

Luca Persico

Associate Professor

(CV updated July 2025)

EDUCATION AND TRAINING

2006

Ph.D. in Economic Sciences

Department of Economics and Quantitative Methods, University of Genoa

2002

Master Degree in Economics, summa cum laude

Faculty of Economics, University of Genoa

PROFESSIONAL HISTORY

2020 - now

Associate Professor of Applied Economics

Department of Economics, University of Genoa

2017 - 2020

Assistant Professor of Economic Statistics

Department of Economics, University of Genoa

2011 - 2017

Assistant Professor of Statistics

Department of Economics, University of Genoa

MOST RELEVANT ACADEMIC APPOINTMENTS

2022 - now

Member of the University's Internal Evaluation Committee

University of Genoa

2013 - now

Member of the Board of Directors

Italian Center of Excellence on Logistics Transport and Infrastructure, University of Genoa

2021 - now

University Working Group on the First-Year Students Support Project

University of Genoa

2021 - now

University Working Group in Support of the TE.L.E.MA.CO.

Project for the Evaluation of First-Year Students' Entry-Level Knowledge

University of Genoa

2017 - 2022

Member of the University Teaching Committee

Contact person for the analysis on the evaluation of the quality of teaching and for the monitoring system of students' careers within the Didactic Commission

University of Genoa

2014 - 2016

Elected member of the Athenaeum Teacher-Student Joint Commission

University of Genoa

2014 - 2016

Elected member of the School's Teacher-Student Joint Commission

School of Social Sciences, University of Genoa

Cycles 35 - 41

Member of the Faculty Board of the PhD Program in Marine Sciences and Technologies

Cycle 34

Member of the Faculty Board of the PhD Program in Logistics and Transport

Cycle 33

Member of the Faculty Board of the PhD Program in Economics

EXPERIENCE

CONFERENCE PARTECIPATION AND ORGANIZATION

- Di Bella E., Montefiori M., Cremonesi P., Persico L. (2011). A self-reported work sampling to assess the Emergency Department's costs. In: XXIII Conferenza SIEP, 19 - 20 settembre 2011, Pavia, Italia.
- Di Bella E., Persico L., Leporatti L. (2012) "Lattice Models for the analysis of Urban Crime". SIS SCIENTIFIC MEETING 2012, 20-22 Giugno 2012, Roma, Italia.
- Penco L., Parola F., Persico L., Satta G. (2013), "**Word-of-mouth and satisfaction in the cruise industry: building long-term value in port destinations**", European Academy of Management (EURAM) Conference, 26th-29th June 2013, Istanbul, Turkey.
- Delfino S., Parola F., Persico L. (2013). "**The 'time factor' in seaports: an empirical analysis**". International Association of Maritime Economists (IAME) 2013 Conference, 3 - 5 July 2013, Marseille, France.

