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# Paolo Peverini



ASSOCIATO

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AREE DI RICERCA:

Marketing

DIPARTIMENTO DI IMPRESA E MANAGEMENT

Comunicazione Di Marketing E Linguaggi Dei Nuovi Media

Integrated Marketing Communication

Language In Advertising

Language In Advertising

Marketing Communication &amp; New Media

## Curriculum

Paolo Peverini è professore associato nel settore disciplinare Filosofia e teoria dei linguaggi (M-FIL/05) presso l'Università Luiss "Guido Carli" di Roma, nel dipartimento di Impresa e Management dove insegna “Comunicazione di Marketing e linguaggi dei nuovi media”, “Marketing Communication and new media” (co-docenza con la prof.ssa Stella Romagnoli), “Language in advertising”, “Visual Marketing” (co-docenza con il prof. Alessandro Maria Peluso).

Ha conseguito l' idoneità a docente di I fascia tramite abilitazione scientifica nazionale (tornata 2020) nel settore scientifico disciplinare: M-FIL/05. Settore concorsuale: 11C4 (estetica e filosofia dei linguaggi).

Il 12 aprile 2017 è stato nominato dal Santo Padre *Consulatore della Segreteria per la Comunicazione del Vaticano (ora dicastero per la Comunicazione)*

È vicedirettore di Xite – Centro di ricerca su comportamenti e tecnologie Luiss.

Suoi lavori sono stati pubblicati in alcune delle più prestigiose riviste scientifiche internazionali.

Come visiting professor ha tenuto lezioni presso: Centro de Pesquisas Sociosemióticas (Pontificia Universidade Católica de São Paulo), Universidade Tuiuti do Paraná (Curitiba), Escola Superior de Propaganda e Marketing (São Paulo) e Pontificia Universidade Católica de Rio de Janeiro.

È stato visiting scholar presso *Mc Luhan Program in Culture and Technology* (Wicklow Fellows).

- Peverini, Paolo; Pezzini, Isabella (2021). Communication non conventionnelle et nudging en contexte urbain. ACTES SÉMIOTIQUES, p. 1-16. ISSN 2270-4957.
- Pozharliev, Rumen Ivaylov; Verbeke, Willem; De Angelis, Matteo; Van Den Bos, Ruud; Peverini, Paolo (2021). Consumer self-reported and testosterone responses to advertising of luxury goods in social context. ITALIAN JOURNAL OF MARKETING, p. 103-127. ISSN 2662-3323. <https://dx.doi.org/10.1007/s43039-021-00023-y>.
- Peverini, Paolo (2021). Smart Objects as Social Actors Towards a New Society of Objects between Semiotics and Actor Network Theory. VS, p. 285-298. ISSN 0393-8255. <https://dx.doi.org/10.14649/101999>.
- Finocchi, Riccardo; Perri, Antonio; Peverini, Paolo (2020). La prova dell' enunciazione: Fotografia digitale, deepfake e pertinenza documentale denegata o rinegoziata. E/C, p. 135-144. ISSN 1970-7452.
- Finocchi, Riccardo; Perri, Antonio; Peverini, Paolo (2020). Smart objects in daily life: Tackling the rise of new life forms in a semiotic perspective. SEMIOTICA, p. 141-166. ISSN 1613-3692. <https://dx.doi.org/10.1515/sem-2019-0020>.
- Peverini, Paolo (2020). Spazi “deserti” e vita sospesa ai tempi della pandemia. I droni e il ritorno alla Natura. E/C, p. 16-18. ISSN 1970-7452.
- Peverini, Paolo (2019). Alla ricerca del senso: Bruno Latour in dialogo con la Semiotica. Edizioni Nuova Cultura, p. 1-132. ISBN: 9788833652795
- Peverini, Paolo (2019). Modi e mode alimentari. Introduzione. E/C, p. 1-2. ISSN 1970-7452.

