

ACADEMIC CURRICULUM GINEVRA TESTA

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CURRENT ACADEMIC POSITION

- From 16/09/2024 to date, Individual assignment for the teaching of '*Economics and Management of Tourist Enterprises L-11*' (code 65440) for the academic year 2024/2025 at the University of Genoa, Department of Modern Languages and Cultures (DLCM) for the course of study in Modern Languages and Cultures (LCM), 2nd semester. The contract was signed for 9 CFU and 54 lecture hours.
- From 16/09/2024 to date, Private law contract for the performance of teaching support activities for the official teaching of '*Sustainability Marketing*' at the University of Genoa, School of Social Sciences - Department of Economics (DIEC), as part of the Degree Course in '*Management for Energy and Environmental Transition*,' for the academic year 2024-2025. The contract stipulated 6 hours of teaching support activities during 1st semester.
- From 10/09/24 to date, Assignment of supplementary teaching activity for the academic year 2024/2025 for the official teaching of '*Economics and management of maritime and port enterprises*' at the University of Genoa, School of Social Sciences - Department of Economics (DIEC). Integrative teaching activity concerning '*Passenger transport: structural profiles and implications in terms of management and marketing*' Master's degree course in Maritime and Port Economics and Management (EMMP), ECON/07 (SECS/P-08), for a total of 6 hours, 1st semester.
- From 01/09/24 to date, Collaboration in the activities of the Channel & Retail Lab of the SDA Bocconi School of Management. A research lab that analyzes and studies the dynamics of distribution channels in the retail sector with a focus on strategies to boost customer loyalty.
- From 09/05/2024 to date, Subject Expert at the University of Genoa - Department of Economics (DIEC) for '*Business Plan for Energy and Environmental Transition, Economics and Management of Enterprises, and Economics and Management of Maritime and Port Enterprises*.'
- From 01/03/2024 to 28/02/2025, Research Fellow at the University of Genoa, Scientific Disciplinary Area SECS-P/08 Economics and Business Management at CIELI (Italian Centre of Excellence on Logistics, Transport, and Infrastructures) for one year entitled '*The impact of digitalization on supply chain resilience*.'

- On 18/04/2024, Awarded the title of PhD after the dissertation of the doctoral thesis entitled '*Social media communication during health crises: an insight from the cruise industry,*' which was successfully completed.

PREVIOUS ACADEMIC POSITION

- From 11/09/2023 to 15/09/2024, Private law contract for the performance of teaching support activities for the official teaching of '*Economics and Business Management,*' University of Genoa, School of Social Sciences - Department of Economics (DIEC), as part of the Bachelor Degree Course, for the academic year 2023-2024. Contract no. 3541 effective from 11/09/2023.
- From 12/09/2023 to 05/09/24, Collaboration assignment within the framework of the Didactic Tutoring Project (A_ECO_01) for the official teaching of '*Business Economics*' within the Bachelor Degree Course for the academic year 2023-2024. Contract no. 4637 with acceptance of the assignment as of 12/09/2023.

EDUCATIONAL AND SCIENTIFIC PATH

- On 19/10/24, Participation in the seminar held by Prof. Botti Simona and Prof. Verlegh Peter at the IULM Univeristy, organized by SIM Junior Faculty, entitled '*Workshop on Experimental Design.*'
- On 08/05/24 and 10/05/24, Participation in seminars held by Prof. Charles Hofacker (Florida State University) at the University of Genoa (DIEC) entitled '*Introduction to Bayesian Reasoning,*' '*The Linear Model from a Bayesian Point of View,*' '*Aspects of Bayesian Workflow*' and '*Practical Bayesian Computation.*'
- From 15/04/2024 to 15/05/2024, Admitted to a second Visiting Period at Bocconi University - Milan as part of the Doctoral Program in '*Business Administration and Management.*' During this period, the course '*Large Language Models in Marketing Research,*' taught by Prof. Zhu, was attended.
- In February and March 2024, Participation in the School of Research Methodology, '*Inside the Academic Editorial Process - How to improve your skills to perform a 'Perfect' Paper Review,*' provided by SIMA (Italian Society of Management) and SIM (Italian Society of Marketing).
- From 07/09/2023 to 12/10/2023, Admitted to a Visiting Period at Bocconi University - Milan as part of the Doctoral Program in '*Business Administration and Management.*' During this period, the course on '*Consumer Behavior II,*' taught by Prof. Uri Barnea, was attended (course No. 40402).