- Satta G., Parola F., Penco L., Persico L. (2014), **"Value creation in port destinations: Cruise satisfaction as a determinant of behavioural intentions"**, European Academy of Management (EURAM) Conference, 4-7 June 2014, Valencia, Spain.
- Cremonesi P., Di Bella E., Leporatti L., Persico L. (2014) **"Demographic change and future sustainability of emergency departments: a pilot study for Liguria"**, 47th Scientific Meeting of the Italian Statistical Society, June 11-13 2014, Cagliari, Italia.
- Satta G., Parola F., Penco L., Persico L. (2014), **"Destination satisfaction as a predictor of cruiser expenditures and behavioural intentions"**, International Association of Maritime Economists (IAME) Conference 2014, 15-18 July, Norfolk, USA.
- Di Bella E., Corsi M., Lagazio C., Persico L. (2014) **"Smart Security: data analysis and inference for evidence-based security policies"**, 44th Annual Conference of the Italian Operational Research Society (AIRO 2014), 2 – 5 september 2014, Como, Italy.
- Musso E., Parola F., Penco L., Persico L. Satta S. (2016) **"Exploring motivation as a segmentation criterion in the cruise industry"**, 16th European Academy of Management (EURAM) Annual Conference, 1st-4th June 2016, Paris, France.
- Satta G., Persico L., Parola F., Penco L., Musso E. (2016), **"Targeting the young cruisers market: Motivations and behavioural intentions"**, International Association of Maritime Economists (IAME) Conference 2016, 23rd-26th August 2016, Hamburg, Germany.
- Satta G., Notteboom T., Parola F., Persico L. (2016), **"Determinants of the long-term performance of initial public offerings (IPOs) in the seaport industry"**, International Association of Maritime Economists (IAME) Conference 2016, 23rd-26th August 2016, Hamburg, Germany.
- Buratti N., Persico L., Profumo G. (2016) **"Market Orientation, Performance and Innovation in Research Based Spin Offs"**, XIII Convegno annuale della Società Italiana Marketing, 20-21 ottobre 2016, Cassino, Italia.
- Persico L., Sarti D., Torre T. (2017) **"Does gender's boss matter? Explaining the impact of job characteristics on job satisfaction. First evidence from Europe"**, WOA Conference 2017 - Organizing between Reality and Appearance in Times of Change, Pisa 16-17 febbraio 2017, Italia.
- Buratti N., Persico L., Profumo G. (2017), **"Market orientation in research based spin offs: emerging issues from an exploratory study"**, 17th European Academy of Management (EURAM) Annual Conference, 21-24 June 2017, Glasgow, Scotland.
- Persico L., Parola F., Penco L., Satta G. (2017) **"Cruise lines searching for legitimacy: Stakeholder relationship management and CSR"**, International Association of Maritime Economists (IAME) 2017 27-30 June, Kyoto, Japan.
- Lagazio C., Persico L., Querci F. **"Gli effetti delle garanzie pubbliche sulle piccole e medie imprese: il caso del Fondo Nazionale di Garanzia"**. Convegno ADEIMF, Roma 13-14 settembre 2017, Italia.
- Beltrametti L., Gasparre A., Persico L. (2017), **"Industry 4.0 and digital innovation in manufacturing: state of the art and future prospects in the Italian mechanical engineering"**, 6th European Conference on Corporate R&D and Innovation (CONCORDi 2017), 27-29 September 2017, Seville, Spain.
- Levaggi R., Locatelli W., Montefiori M., Persico L., Zanetti R. (2018) **"Hospital Emergency Waiting times and the effects on health care choices"**, EUHEA Conference 2018, Maastricht, July 12-14, 2018
- Satta G., Parola F., Buratti N., Persico L., Viviani R. (2018), **"Social Media and customer engagement in tourism: Evidence from Facebook corporate pages of leading cruise companies"**, 21st "Excellence in Services International Conference" (Toulon-Verona Conference), 30-31 August, Paris (France).
- Satta G., Parola F., Galante L., Persico L., Duci G.E., Musso E. (2018), **"Seafarers' job opportunities ashore: A skill-based analytical framework"**, International Association of Maritime Economists (IAME) Conference 2018, 11th-14th September 2018, Mombasa (Kenya).
- Satta G., Parola F., Buratti N., Persico L., Viviani R. (2018), **"Social Media Marketing tools for cruise lines: increasing customer engagement through posting strategies"**, International Association of Maritime Economists (IAME) Conference 2018, 11th-14th September 2018, Mombasa (Kenya).
- Satta G., Avallone F., Di Fabio C., Parola F., Persico L., Vitellaro F. (2019), **"M&As and implied valuation multiples in the shipping industry"**, International Association of Maritime Economists (IAME) Conference 2019, 25th-28th June 2019, Athens (Greece).