- Peverini, Paolo (2019). Testi, segni, formazioni semiotiche: Introduzione. E/C, p. 1-2. ISSN 1970-7452.
- Finocchi, Riccardo; Perri, Antonio; Peverini, Paolo (2018). Da identità a identificazione. Forme di vita e società degli oggetti ai tempi dell'Internet of things. ANNALI-UNIVERSITÀ DEGLI STUDI SUOR ORSOLA BENINCASA, p. 169-187. ISSN 2037-5867.
- Peverini, Paolo (2017). Daily Life in the Instagram Age: A Socio-semiotic Perspective. VS, p. 285-301. ISSN 0393-8255. <https://dx.doi.org/10.14649/87911>.
- Paolo Peverini (2016). Brand reputation e parodia. Strategie di subvertising nel social web. CARTE SEMIOTICHE, p. 149-160. ISSN 2281-0757.
- Peverini, Paolo (2016). Brand reputation e parodia: strategie di subvertising nel social web. CARTE SEMIOTICHE, p. 149-160. ISSN 2281-0757.
- Peverini, Paolo (2016). Storytelling e "viralità": La comunicazione non convenzionale di marketing nella prospettiva semiotica. LEXIA, p. 417-439. ISSN 1720-5298.
- Peverini, Paolo (2014). L'agentività delle immagini nella comunicazione public interest. Strategie della veridizione. LEXIA, p. 411-429. ISSN 1720-5298.
- Peverini, Paolo (2014). Social guerrilla. Semiotica della comunicazione non convenzionale. Luiss University Press, p. 1-163. ISBN: 978-88-6105-177-5
- Peverini, Paolo (2014). Environmental issues in unconventional social advertising: A semiotic perspective.. SEMIOTICA, p. 219-246. ISSN 1613-3692. <https://dx.doi.org/10.1515/sem-2013-0126>.
- Peverini, Paolo (2014). Urban storytelling ed estetiche del quotidiano. Gli hashtag come parole chiave del sentire comune.. LOGOS, p. 1-16. ISSN 1982-2391. <https://dx.doi.org/10.12957/logos.2014.14156>.
- Peverini, Paolo (2013). A efetividade das imagens na comunicação de interesse público: estratégias de veridicção.. CADERNO DE DISCUSSÃO DO CENTRO DE PESQUISAS SOCIOSEMIÓTICAS, p. 1-14. ISSN 1807-7099.
- Peverini, Paolo (2012). Parole chiave e mitoidi d'oggi. Riflessioni semiotiche sulla nuova estetica del senso comune.. E/C, p. 1-14. ISSN 1970-7452.
- Peverini, Paolo (2012). I media: strumenti di analisi semiotica. Carocci, p. 1-128. ISBN: 9788843063697
- Peverini, Paolo (2012). Manipulaciones en la red: El mashup como consumo creativo. REVISTA DE OCCIDENTE, p. 19-25. ISSN 0034-8635.
- Peverini, Paolo (2012). YouTube e la creatività giovanile. Nuove forme dell'audiovisivo. Cittadella Editrice, p. 1-124. ISBN: 9788830812116
- Peverini, Paolo (2011). Audiences creative e reworking cinematografico. MEDIA EDUCATION, p. 183-200. ISSN 2038-3002.
- Peverini, Paolo (2011). Videoclip e intermedialità. Nuove traiettorie di una forma breve. E/C, p. 1-14. ISSN 1970-7452.
- DE BLASIO, Emiliana; Peverini, Paolo edited by (2010). Open cinema. Scenari di visione cinematografica negli anni '10. Edizioni Fondazione Ente dello Spettacolo, p. 1-256. ISBN: 9788885095571
- Peverini, Paolo (2010). La retorica del dubbio nella pubblicità sociale. Una prospettiva sociosemiotica. YOD, p. 82-86.
- Peverini, Paolo (2010). Milano e i videoclip. QUADERNI DEL CSCI, p. 106-110. ISSN 1885-1975.

[Home](#) / [Andrea Miglionico](#)

# Andrea Miglionico



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DIPARTIMENTO DI IMPRESA E MANAGEMENT

[International Trade Law](#)

## Curriculum

### Academic experience:

- Lecturer in banking and finance law, University of Reading, School of Law.
- Associate lecturer in banking and finance law, Centre for Commercial Law Studies (CCLS), Queen Mary, University of London.
- Researcher in Law and Economics at the University of Rome ‘La Sapienza’, Department of Law.

### Education:

- Ph.D. in Commercial Law; Centre for Commercial Law Studies, Queen Mary, University of London. Thesis in Regulation of Financial Markets: ‘Recasting credit rating agencies’ responsibility: suggestions for reform’.
- LL.M. Master of Laws in Banking Law and Financial Regulation, London School of Economics and Political Science, Department of Law. Dissertation in Regulation of Financial Markets.
- Ph.D. in European Financial Services Law – University of Roma Tre, Faculty of Law. Thesis: ‘The process of integration and regulation of the EU financial services. The creation of a capital markets union and the MiFID Directive’.
- Master in International Business Law, University of Rome “La Sapienza”, Faculty of Economics. Thesis in International Trademark Law: ‘Safeguard measures under the GATT-WTO rules’.

- Bachelor degree in Law with distinction, University of Rome “La Sapienza”, School of Law. Thesis in Economics ‘An analysis of financial instruments in the context of recent corporate governance’.

### **Area of expertise:**

- Banking Law and Financial Markets Regulation
- Law and Economics

### **Affiliations:**

- Fellow of the UK Higher Education Academy.
- Member of the of the European Corporate Governance Institute (ECGI).
- Member of the Society of Legal Scholars (SLS).
- Member of the Editorial Advisory Board of the ‘Law and Economics Yearly Review’ (ISSN 2050-9014).
- Member of the European Law Institute (ELI), University of Vienna.