- February to April 2023, Participation in the School of Research Methodology, '*Digital Academy: Basic Elements of Informatics and Introduction to Python*' (Python), provided by SIMA (Italian Society of Management) and SIM (Italian Society of Marketing). The elements covered in this course were basic elements of computer science, Python basics, syntax, data structures, functions, classes, Jupyter Notebook, data analysis, Pandas, data visualization, and statistical modeling exercises.
- In July 2022, Participation in the School of Research Methodology, '*Multivariate Analysis for Social Research*' (R software), provided by UniCal University of Calabria, Department of Business and Legal Sciences. Elements covered in this course were univariate and bivariate analysis, introduction to inferential testing, exploratory factor analysis and principal component analysis, cluster analysis, latent class analysis, and practical applications with SPSS and Latent Gold.
- In June 2022, language skills upgraded with the *Business English Certificate Vantage B2* - Cambridge Assessment English (Milan).
- In July 2021, Participation in the School of Research Methodology, '*Text Mining*' (KNIME software), provided by UniCal University of Calabria, Department of Business and Legal Sciences. The elements covered in this course were an introduction to text mining, natural language processing, dictionaries, text clustering, topic extraction, and exercises with KNIME and R software.
- In February 2021, Participation in the School of Research Methodology, '*Designing Research. Effectively designing research to optimize end results,*' provided by SIMA (Italian Society of Management) and SIM (Italian Society of Marketing). Elements covered in this training included understanding the logical steps for conducting scientific research, choosing the most correct theoretical and empirical approach, understanding the mechanisms underlying deductive and inductive logic, positioning an article, understanding gaps in the literature, and structuring a systematic literature review.
- From 01/11/2020 to 01/11/2023, Ph.D. Candidate at the University of Genoa (CIELI, Italian Centre of Excellence on Logistics, Transport and Infrastructures) as part of the course in Marine Science and Technology, Logistics and Transport Curriculum, cycle XXXVI.
- On 21/10/2020, master's degree in management (Class LM-77 - Class of Master's Degrees in Economic-Business Sciences) from the University of Genoa, with a grade of 110/110 cum laude. Master's thesis in *Strategic Management and Corporate Governance* entitled '*Brand positioning and its implications on competitive performance.*'
- On 12/10/2018, bachelor's degree in business administration (Class L-18 - Degree Class in Economics and Business Management) from the University of Genoa, with a grade of 110/110 cum laude. Bachelor's thesis in *Economics and Business Management* entitled '*The Use of Big Data in the Tourism Industry.*'

PROFESSIONAL PATH

- From May 2021 to December 2021, Training and Orientation Project during the Ph.D. Program Internship at Michelin Italiana S.p.A. in the *B2C Marketing* position. The main activities carried out during the internship period in the company were related to the creation of communication content, using the Salesforce Marketing Cloud application based on consumer segmentation, and the identification of business opportunities not yet fully exploited to identify new marketing strategies.
- From January 2021 to April 2021, I carried out work activities at the company CremaFit in the position of *Marketing Manager*. The activities performed included developing Facebook Ads campaigns, considering different target audiences, and optimizing results for search engines (SEO). Performance analysis of communication channels by evaluating different KPIs and metrics such as cost per click.
- From 2019 to 2020, I carried out work activities at the company 4Incentive S.r.l., Trade Data Management position. Activities included creating and managing promotional campaigns for various companies such as ABB S.p.A., Noberasco S.p.A. and others.
- From 2018 to 2020, Participation in the Mentoring Project with the University of Genoa and the Cauvin Group S.p.A. This project provided an up-close discovery of the corporate world through field observation of the company's many functions and activities.