- Cavalletti B., Corsi M., Persico L. (2019) **"Assessing the effects of the University orientation policy: a quasi-experimental approach"** Conference Innovation & Society 2019 - Statistical Methods for Evaluation and Quality (IES2019), Rome, Italy, July 4-5, 2019
- Resta M., Persico L., Parola F., Satta G. (2019) **"Port throughput allocation within the portfolio framework"** Conference Innovation & Society 2019 - Statistical Methods for Evaluation and Quality (IES2019), Rome, Italy, July 4-5, 2019
- Lagazio C., Persico L., Querci F. (2019) **"The Effects of Public Credit Guarantees on Small and Medium Enterprises: Evidence from Italy"** Wolpertinger Conference 2019, Venice, Italy, August 28th-31st, 2019
- Cavalletti B., Corsi M., Persico L. (2019) **"Nudging or selecting: a quasi-experimental approach to assess the efficiency of different admission policies in public higher education"** XXXI Annual Conference of the Italian Society of Public Economics (SIEP) Quality of government, economic development and social welfare Turin, Italy, September 19th and 20th, 2019
- **Local co-organizer** del 1st Workshop APHEC "Sustaining innovation, containing costs and providing equity in health care", Genova, September 13-14, 2019.
- Satta G., Persico L., Parola F., Fazari F. (2020) **Distribution channels for sustainable growth in the cruise market: consumer purchasing behavior and outbound portfolio management**, The Cartagena Cruise Dialogue 2020, 19-21 Febbraio 2020, Cartagena, Colombia.
- Satta G., Persico L., Parola F. (2020) **Cruise motivations and intentions: assessing the impact of green attitude**, The Cartagena Cruise Dialogue 2020, 19-21 Febbraio 2020, Cartagena, Colombia.
- **Co-organizer** della Special session on: **"Cruise marketing and sustainable growth: technological innovations, managerial tools and quantitative methods for decision makers"** al "Cartagena Cruise Dialogue 2020" Cartagena (Colombia), dal 19 al 21 Febbraio 2020
- **Local co-organizer** del 2nd Workshop APHEC "Health and aging: the sustainability and equity trade off", Genova, September 10-11, 2021.
- Ferrari C., Persico L. Tei A. (2020) **Il container al tempo del COVID-19**, XXII Conference of the Italian Association of Transport Economics and Logistics "Transport in a changing world" Online conference, September 17-18, 2020.
- di Bella Enrico, Persico Luca, Corsi Matteo, Cavalletti Barbara (2021). "Università prima dell'università: i tirocini di orientamento e il rendimento nel primo anno accademico". VII Convegno Nazionale dell'Associazione Italiana per gli Studi sulla Qualità della Vita, Firenze, 22 Aprile 2021
- Ferrari C., Persico L. Tei A. (2021) **Assessing Italian intermodal logistics corridors from a demand point of view: the case of major traded cargos**. XXIII Conference of the Italian Association of Transport Economics and Logistics "Resilience, Innovation and Behaviour Change in Transport". TRElab, Roma Tre University, 30 th September - 1 st October, 2021
- Ferrari C., Persico L. Tei A. (2021) **Analysis of the impacts of COVID-19 on selected categories of goods passing through Genoa and Savona ports in Italy**. World Conference on Transport Research Society _ Special Interest Group A2 "The port and maritime sector: key developments and challenges", Antwerp 5-7 May 2021.
- Caballini C., Ghiara H., Persico L. (2021) **Italian intermodal logistics corridors: the cargo point of view**. World Conference on Transport Research Society _ Special Interest Group A2 "The port and maritime sector: key developments and challenges", Antwerp 5-7 May 2021.
- Notteboom T, Satta G., Persico L., Rossi A., Vottero B. (2022) **"Operational productivity and financial performance of pure transshipment hubs: an empirical investigation on Italian container ports"**. The 11th International Forum on Shipping, Ports and Airports (IFSPA 2022) "Resilience from adversity". Hong Kong, 16-20 May 2022.
- Corsi M., Persico L., Preti S., Sechi A. (2022) **"The linkage between students' university performances and their access test results: a focus on an italian case."** ASA Conference 2022 – Data-driven decision making. Genoa, 12-14 september 2022.
- Viviani, R., Satta G., Persico L., Vottero B. (2023) **"Social media and customer engagement in the ferry industry: insights from Facebook corporate pages of leading ferry companies in the Italian market"**, International Association of Maritime Economists (IAME) Conference 2023, September 5-8, 2023, Long Beach (California).