- Miglionico, Andrea (2021). *Banking Law: Private Transactions and Regulatory Frameworks*. Routledge, p. 1-425. ISBN: 9780367679804
- H-Y Chiu, Iris; Kokkinis, Andreas; Miglionico, Andrea (2021). Debt Expansion as "Relief and Rescue" at the Time of the Covid-19 Pandemic: Insights from the Legal Theory of Finance. *INDIANA JOURNAL OF GLOBAL LEGAL STUDIES*, p. 29-99. ISSN 1080-0727.
- Miglionico, Andrea (2021). Finanza del debito e crisi pandemica. *RIVISTA TRIMESTRALE DI DIRITTO DELL'ECONOMIA*, p. 136-153. ISSN 2036-4873.
- H-Y Chiu, Iris; Kokkinis, Andreas; Miglionico, Andrea (2021). Relief and Rescue: Suspensions and Elasticity in Financial Regulation, and Lessons from the UK's Management of the COVID-19 Pandemic Crisis. *WASHINGTON UNIVERSITY JOURNAL OF LAW AND POLICY*, p. 63-111. ISSN 1533-4686.
- Miglionico, Andrea (2020). FinTech ai tempi del coronavirus. *LA NUOVA GIURISPRUDENZA CIVILE COMMENTATA*, p. 93-98. ISSN 1593-7305.
- Miglionico, Andrea (2020). Automated Regulation and Supervision: The Impact of RegTech on Banking Compliance. *EUROPEAN BUSINESS LAW REVIEW*, p. 641-661. ISSN 0959-6941.
- Miglionico, Andrea (2020). The ESM Treaty and the Single Resolution Fund: The Unfinished Reform. *OPEN REVIEW OF MANAGEMENT, BANKING AND FINANCE*, p. 106-117. ISSN 2058-7422.
- Kokkinis, Andreas; Miglionico, Andrea (2020). The Role of Bank Management in the EU Resolution Regime for NPLs. *JOURNAL OF FINANCIAL REGULATION*, p. 204-232. ISSN 2053-4833.
- H-Y Chiu, Iris; Kokkinis, Andreas; Miglionico, Andrea (2020). Relief and Rescue During the COVID-19 Pandemic: Financial Regulatory Suspensions in the United Kingdom. *STANFORD INTERNATIONAL POLICY REVIEW*, p. 24-77. ISSN 2692-5346.
- Miglionico, Andrea (2020). The great lockdown: the UK regulatory responses to the pandemic crisis. *LAW AND ECONOMICS YEARLY REVIEW*, p. 94-111. ISSN 2050-9014.
- Kokkinis, Andreas; Miglionico, Andrea (2020). Open banking and libra: a new frontier of financial inclusion for payment systems?. *SINGAPORE JOURNAL OF LEGAL STUDIES*, p. 601-629. ISSN 0218-2173.
- Miglionico, Andrea (2020). Asset Quality of Banks: The Resolution Regimes of Non-performing Loans. *JOURNAL OF INTERNATIONAL BANKING LAW AND REGULATION*, p. 23-28. ISSN 1742-6812.