RESEARCH ACTIVITIES

During my PhD, my research activities focused on the topic of crisis communication, highlighting its crucial role within the broader crisis management process and its topicality following the various changes and disruptions in the competitive landscape. I focused on crisis communication strategies conveyed through social media, an increasingly popular and used communication tool, both from the point of view of the organization and the consumer audience. Subsequently, I covered other research topics, such as strategies and impacts on business models concerning the new technological paradigm, including the metaverse and virtual influencers. I am very interested in investigating the new technological and managerial challenges that companies will have to learn to face in today's highly dynamic and competitive landscape in terms of increasing environmental and social consumer empowerment.

Concerning the methodologies used in my studies, I have conducted content analysis with NVivo 14 software through auto-coding or manual coding, sentiment analysis with KNIME software, and emotion detection with R software, using, for example, the NRC or VADER dictionary. In addition, I also conducted bibliometric analyses with the Biblioshiny and VOSviewer software to combine performance analysis and scientific mapping analysis.

PARTICIPATION IN RESEARCH PROJECTS, INCLUDING THOSE PROMOTED BY ACADEMIES HAVING PRESTIGE IN THE FIELD

- From 2024 to date, Active participation in research activities within the Channel and Retail Lab - SDA Bocconi, School of Management (Milan).
- From 2024 to the present, Active participation in research activities was conducted as part of the 'Premio Stefano Pace' project organized by the *Junior Faculty Climber Community*, SIM Società Italiana Marketing.
- From 2022 to the present, Active participation in the Thematic Group '*Strategic Communication*' SIMA (Italian Society of Management), aimed at developing the Special Issue for the journal Sinergie entitled '*The Strategic Role of Communication in Management.*'
- From 2022 to 2023, Active participation in the UniWeLab Joint Research Laboratory, a research lab sponsored by Webuild and the University of Genoa, entitled '*Digitization of Infrastructure,*' aimed at scientific research on digital and sustainable mobility issues.
- In July 2022, Active participation in the '*Digital Week*' at the Université Côte d'Azur as part of the Erasmus + MOVIDIS project.

AFFILIATION WITH ACADEMIES HAVING PRESTIGE IN THE FIELD

From 2024 to the present, Member of the Junior Faculty Climber Community SIM, participating in activities and in-person events planned by the community.

From 2023 to the present, Junior SIMA Nex Generation Member, participating in proposed activities and projects.

From 2022 to the present, Junior Academic Member of the scientific association BAM (British Academy of Management).

From 2022 to the present, Member of ADI (Association of Doctoral and Doctoral Students in Italy).

From 2020 to the present, Junior Academic Member in the following scientific associations:

- SIMA (Italian Society of Management);
- SIM (Italian Society of Marketing);
- AIDEA (Italian Academy of Business Administration);
- EURAM (European Academy of Management).

PARTICIPATION IN CONFERENCES WITH AN ACTIVE ROLE

- October 17-19, 2024, Participation in the SIM 2024 Conference '*Brands and Purpose in a changing era*' at IULM University Milan. At the conference, I presented two papers, '*Virtual Influencers' Leadership: A Catalyst for Emotional Brand Attachment and Fashion Brand Credibility,*' co-authored by myself, Prof. Francesca Serravalle, Prof. Giorgia Profumo, and Prof. Milena Viassone in the track '*Digital Marketing*' and a second paper '*How Does an*

Autonomous Vehicle Crash Shape Corporate Crisis Communication and Public Reactions? ' co-authored by Research Fellow Andrea Ciacci, Prof. Enrico Ivaldi, Prof. Penco Lara and myself in the track '*Marketing Communication & Branding*'.