- Corsi M., Persico L., di Bella E. (2023) **"The Dynamics in College Graduation Models: Implications for Educational Policies and for the Revenue of Postsecondary Institutions"** 2023 SIEP Conference, September 14-15, Verona, Italy.
- Persico L., Viviani R., Satta G., Parola F., Pera A. (2025) **"THE GEOGRAPHIC DIVERSIFICATION STRATEGIES OF CONTAINER SHIPPING LINES: AN EMPIRICAL STUDY"** International Association of Maritime Economists (IAME) Conference 2024, June 26-28, 2025, Valencia (Spain).
- Parola F., Persico L., Pinna G., Satta G., Viviani R. (2025) **"DIGITAL TECHNOLOGIES FOR EFFICIENT AND RESILIENT SEA-LAND LOGISTICS: IT-BASED DECISION SUPPORT SYSTEMS TO MANAGE HIGHWAY CAPACITY OF MAJOR GATEWAY PORTS"** International Association of Maritime Economists (IAME) Conference 2025, June 25-27, 2025, Bergen (Norway).
- Mathew M., Vijaykumar P., Persico L., Spinelli R. (2025) **"Exploring Customer-Centric Sustainability and Brand Relationships in Fast Fashion: Evidence from Indian Consumers"** Sinergie-SIMA 2025 Management Conference, June 12-13, 2025, Genova (Italy).

SCIENTIFIC RESPONSIBILITY FOR, AND PARTICIPATION IN, RESEARCH PROJECTS ACCEPTED FOR FUNDING ON THE BASIS OF COMPETITIVE CALLS INVOLVING PEER REVIEW

- Participation in the research project *"Analysis of the determinants of inappropriateness with reference to essential levels of care and distributive equity"*, coordinated by Prof. Amedeo Amato, DIEM – University of Genoa, in collaboration with San Martino Hospital (Ministry of Health – Health Research Program 2003, art.12 bis, para. 6, Legislative Decree 229/99).
- Participation in the international research project of *Plan Urbanisme Construction Architecture (PUCA – French Ministries of Ecology and Housing)* titled *"Urban planning and safety: lessons from two Italian cases and a new action-oriented analysis model"*. Local unit coordinator: Prof. Antonio Gambini (University of Genoa). [2009/2010]
- Participation in the research project *"Development of a monitoring system and implementation of software to support public safety policies"*, Department of Economics – University of Genoa. Funded by the Municipality of Genoa. Coordinator: Enrico di Bella. [2010/2011]
- Participation in the University research project *"Demographic trends and economic sustainability of the regional health system (SSR)"*. Coordinator: Enrico di Bella. [2011/2012]
- Participation in the project *"Theseus: integrated system for quantitative analysis supporting urban safety policies"*, Department of Economics – University of Genoa. Funded by the Municipality of Genoa. Coordinator: Enrico di Bella.
- Participation in the project *"Container Transshipment Station"*, within the POR FESR Lazio Region – EU Funding Program 2007/2013, protocol FILAS.CR-2011-1315; ICT Module P11.015.002 *"Modeling and Simulation of Complex Systems"*. Local unit coordinator: Prof.ssa Anna Sciomachen.
- Participation in the University research project *"Enhancing biodiversity: methodological aspects and governance tools"*. Coordinator: Prof. Corrado Lagazio. [2013/2014]
- Participation in the European FP7 project PORTOPIA – Ports Observatory for Performance Indicators Analysis, as member of the University of Genoa's unit (CIELI). Scientific Coordinator: Prof. Michael Dooms (Vrije Universiteit Brussel – VUB). [2014/2017]
- Participation in the University research project *"Multi-indicator methods for a sustainable society"*. Coordinator: Enrico di Bella. [2015/2016]
- Participation in the research project at CIELI – University of Genoa: *"Feasibility study of a freight railway service connecting the ports of Genoa and Savona to an inland terminal in the Po Valley"*. Commissioned by Ferrovie Nord Milano (FNM). Coordinator: Prof. Enrico Musso. [2016/2017]
- Participation in the research project *"SECOND LIFE: Seafarers work and live better having alternatives of a future job ashore"*, funded through a competitive call by ITF Seafarers Trust, London. Coordinator: Prof. Giovanni Satta. [2017/2019]