- Miglionico, Andrea (2019). Innovazione tecnologica e digitalizzazione dei rapporti finanziari. *CONTRATTO E IMPRESA*, p. 1376-1386. ISSN 1123-5055.
- Miglionico, Andrea (2019). The governance of credit rating agencies: regulatory regimes and liability issues. Edward Elgar Publishing, p. 1-355. ISBN: 9781786439932 <https://dx.doi.org/10.4337/9781786439949>.
- Miglionico, Andrea (2019). The restructuring of Monte dei Paschi di Siena. A controversial case in the EU bank resolution regime. *EUROPEAN BUSINESS LAW REVIEW*, p. 469-485. ISSN 0959-6941.
- Goncharenko, I A; Miglionico, Andrea (2019). Artificial intelligence and automation in financial services: the case of Russian banking sector. *LAW AND ECONOMICS YEARLY REVIEW*, p. 125-147. ISSN 2050-9014.
- Miglionico, Andrea (2019). Restructuring non-performing loans for bank recovery: Private workouts and securitisation mechanisms. *EUROPEAN COMPANY AND FINANCIAL LAW REVIEW*, p. 746-770. ISSN 1613-2548.
- Miglionico, Andrea (2019). The disclosure regime of credit rating agencies: an obscure veil of compliance?. *JOURNAL OF BUSINESS LAW*, p. 262-281. ISSN 0021-9460.
- Miglionico, Andrea (2019). La Brexit nei rapporti tra banca e clientela: garanzia del mercato e tutela dell'investitore. *RIVISTA TRIMESTRALE DI DIRITTO DELL'ECONOMIA*, p. 174-187. ISSN 2036-4873.
- Miglionico, Andrea (2018). Rethinking the Resolution Tools for Distressed Banks: A New Challenge in the Banking Union?. *JOURNAL OF INTERNATIONAL BANKING LAW AND REGULATION*, p. 315-321. ISSN 1742-6812.
- Miglionico, A (2018). La Brexit nelle procedure di risoluzione delle crisi bancarie. *FEDERALISMI.IT*, p. 1-10. ISSN 1826-3534.
- Kokkinis, A; Miglionico, Andrea (2018). Dos and don'ts of Brexit: The future of the UK financial services sector. *LAW AND ECONOMICS YEARLY REVIEW*, p. 48-72. ISSN 2050-9014.
- Bholat, D; Lastra, R; Markose, S; Miglionico, Andrea; Kallol, S (2018). Non-performing loans at the dawn of IFRS 9: regulatory and accounting treatment of asset quality. *JOURNAL OF BANKING REGULATION*, p. 33-54. ISSN 1745-6452. <https://dx.doi.org/10.1057/s41261-017-0058-8>.
- Miglionico, Andrea (2018). Rescuing Failing Banks for Financial Stability: The Unintended Outcomes of Bail-in Rules. *INTERNATIONAL COMPANY AND COMMERCIAL LAW REVIEW*, p. 608-617. ISSN 0958-5214.
- Miglionico, Andrea (2018). Crediti deteriorati: regolazioni a confronto. *UTET giuridica (Wolters Kluwer Italia)*, p. 1-224. ISBN: 978-88-598-2006-2
- Miglionico, Andrea (2018). Grande dimensione e regolazione del credito cooperativo nell'UE. *RIVISTA TRIMESTRALE DI DIRITTO DELL'ECONOMIA*, p. 488-511. ISSN 2036-4873.
- Miglionico, Andrea (2018). The precautionary recapitalisation of failing banks: the undefined distinction between G-SIBs and D-SIBs. *CONTRATTO E IMPRESA. EUROPA*, p. 290-306. ISSN 1127-2872.
- Miglionico, Andrea (2017). Restructuring Failing Banks for Economic Recovery: In Search of an International Insolvency Regime. *INTERNATIONAL CORPORATE RESCUE*, p. 382-386. ISSN 1572-4638.
- Berkeley, M; Miglionico, Andrea (2017). Rules-based vs. principles-based regulation in the UK banking sector. Does Brexit matter?. *LAW AND ECONOMICS YEARLY REVIEW*, p. 144-167. ISSN 2050-9014.
- Miglionico, Andrea (2017). The normative framework of non-performing loans: regulatory and accounting issues. *OPEN REVIEW OF MANAGEMENT, BANKING AND FINANCE*, p. 72-84. ISSN 2058-7422.
- Miglionico, Andrea (2017). La gestione delle crisi bancarie nel Regno Unito dopo la Brexit. *RIVISTA TRIMESTRALE DI DIRITTO DELL'ECONOMIA*, p. 333-361. ISSN 2036-4873.
- Driver, D G; Miglionico, Andrea (2016). Rethinking financial regulation: an appraisal of regulatory approaches in the UK and EU. *LAW AND ECONOMICS YEARLY REVIEW*, p. 98-124. ISSN 2050-9014.