- September 12-13, 2024, Participation in the EuroMed 2024 Conference '*The 17th Annual Euromed Academy of Business (EMAB), Global Business Transformation in a Turbulent Era*' at the University of Pisa. At the conference, I presented the paper entitled '*Evaluating Digital Sustainability in Europe: Economic, Social, and Environmental Dimensions*,' co-authored by myself and Research Fellow Andrea Ciacci, Prof. Enrico Ivaldi, and Prof. Lara Penco. In addition, I took on the role of Chair for the Track '*The Power of Human Resources in Business and Society*.'
- June 26-28, 2024, Participation in the EURAM 2024 Conference '*Fostering Innovation to Address Grand Challenges*' in Bath, UK. At the conference, I presented two papers. A paper entitled '*Unicorn AI Startups Communication to Investors: Evidence from X*,' co-authored by me and Research Fellow Francesco Vitellaro, Prof. Nicoletta Buratti, and Prof. Giorgia Profumo, in the Track '*Business Model*.' A second paper entitled '*The Digital Transformation Process of SMEs: Evidence from the Italian Sportswear Sector*,' co-authored by myself and Research Fellow Andrea Ciacci, in the track '*Growth strategies: the role of resources, competencies and capabilities*.' In addition, I assumed the role of Chair for the Track '*What is the role of culture and the external environment in shaping the SMEs' strategies?*'.
- June 13-14, 2024, Participation in the Sinergie-SIMA 2024 Conference, '*Management of sustainability and well-being for individuals and society*,' at the University of Parma. At the conference, I presented two short papers entitled '*The digital transformation process of SMEs to compete in the current business environment*,' co-authored by myself, Research Fellow Andrea Ciacci, and Prof. Lara Penco, in the track '*Small & Family Business*,' and '*Cruise ship size and public perception: An explorative study on X*,' co-authored by myself and Prof. Giorgia Profumo, in the track '*Tourism & Culture Management*.'
- April 15-16, 2024, Participation in the '*European Multinationals Conference*,' organized by ESSCA University of Lyon. A paper entitled '*New challenges for multinational enterprises (MNEs) to compete in digital, hostile and uncertainty environments: the role of strategic ambidexterity*' was presented at the conference.
- On 7 March 2024, Participation in the Festival of Management at Bocconi University, Milan.
- October 20-21, 2023, Participation in the Conference XX SIM Conference, '*Marketing for Wellness, Health and Care*,' at the University of Florence. A short paper entitled '*From Tweets to Investments: How do DTSS signal to investors through social media? Evidence from healthcare AI startups*,' co-authored by myself and Prof. Nicoletta Buratti, Prof. Giorgia Profumo, and Research Fellow Francesco Vitellaro.
- June 29-30, 2023, Participation in the Sinergie-SIMA Conference, '*Rediscovering Local Roots and Interactions in Management*,' at LUM University and the University of Aldo Moro,

Bari. At the conference, I presented an extended abstract entitled '*Metaverse, business models and value creation mechanisms: A systematic literature review*,' co-authored by myself and Prof. Giorgia Profumo.

- June 14-16, 2023, Participation in the EURAM 2023 Conference, '*Transforming Business for Good*,' at Trinity Business School, Dublin. The full paper entitled '*Sustainability and Corporate Social Responsibility Communication in the Football Industry: Evidence from Juventus Football Club*' was presented at the conference, co-authored by myself and Prof. Giorgia Profumo, Dr. Rongtitya Rith and Prof. Riccardo Spinelli. During the conference, I assumed the role of Chair for Session 'ST03_07 Growth Strategies & Internationalization for SMEs - Growth Strategies & Internationalization for SMEs: key factors' and as Discussant in Session 'ST03_07 Growth Strategies & Internationalization for SMEs - Growth Strategies & Internationalization for SMEs; internal and external antecedents.'
- On September 21-23, 2022, Participation in the EuroMed 2022 Conference, '*The 15th Annual Euromed Academy of Business (EMAB) Conference, Sustainable Business Concepts and Practices*,' at the University of Palermo. At the conference, I presented the full paper entitled '*Communication during the Covid-19 pandemic: a systematic literature review in the tourism and hospitality sector*,' co-authored by myself and Prof. Giorgia Profumo.
- On June 30-July 1, 2022, Participation in the Sinergie-SIMA 2022 Conference, '*Boosting Knowledge & Trust for a Sustainable Business*,' at Bocconi University Milan. At the conference, I presented an extended abstract entitled '*Communication strategies in the tourism and hospitality sector during the Covid-19 pandemic: A systematic literature review*,' co-authored by myself and Prof. Giorgia Profumo.