- Participation in the research project at CIELI: "Feasibility study of a fast passenger service on the Genoa-Milan line". Commissioned by Ferrovie Nord Milano (FNM). Coordinator: Prof. Giovanni Satta. [2017/2018]
- Participation in the **INTERREG Italy-France Maritime Project "TDI RETE-GNL"** – *Technologies and Sizing of LNG Distribution Infrastructure in Cross-Border Ports*. Lead institution: UNIGE-CIELI. Scientific Coordinator: Dr. Giovanni Satta. [from 08/2017]
- Participation in the **PITEM BIODIVALP Project** – *Protection and enhancement of biodiversity and alpine ecosystems through ecological networks and transboundary cooperation* (ALCOTRA 2014–2020 Program). UNIGE reference: Prof.ssa Barbara Cavalletti. [from 02/2018]
- Participation in the **INTERREG Italy-France Maritime Project "AER NOSTRUM"**. [2021-2024]
- Participation in the **"5G SMART Genova Project" CUP F39J20000460008** [2020-2022]
- Participation in the **"ARESA" CUP G39J23000960009** The overall objective of the project AER NOSTRUM – Air as a Common Good is to help preserve or improve air quality in areas surrounding the ports within the cooperation zone, while at the same time promoting the sustainable growth of port activities, in full compliance with current regulations and European environmental policies. [from 2024]
- Participation in the **"H2MOVE" CUP D33C23001420006** Interreg Italy-France Maritime Project, which for over a year has involved 15 partners from both countries — including public decision-makers, economic operators, and academic researchers. Led by the Chamber of Commerce and Industry of Provence-Alpes-Côte d'Azur, the project aims to structure the cross-border hydrogen industry and to create an ecosystem that fosters cleaner, more sustainable, and innovative mobility within the cooperation area. [from 2024]
- Participation in the **"DEUS" CUP G69J23000900009** The project aims to design and implement an advanced software tool to support logistics operators in their decision-making processes. The system will be based on a set of specific and customizable Key Performance Indicators (KPIs), focused on the measurement and reporting of economic-financial, social, environmental, and governance performance, in full alignment with the ESG (Environmental, Social, and Governance) paradigm. [from 2024]
- Participation in the **"PRIN 2022 PMXHA" CUP D53D23006870006** [from 2024]
- Participation in the **"GRINS-MAC4TI" Growing Resilient, INclusive and Sustainable CUP H93C22000650001** The core of the GRINS project lies in the design, development, and deployment of the open data platform called AMELIA — a high-tech tool that will enable, first and foremost, the statistical analysis and, subsequently, the transfer of knowledge to stakeholders across the system. AMELIA will provide insights into a wide range of socio-economic, environmental, health, and financial dynamics in Italy, both at the local and national levels. [2024 - 2025]

EDITORSHIP OR PARTICIPATION IN EDITORIAL BOARDS OF JOURNALS, PUBLISHING SERIES, ENCYCLOPAEDIAS AND TREATISES

2019 -now Member of the Editorial Advisory Board
International Journal of Transport Economics

PRIZES AND ACCOLADES FOR SCIENTIFIC ACTIVITY, INCLUDING MEMBERSHIP OF ACADEMIES

- **PhD Scholarship in Economic Sciences**, specialization in *Applied Economics and Quantitative Methods*, 18th Cycle. *Ranked first* in the national selection for four doctoral scholarships.



- **Best Paper Nominee**, Strategic Management SIG, European Academy of Management (EURAM) Conference 2013 (Istanbul, June 26–29), for the paper: *"Word-of-mouth and satisfaction in the cruise industry: building long-term value in port destinations"* (Satta G., Penco L., Parola F., Persico L.)
- **International Prize "Santa Margherita Ligure for Economics – Gozzo d'Argento"**, Alberto Fustinoni Plaque, for the article: *"La creazione di valore di lungo periodo nelle destinazioni crocieristiche: passaparola e soddisfazione del passeggero"* (Parola F., Penco L., Persico L., Satta G.) – July 27, 2013
- **Honourable Mention**, "Young Economist" category, International Prize "Santa Margherita Ligure for Economics – Gozzo d'Argento" for the article: *"Introducing Spatial Configuration in Crime Count Models"* (Di Bella E., Corsi M., Leporatti L., Persico L.) – July 27, 2013
- **Best Track Paper Award**, Strategic Management SIG, European Academy of Management (EURAM) Conference 2014 (Valencia, June 4–7), for the paper: *"Value creation in port destinations: cruiser satisfaction as a determinant of behavioural intentions"* (Parola F., Penco L., Persico L., Satta G.)
- **Best Paper Award**, WOA Conference 2017 – "Organizing between Reality and Appearance in Times of Change" (Pisa, February 16–17, 2017), for the paper: *"Does gender's boss matter? Explaining the impact of job characteristics on job satisfaction. First evidence from Europe"* (Persico L., Sarti D., Torre T.)
- **ADEIMF 2017 Award**, Second Best Paper, presented at the Annual Conference of ADEIMF (Association of Professors of Economics of Financial Intermediaries and Markets), Rome, September 14, 2017, for the paper: *"Gli effetti delle garanzie pubbliche sulle piccole e medie imprese: il caso del Fondo Nazionale di Garanzia"* (Lagazio C., Persico L., Querci F.)