- Miglionico, Andrea (2016). The Impact of FinTech on Securities and Secured Transactions: What is New in the Financial Industry?. JOURNAL OF INTERNATIONAL BANKING LAW AND REGULATION, p. 653-660. ISSN 1742-6812.
- Lastra, R; Miglionico, Andrea (2015). The House of Lords report on the post-crisis EU regulatory framework: where does the UK stand?. BUTTERWORTHS JOURNAL OF INTERNATIONAL BANKING AND FINANCIAL LAW, p. 1-5. ISSN 0269-2694.
- Miglionico, Andrea (2014). Market failure or regulatory failure? The paradoxical position of credit ratings agencies. CAPITAL MARKETS LAW JOURNAL, p. 194-211. ISSN 1750-7219.  
<https://dx.doi.org/doi:10.1093/cmlj/kmu001>.
- Miglionico, Andrea (2013). Making credit rating agencies accountable: Is estoppel a possible solution?. BUSINESS LAW REVIEW, p. 166-173. ISSN 0143-6295.
- Miglionico, Andrea (2013). I meccanismi di funzionamento dell'UEM: profili di criticità. RIVISTA TRIMESTRALE DI DIRITTO DELL'ECONOMIA, p. 240-255. ISSN 2036-4873.
- Capriglione, F; Miglionico, Andrea (2012). The Italian Banking and Financial Arbitrator between iurisdictio and Strengthening of the Supervisory Function. EUROPEAN BUSINESS LAW REVIEW, p. 333-346. ISSN 0959-6941.
- Miglionico, Andrea (2012). Ammissibilità della class action nei rapporti banca-cliente e nuove forme di tutela delle operazioni di credito (Commento a: Corte d'Appello di Torino, 23 settembre 2011). RIVISTA TRIMESTRALE DI DIRITTO DELL'ECONOMIA, p. 28-60. ISSN 2036-4873.
- Miglionico, Andrea (2012). La vigilanza sul riciclaggio nelle imprese finanziarie. MONDO BANCARIO, p. 15-23. ISSN 0026-9506.
- Miglionico, Andrea (2012). Enhancing the Regulation of Credit Rating Agencies, in Search of a Method. Edizioni Scientifiche Italiane (ESI), p. 1-136. ISBN: 978-88-495-2465-9
- Miglionico, Andrea (2012). La governance dei fondi sovrani fra gestione e regolamentazione. NOTARILIA. RIVISTA DI DIRITTO CIVILE, COMMERCIALE E IMMOBILIARE, p. 51-58. ISSN 2035-6927.
- Miglionico, Andrea (2011). Separazione patrimoniale delle SGR e caratteri dei fondi immobiliari (Commento a: Corte di Cassazione, 15 luglio 2010, n. 16605). RIVISTA TRIMESTRALE DI DIRITTO DELL'ECONOMIA, p. 51-78. ISSN 2036-4873.
- Miglionico, Andrea (2011). Presidi regolamentari in tema di responsabilità sociale dell'impresa. MONDO BANCARIO, p. 1-8. ISSN 0026-9506.
- Miglionico, Andrea (2011). La tutela del risparmio fra intervento pubblico e gestione privata. Jovene, p. 1-205. ISBN: 978-88-243-2071-9
- Miglionico, Andrea (2010). Il giudizio di rating: incidenza sulle negoziazioni finanziarie e sulla stabilità dei mercati (Commento a: Tribunale di Venezia 5.11.2009 n. 2009). RIVISTA TRIMESTRALE DI DIRITTO DELL'ECONOMIA, p. 87-102. ISSN 2036-4873.

DOVE SIAMO  
AREE RISERVATE

INFORMATIVA SUL TRATTAMENTO DEI DATI





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## SUMMARY

I am Associate Professor in the Department of Business and Management of Luiss Guido Carli. My research interests focus on experimental and behavioral economics, with special reference to problems of organizational coordination, organizational design, neuro-organization theory, individual and team decision making.

## EXPERIENCE

*Associate Professor, University of Perugia*  
Perugia, Italy — 2005-2012

*Visiting Research Fellow, Italian Academy at Columbia University*  
NYC, USA — Sept – Dec 2004

*Assistant Professor, University of Trento*  
Trento, Italy — 2002-2005

*Post Doc Researcher, University of Trento*  
Trento, Italy — 2000-2002

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## EDUCATION

St. Anna School of Advanced Studies, Pisa, Italy — Ph.D. in Economics and Management

Ca' Foscari University of Venice – bachelor's degree in Business Economics

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## SELECTED PUBLICATIONS

Bortolotti Stefania, Devetag Giovanna, Ortmann Andreas (2016). Group incentives or individual incentives? A real-effort weak-link experiment. *Journal of Economic Psychology*, vol. 56, p. 60-73.

Devetag, G., Di Guida, S., Polonio, L. (2015), "An eye-tracking study of feature-based

choice in one-shot games”,  
*Experimental Economics*,  
19, 1,177–201.

Devetag, G., Pancotto, F.,  
Brenner, T. (2014), “The  
Minority Game Unpacked:  
Coordination and Competition  
in a Team-based Experiment”,  
*Journal of Evolutionary  
Economics*, 761-797.

Devetag, G., M. Warglien  
(2008), “Playing the Wrong  
Game: An Experimental  
Analysis of Relational  
Complexity and Strategic  
Misrepresentation”, *Games and  
Economic Behavior*, 62, 2, 364-  
382.

Bottazzi, G., Devetag, G.,  
Pancotto, F. (2011), “Does  
Volatility Matter: Expectations  
of Price Return and Variability  
in an Asset Pricing  
Experiment”, *Journal of  
Economic Behavior and  
Organization*, 77, 2, 124-146.

## LINKS

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# Curriculum Vitae Farace Stefania, PhD

Aggiornato al 13 febbraio 2022

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## **Titoli**

- PhD in Marketing, School of Business and Economics, Maastricht University (Paesi Bassi)
- Dottorato in Scienze economiche ed aziendali, Dipartimento di Scienze Aziendali e Giuridiche, Università della Calabria (Italia)
- Research master in Marketing, Dipartimento di Marketing, University of Groningen (Paesi Bassi)

## **Posizioni accademiche**

2020 – presente	Docente di Marketing, Dipartimento di Impresa e management, LUISS Guido Carli, Roma, Italia
2017 – 2020	Assistant Professor in Marketing (tenure track), Dipartimento di Business administration, Eastern Connecticut State University, Connecticut, USA