COLLABORATIONS TO SCIENTIFIC JOURNALS

Collaboration as Reviewer for:

- Conference Sinergie SIMA 2024 '*Management of sustainability and well-being for individuals and society*,' Track 10 'Strategic Communication';
- Conference EURAM 2024, Track 'ST03_07 - Growth Strategies & Internationalization for SMEs.';
- Conference EURAM 2023, Track 'ST03_07 - Growth Strategies & Internationalization for SMEs'.
- Journal '*Internet Research*' (3 ABS Journal);
- Journal '*Sinergie - Italian Journal of Management*,' special issues Strategic Communication;
- Journal '*Social Indicators Research*' (Scopus Database);
- Journal '*International Journal of Fashion Design, Technology and Education*' (Scopus Database);
- Journal '*Economia & Management/Economics & Management*';
- Journal '*Heliyon*' (Scopus Database);
- Journal '*Micro Macro Marketing*' (Scopus Database).

ORGANIZATIONAL ACTIVITIES

Participation in organizational activities for the following events/conferences at the international level:

- Local Organiser for Sinergie-SIMA 2025 Management Conference '*Tertiarization & Sustainability- New Challenges for management in the digital Era,*' 12-13 June 2025 University of Genoa.
- Local Organizer for the FINT 2025 Conference - First International Network on Trust, 13th Trust within and between organizations to be held on June 18-21, 2025, in Genoa, Italy.

TEACHING ACTIVITIES

- May 10, 2024, Lecture within the 'E-Business' course of the Bachelor of Business Administration entitled '*Digital marketing decisions making through Google Analytics and Google Ads*'. Invitation provided by Prof. Riccardo Spinelli.
- May 9, 2024, Lecture within the '*Marketing Management and Digital*' course of the master's degree in management entitled 'Google Analytics'. Invitation provided by Prof. Giorgia Profumo.
- May 2, 2024, Presentation of results obtained from processing and analysis carried out on students enrolled in the Management Degree Course, presented during the University of Genoa CCS (DIEC).
- April 17, 2024, Invited Speech in the event '*Io Riparto AI – Cities*' to participate in the Discussion '*Smart City: an innovation booster for businesses.*' Invitation provided by Research Fellow Filippo Marchesani.
- March 13, 2024, Invited Lecture within the Doctoral Program Course '*Research Tool Box*' at the University of Genoa by Prof. Lorenzo Mizzau for a lesson entitled '*Bibliometric and Visualization Tools.*'
- March 11, 2024, Invited Lecture within the master's degree Course 'International Business', at the University ESSCA School of Management, Lyon (France) by Prof. Stefano Valdemarin for a lesson entitled '*Successfully Managing Foreign Direct Investments*'.
- February 27, 2024, Invited Lecturer for a lecture within the master's degree Course '*Marketing Mix Modelling (MMM),*' at Université Paris Nanterre, Paris (France) by Prof. Kamel Ben Youssef for a lesson entitled '*Metaverse for fashion industry.*'
- February 26, 2024, Invited Speech for an event organized by the City of Sanremo, '*The Sea Between Sustainability and Opportunity*' with the City of Sanremo, the Port Authority, and the Sea Consuls.

- From 2022 to 2023, Teaching tutoring projects for the course of ‘Business Administration’ at the Department of Economics and Business Studies – University of Genoa, bachelor’s degree Course, academic year 2022-2023. Contract (A_ECO_01) No. 2252 effective from 05/25/2022.
- January 13, 2022, Lecture entitled ‘*Impact of covid-19 in the cruise industry: implications and prospects*’ as part of the ‘*Wave upon Wave: A Sea of Knowledge*’ lecture cycle, University of the Third Age (UNI.T.E.), University of Genoa.
- From 2020 to 2022, Tutor Assignment in the Erasmus + MOVIDS project, ‘*Developing International Experience for Students through Virtual Mobility.*’ The MOVIDIS Erasmus + project offers a virtual study program that allows students from different countries to spend a semester abroad virtually. The project involved students from several universities including: UCA, University of Turin, Universidad de Sevilla, Universidad Complutense de Madrid, Fachhochschule des Mittelstands (FHM) and the University of Genoa.

