **Measuring Economic Vulnerability: A Structural Equation Modeling Approach**  
Ambra Altimari, Simona Balzano (UNICLAM) and Gennaro Zezza (UNICLAM)  
In book: Statistical Learning of Complex Data (pp.95-102) - Conference proceedings CLADAG 2017  
DOI: 10.1007/978-3-030-21140-0\_10
- 2018 **WORKING PAPER: Measuring economic vulnerability: a Structural Equation Modeling approach**  
Ambra Altimari, Simona Balzano (UNICLAM) and Gennaro Zezza (UNICLAM)  
No 2018-01, Working Papers from Università di Cassino, Dipartimento di Economia e Giurisprudenza
- 2014 **PHD THESIS: A Macroeconomic Vulnerability Index for Developing Countries**

## Conferences (presentation of paper accepted on the basis of blind double review)

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- OCT 20 – 21  
2022 XIX SIM Conference “Next Generation Marketing. Place, People, Planet: cooperation & shared value for a new era of critical marketing”, University of Salerno, Italy
- JUN 30 – JULY 1<sup>ST</sup>  
2022 Sinergie-SIMA Conference 2022 “BOOSTING KNOWLEDGE & TRUST FOR A SUSTAINABLE BUSINESS”, University of Milan, Italy
- JUL 25-29 2021 12th International Conference on Applied Human Factors and Ergonomics (AHFE 2021) and the Affiliated Conferences Virtual Conference, USA
- JUN 10-11 2021 Sinergie-SIMA Conference 2021 “LEVERAGING INTERSECTIONS IN MANAGEMENT THEORY AND PRACTICE”  
University of Palermo, Italy
- OCT 28-30 2020 XVII SIM Conference (Convegno Annuale della Società Italiana Marketing) “Il Marketing per una società migliore”  
LIUC – Università Cattaneo di Castellanza, Italy

SEP 13-15 2017 11th Scientific Meeting of the CLAssification and Data Analysis Group of the Italian Statistical Society (SIS)  
University of Milano Bicocca, Italy