PROFESSIONAL EXPERIENCES INVOLVING RESEARCH ACTIVITIES

- **External Consultant** for the research project *"Evaluation and implications of alternative remuneration models in terms of expenditure and appropriateness of healthcare services"*, Ministry of Health – Health Research Program 2002 (art. 12 bis, para. 6, Legislative Decree 229/99). Scientific Coordinator: Prof. Amedeo Amato. [2002–2004]
- **Data Analyst**, SLAM S.p.A. (Fashion industry). Analysis of warehouse logistics flows to develop inventory replenishment models based on stock-out prediction and supply chain optimization. [April 2006 – November 2006]
- **Senior Consultant**, SDI Group Italy (Logistic Engineering). Data analysis and numerical simulation of warehouse logistics flows to compare alternative management strategies, optimize logistics processes, and assess the return on investment of automation solutions. [January 2008 – March 2011]
- **Consultant** for the research project *"Consistency of Sector Studies, labor market, and prospects for the psychology profession"*, funded by the Psychologists' Association of Liguria. [September 2009 – November 2010]
- **Consultant**, Brindisi Port Authority. Passenger satisfaction survey in the Port of Brindisi. [January 2012 – June 2012]
- **Chair of the Subcommittee "Access and Management of University Data"**, within the University Joint Teaching Committee (CPA), University of Genoa. Responsible for analyzing student surveys on teaching quality across all degree programs. [2014/2015 to 2015/2016 as elected internal member; from 2016 as external expert] [November 2014 – October 2017]
- **Member**, National Task Force *"Liberare l'ingegno"* on Industry 4.0, established by Federmeccanica. Involved representatives from academia (University of Genoa, Politecnico di Bari), research (CNR, CIRA, ADAPT), industry (Bosch, Siemens, Oracle), and associations (Federmeccanica, Confindustria, Assolombarda), with the goal of supporting Italian manufacturing's transition to digitalization and influencing national policy. [January 2016 – 2021]



- **Scientific and Management Committee Member**, *Aphec – Advanced Pharmaco & Health Economics Center*, Department of Economics, University of Genoa. [Since 2018]
- **Registered in the list of external evaluators**, eligible for selection committees at the Western Ligurian Sea Port Authority (registration no. 17117, June 19, 2018). [Since June 2018]
- **Scientific Committee Member**, *CESDER – Center for Studies and Training on Regional Socio-Demographic Change*, Department of Political Science, University of Genoa. [Since January 2019]
- **Member**, Technical-Scientific Committee (TSC) at CIELI for coordination activities in the **INTERREG Italy-France Maritime Project “Observatoire des Marchandises Dangereuses”** (PC IFM 2014–2020, 3rd call). [2019– 2022]
- **Consultant**, Liguria Ricerche (2019). Provided technical-economic support for the project *“Orientation of actions in the field of higher education apprenticeships and identification of new emerging professions”*.
- **Consultant**, Liguria Ricerche (2019). Provided technical-economic support for the project *“Orientation of actions in the field of higher education apprenticeships and identification of new emerging professions”*.
- **Consultant**, Liguria Ricerche (2024). Author of a scientific contribution on the topic of “Education”, prepared for inclusion in the Annual Report on the Ligurian Economy, through the drafting of analytical texts and articles aimed at supporting evidence-based reporting and policy insights.
- **Consultant**, TIM10 Srl (2024). Scientific consulting aimed at integrating business competencies with innovative scientific and technical knowledge in the management of complex databases and core business software systems. The activity supported knowledge development and transfer processes to enhance the client's organizational innovation, particularly in the automation and digitalization of core processes and the management of input data flows for software tools and dashboards. The consultancy also contributed to the strategic development of the new “BI/BD Tools & Technical Solutions” business unit, ensuring technological advancement and competitive positioning.