AWARDS

Acknowledgments received:

- Nomination as one of the 10 finalists in the Outstand Young Scholar Review Awards, SIMA Synergies 2024.

PUBLICATIONS

- 1) 2024| Conference proceeding
Testa, G., Serravalle, F., Profumo, G., & Viassone, M. (2024). Virtual influencer leadership: A catalyst for emotional brand attachment and fashion brand credibility. *Proceedings of the SIM Conference Italian Marketing Society, Milan*. The act is included in proceedings but not yet available online.
- 2) 2024| Conference proceeding
Testa, G., & Profumo, G. (2024). Cruise ship size and public perception: An exploratory study on X. *Synergies - Sima Management Conference Parma*. The act is included in proceedings but not yet available online.
- 3) 2024| Book chapter
Acconciamesa, E., Busacca, B., Branca, G., Castaldo, S., Ciacci, A., Mantovani, A., Penco, L., & Testa, G. (2024). Concluding remarks and managerial implications. In S. Castaldo (Eds), *Customer loyalty. Theory, Measurement, and Management*. Egea Publisher. ISBN 979-12-806-2355-3
- 4) 2024| Book chapter
Penco, L., & Testa, G. (2024). Research on the measurement of fidelity. In S. Castaldo (Eds), *Customer loyalty. Theory, Measurement and Management*. Egea Publisher. ISBN 979-12-806-2355-3

- 5) 2024| Book chapter
Acconciamesa, E., Busacca, B., Branca, G., Castaldo, S., Ciacci, A., Mantovani, A., Penco, L., & Testa, G. (2024). Considerazioni conclusive e implicazioni manageriali. In S. Castaldo (Eds), *La fedeltà del cliente. Teoria, misurazione e gestione* (pp. 161-170). Egea Editore. ISBN 978-88-238-4780-4
- 6) 2024| Book chapter
Penco, L., & Testa, G. (2024). La ricerca sulla misurazione della loyalty. In S. Castaldo (Eds), *La fedeltà del cliente. Teoria, misurazione e gestione* (pp. 111-159). Egea Editore. ISBN 978-88-238-4780-4
- 7) 2024| Article
Testa, G. (2024). Crisis communication and social media: a bibliometric analysis to discover trends and ways forward. *Economics & Management*. Article accepted.
- 8) 2024| Article
Ciacci A., Testa G., & Penco L. (2024). The evolution of digital transformation in SMEs: evidence from an Italian case study. *Small Business Small Business*. Article Accepted, article to be published n.3/2024.
- 9) 2024 | Article
Testa, G., Giraldi, L., & Splendiani, S. (2024). The role of strategic communication in dealing with paracrisis: a multiple case approach in the lab-grown meat industry. *Synergy Italian Journal of Management*, 42 (3), 107-130. ISSN print 0393-5108 ISSN online 2785-549X. DOI 10.7433/s125.2024.06.
- 10) 2024| Article
Ciacci, A., Ivaldi, E., Penco, L., & Testa, G. (2024). Measuring digital sustainability by paying attention to economic, social and environmental dimensions: a European perspective. *Research on social indicators. Social Indicators Research*. <https://doi.org/10.1007/s11205-024-03459-9>
- 11) 2024 | Conference proceeding
Testa, G., Ciacci, A., Ivaldi, E. , & Penco, L. (2024). Assessing digital sustainability in Europe: economic, social and environmental dimensions. In D. Votris, Y. Weber, & E. Tsoukatos (Eds.), *17th Annual Conference of the EuroMed Academy of Business, Conference Readings Book Proceedings* (pp. 881-893). EuroMed Press. ISBN: 978-9925-628-01-8.
- 12) 2024 | Article
Olivieri, M. & Testa, G. (2024). The use of social media platforms in startups' international marketing strategies: a multiple case study. *International Marketing Review*, 41(5), 1074-1101. DOI: 10.1108/IMR-09-2023-0222
- 13) 2024| Conference proceeding