## **Formazione**

2012 – 2017	PhD in Marketing, School of Business and Economics, Maastricht University, Maastricht, Paesi Bassi
March – June 2015	Visiting scholar presso Babson College (USA) sotto la supervisione del prof. Grewal Dhruv
2008 – 2012	Dottorato in Scienze Economiche ed Aziendali, Università della Calabria (Italy)
2010 – 2012	Research master in Marketing, Università di Groningen (Paesi Bassi)

## **Didattica**

### *Post-laurea*

2020 - presente	LUISS Business School, Master in Marketing Management: <ul style="list-style-type: none"><li>▪ Marketing</li><li>▪ Marketing metrics</li><li>▪ E-commerce and omnichannel retail</li></ul>
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### *Laurea magistrale*

2020 – presente	Dipartimento di Impresa e Management, LUISS Guido Carli: <ul style="list-style-type: none"><li>▪ Retail and service experience marketing</li><li>▪ Consumer behavior</li><li>▪ Product and brand management</li></ul>
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- 2017 – 2020 Dipartimento di Business Administration, Eastern Connecticut State University:
- Consumer Behavior
  - Marketing Research
- 2012 – 2014 Dipartimento di Marketing e Supply Chain Management, Maastricht University. Tutor of:
- Research for marketing decision-making
  - Customer analysis

*Laurea triennale*

- 2017 – 2020 Dipartimento di Business Administration, Eastern Connecticut State University:
- Principles of Marketing
- 2012 – 2014 Dipartimento di Marketing e Supply Chain Management, Maastricht University:
- Marketing management

**Articoli pubblicati su riviste a valutazione paritaria (peer-review):**

1. Farace, S., Roggeveen, A., Villarroel-Ordenes, F., de Ruyter, K., Wetzels, M., and Grewal, D. (2020), “Patterns in Motion: How the Visual Pattern Shown in an Ad Impacts Product Evaluations,” *Journal of Advertising*, 49(1), 3–17.
2. Raimondo, M. A., Farace, S., and Miceli, G. (2018), “User-Generated Systems of Signs and Meanings in product customization: Taxonomies and research directions,” *Mercati e Competitività*, 2, 61–83.
3. Farace, S., van Laer, T., de Ruyter, K., and Wetzels, M. (2017), “Assessing the effect of narrative transportation, portrayed action, and photographic style on the likelihood to comment on posted selfies,” *European Journal of Marketing*, 51(11/12), 1961–1979.
4. Miceli, G., Raimondo, M. A., and Farace, S. (2013), “Customer Attitude and Dispositions towards Customized Products: The Interaction Between Customization Model and Brand,” *Journal of Interactive Marketing*, 27(3), 209–225.
5. Raimondo M.A., Miceli G., Farace S. (2013), Self o mass branding? La relazione tra personalizzazione e marca, *Mercati e Competitività*, n. 4, 149–171.
6. Raimondo M.A., Miceli G., and Farace S. (2009), “Customer Intimization: segni e simboli individuali nella personalizzazione dell’offerta”, *Finanza Marketing e Produzione*, settembre, 31–55.

**Presentazioni a conferenze:**

1. Farace, S., Villarroel-Ordenes, F., Grewal D., and de Ruyter, K. (2020), The Effect of Image Content and Text on Brand Narratives Sharing, Proceedings of the

- Association for Consumer Research (ACR)*, Paris (France), 1-4 ottobre 2020. ISBN 978-0-915552-81-8
2. Farace, S., Villarroel-Ordenes, F., de Ruyter, K., and Grewal, D. (2020), Brand Narratives in Social Media Communication: Implications for Consumer Sharing, *JCR Special Issue Conference on the Future of Brands*, New York (USA), 5–7 dicembre 2019.
  3. Farace, S., Villarroel-Ordenes, F., de Ruyter, K., and Grewal, D. (2019), Brand Narratives in Social Media Communication: Implications for Consumer Sharing, *Winter AMA*, San Diego (USA), 14–16 febbraio 2020. ISBN 9781713805892
  4. Farace, S., Roggeveen, A., Villarroel-Ordenes, F., de Ruyter, K., Wetzels, M., and Grewal, D. (2019), Patterns in Motion: How the Visual Pattern Shown in the Ad Impacts Product Evaluations, *Marketing Science Conference*, Università Roma Tre, Rome (Italy), 20–22 giugno 2019.
  5. Miceli G., Raimondo M.A., Farace S., (2013), "Customization and brand in customer identity communication", Proceedings of the *European Conference of the Association for Consumer Research (EACR)*, 4–7 luglio 2013, IESE Business School Barcelona, Spain.
  6. Miceli G., Raimondo M.A., Farace S., (2012), “Consumer symbols vs. firm symbols in self-identity communication: the interaction between customization and brand”, Proceedings of the First *International Society for Consumer Psychology (SCP) Conference*, 29 giugno–1 luglio 2012, Firenze.
  7. Miceli G., Raimondo M.A., Farace S., (2011), “Self or mass branding? The relation between customization and brand”, Proceedings of the 40<sup>th</sup> *EMAC Conference*, 24–27 maggio 2011, University of Lubiana, Slovenia. ISBN 9789612402112
  8. Miceli G., Raimondo M.A., Farace S., (2008), “Why do consumers integrate products with their own signs ? Introducing “Intimization””, Proceedings of the 37<sup>th</sup> *EMAC Conference*, 27–30 maggio 2008, University of Brighton, United Kingdom. ISBN 9781905593422