- Vitellaro, F., Testa, G., Buratti, N., & Profumo, G. (2024). Communicating Unicorn AI startups to investors: Evidence from X. *EURAM Conference Proceeding*. ISBN 978-2-9602195-6-2.
- 14) 2024 | PhD thesis
Testa, G. (2024). Social media communication during health crises: a look at the cruise industry. https://dx.doi.org/10.15167/testa-ginevra_phd2024-04-18.
- 15) 2024 | Article
Profumo, G., Rith, R., Spinelli, R., & Testa, G. (2024). Communicating corporate social responsibility in the football industry: Evidence from Juventus Football Club. *Corporate Governance and Research & Development Studies*, 1-2024, 73-99. ISSN 2704-8462-ISSNe 2723-9098. <https://doi.org/10.3280/cgrds1-2024oa16878> (<https://journals.francoangeli.it/index.php/cgrds/article/view/16878>).
- 16) 2024 | Article
Profumo, G., Testa, G., Viassone, M., & Ben Youssef, K. (2024). Metaverse and the fashion industry: A systematic literature review. *Journal of Global Fashion Marketing*, 15(1), 131-154. <https://doi.org/10.1080/20932685.2023.2270587>
- 17) 2023 | Conference proceeding
Buratti, N., Profumo, G., Testa, G., & Vitellaro, F. (2023). From tweets to investments: how do DTSs signal to investors through social media? Evidence from AI startups in healthcare. *Proceedings of the 20th SIM Conference Italian Marketing Society, Marketing for wellness, health and care, Florence*. ISBN: 978-88-947829-0-5.
- 18) 2023 | Book Chapter
Ciacci, A., & Testa, G. (2023). Strategie e meccanismi di creazione di valore nel paradigma dell'Industria 4.0. In L. Penco & G. Profumo (Eds.), *Strategie e Governo dell'Impresa, Scritti in onore di Pietro Genco* (pp. 387-398). Giappichelli Editore. ISBN: 9791221151558.
- 19) 2022 | Conference proceeding
Testa, G., & Profumo, G. (2022a). Communication during the Covid-19 pandemic: A systematic literature review in the tourism and hospitality industry. In D. Votris, Y. Weber, & E. Tsoukatos (Eds.), *15th Annual Conference of the EuroMed Academy of Business, Conference Readings Book Proceedings* (pp. 854-866). EuroMed Press. ISBN: 978-9963-711-96-3.
- 20) 2022 | Conference proceeding
Testa, G., & Profumo, G. (2022b). Communication strategies in the tourism and hospitality industry during the Covid-19 pandemic: A systematic literature review. In S. Castaldo, M. Ugolini, & G. Verona (Eds.), *Electronic Conference Proceedings of Sinergie - Sima Management Conference Boosting knowledge & trust for a sustainable business, Milan, 30 June and 1 July 2022, Bocconi University - Milan* (pp. 47-55). Cueim Foundation. ISBN: 97888947136-0-2.

NO ACADEMIC PUBLICATIONS

21) 2024| Visual Reading

Ciacci, A., Ivaldi, E., Penco, L., & Testa, G. (2024). Sostenibilità Digitale in Europa. *Economia & Management*, 2. DOI: 10.1485/1120-5032-202402ITA-8

22) 2024| Online Resource

Testa G. (2024, 8 Luglio). L'impatto della pandemia sulla comunicazione di crisi. NextGen Management – *Economia & Management Plus*. <https://emplus.egeaonline.it/it/466/nextgen-management/1566/l-impatto-della-pandemia-sulla-comunicazione>

23) 2023 | Online Resource

Profumo, G., & Testa, G. (2023, 8 Giugno). Metaverso: quale impatto sul business model delle imprese?. *Mark Up Management Notes*. <https://www.mark-up.it/metaverso-quale-impatto-sul-business-model-delle-imprese/>