#### **Articoli inviati a rivista e in revisione:**

- Farace, S., Villarroel Ordenes, F., Grewal, D., and de Ruyter, K., Images, Captions, and Overlays in Social Media Brand Posts: How to Strike the Right Balance in Multimodal Compositions, “risky revision” a the *Journal of Marketing* (in preparazione per il rinvio con scadenza 20 Marzo 2022)

#### **Articoli in preparazione:**

1. Ryu, K., Miller, E., Villarroel-Ordenes, F., and Farace, S., Heading for North Star Goal: Using Narrative Elements to Create Effective Stories of Sustainable Products (target: *Journal of Consumer Psychology*)
2. Miceli, G., Raimondo, M. A., and Farace, S., Vernuccio, M., and Cardamone, E., The Effect of text distinctiveness in Native Advertising (target: *Journal of the Academy of Marketing Science*)

3. Raimondo, M.A., Farace, S., Miceli, G., Vernuccio, M., and Cardamone, E., Mind the language and the picture in native advertising: assessing the interplay between brand awareness and text-image characteristics on consumer engagement (target: *Journal of Interactive Marketing*)
4. Farace, S., Watch me selling: Assessing salespeople's performance on the effectiveness of video distant selling, (target: *Journal of Retailing*)
5. Farace, S., and Romani, S., The genitive case in brand logo design and its effect on consumer outcomes (da definire)

### **Libri e sezioni di libri:**

1. Farace S., Chapter box intitolato: "Consumer Behavior as I see It: Consumer Selfies" in Solomon Micheal (2020), *Consumer Behavior: Buying, Having, and Being* (Pearson Education), 19<sup>th</sup> edition.
2. Farace S., *The Power of Narrative Images. A Visual Semiotic Analysis of Consumer and Brand Messages in Social Media* (2019), ISBN: 978 94 6380 385 4 (tesi di dottorato)
3. Farace S., Chapter titled: "Modelli di personalizzazione dell'offerta" in Miceli G. (2008), "La personalizzazione collaborativa dell'offerta: modelli e processi di marketing management", McGraw-Hill, Milano.

### **Disseminazione su piattaforme digitali:**

- Article titled "Andy Warhol's £6m selfie and how we can all now be famous for 15 minutes" published on the Conversation website
- Article titled "Face value: UM researchers find three secrets to selfie success" published on the University of Maastricht website, The Netherlands

### **Attività di referaggio:**

- *European Marketing Academy*
- *Journal of Service Research*
- *Journal of Interactive Marketing*
- *Winter and Summer AMA*
- *Journal of Advertising*

### **Finanziamenti e borse di studio:**

1. CSU - AAUP Faculty Research Grants, Competizione primavera 2019 Competition, Eastern Connecticut State University, Titolo del progetto: Analyzing Video Content in Social Media Sharing, **\$5,000**
2. Summer Curriculum Development Grant 2019, Eastern Connecticut State University, Analisi di benchmark per lo sviluppo di un programma di specializzazione in Marketing, **\$750**

3. CSU - AAUP Faculty Research Grants, Spring 2018 Competition, Eastern Connecticut State University, Titolo del progetto: Consumer Message Sharing in Social Media, **\$2,112**
4. Travel Grant, competizione primavera 2015, Maastricht University, **€3,000**
5. 2015 Academy of Marketing Science Doctoral Consortium Scholarship, University of Colorado, Denver

### **Servizio e attività professionali:**

- 2020–presente: supervisione di tesi di laurea magistrale di circa quindici studenti in un anno accademico, LUISS Guido Carli
- 2020–2021: Moderatore dell’evento “Luiss meets Mastercard Conversation with Monica Biagiotti and Sarah Beydoun,” LUISS Guido Carli
- 2020–2021: Mentore della virtual internship in NetInsurance, Dipartimento di Impresa e Management, LUISS Guido Carli
- 2021: Mentore della virtual internship in British American Tobacco, Dipartimento di Impresa e Management, LUISS Guido Carli
- 2020–2021: Moderatore dell’evento “Conversations on Leadership with Giuseppe Falco (Boston Consulting Group),” LUISS Guido Carli
- 2017–2018: Rappresentante del Dipartimento di Business Administration alle giornate di orientamento, Eastern Connecticut State University, USA
- 2019–2020: Rappresentante per il Dipartimento di Business administration nel Senato accademico, Eastern Connecticut State University, USA
- Primavera 2019: Collaboratore nel Business Program B-SANE, Students-Alumni Networking event, Business Program, Eastern Connecticut State University, USA
- 2018–2020: AACSB Accreditation, membro della pianificazione strategica e valutazione, Department di Business administration, Eastern Connecticut State University, USA
- 2017–2020: Advisor accademico, Eastern Connecticut State University, USA
- 2018–2019: Coordinatore della comunicazione social media e newsletter, Department of Business Administration, ECSU
- 2018–2020: Membro della commissione per il reclutamento di Assistant professor di Finanza per il dipartimento di Business Administration, Eastern Connecticut State University, USA

### **Formazione e sviluppo professionale**

- Ottobre–Novembre 2019: Completato con successo il programma CITI online program training per la realizzazione di ricerca con essere umani
- 2018–2019: Completato con successo il corso online ACUE su Pratiche efficaci di insegnamento (Effective Teaching Practices) sponsorizzato dall’American Council on Education e Eastern Connecticut State University, USA

## Lingue

- Italiano, Inglese: Fluente
- Spagnolo: Buono
- Tedesco: Elementare

Santa Maria del Cedro, 13 febbraio 2022

A handwritten signature in blue ink, appearing to read 'A. L. ...', is centered on the page. The signature is written in a cursive style with a large loop at the end.

**SIMONA ROMANI**



**Posizione:** Prorettore per la Didattica con Delega alle Lauree Magistrali - Docente di ruolo di la fascia

**Dipartimento:** DIPARTIMENTO DI ECONOMIA E MANAGEMENT

**Settore Concorsuale:** 13/B2 - ECONOMIA E GESTIONE DELLE IMPRESE

**Settore disciplinare:** Settore SECS-P/08 - Economia e Gestione delle Imprese

**CV disponibile al seguente link:**

<https://unifind.luiss.it/individual?uri=http%3A//irises.luiss.it/resource/person/157#>

# ELISA DEL SORDO

Ph.D. Scholar | [edelsordo@luiss.it](mailto:edelsordo@luiss.it) | Mob: +39  
3920601809 | Roma, Italia



## Education

*Università degli Studi di Firenze*  
*MSc Economics and Development (2018-2020)*

- Graduated with Honors: **110/110 Cum Laude**
- Research Thesis in Corporate Governance: "*The Golden Skirts: Testing the Phenomenon in Italian Listed Companies*"; Supervisor: Prof. Sara De Masi
- Elected Representative of the University Faculty Students' Council

*LUISS Guido Carli*  
*BA in Philosophy, Politics and Economics (2015- 2018)*

- Graduated with Honors: **110/110 Cum Laude**
- Research Thesis in Political Sociology: "*The Aetiology of Dissent: An empirical case study in the neighborhood of San Lorenzo*"; Supervisor: Prof. Michele Sorice

*Convitto Nazionale Vittorio Emanuele II*  
*Liceo Classico Europeo (2010-2015)*

- Graduated with full marks: **100/100**
- Double High School Diploma: Italian and French Baccalauréat
- "Tableau d'honneur de l'AMOPA" for distinguished results in the study of French language

*Marymount International School of Rome*  
*(1999 – 2010)*

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## Experience

- **Ph.D. Candidate in Management, LUISS Guido Carli** (June 2021 – current)
- **Il Caffè Geopolitico** - Contributing Author (March 2021 – current)
- **LabGov (Laboratory for the Governance of the City as a Commons) – LUISS** – Research Fellow (February 2018 – current)

## **Other Experiences**

- **Università degli Studi di Firenze** - Undergraduate Intern – University of Florence International Week (September 2019 – November 2019)
- **Università degli Studi di Firenze** - Head of University's Student Council (January 2019 – October 2020)
- **IMUNA (International Model United Nations Association), Rome** - Executive Office Assistant (September 2014 – March 2015)

## **Foreign Language Skills:**

**Italian** (native), **English** (C2), **French** (C1), **Russian** (A1.3), **Spanish** (A1.2)

## **Certificates and Awards**

- **GRE General Test, December 2020**
- **Europass Level C1 French Baccalauréat, July 2015**
- **“Tableau d’honneur de l’AMOPA” for distinguished results in the study of French language, 2014**
- **Cambridge English: Advanced (CAE), Rome International House Accademia Britannica (Platinum Centre) (IT240), 2014**

# Giovanni Luca Cascio Rizzo



## Contact

Via Alipio, 13 - 00176  
Rome, Italy  
+39 3201439182  
glcasciorizzo@luiss.it  
CSCGNN92R30E205U

## Languages

Italian mother tongue  
English fluency

## Skills

Microsoft Office Suite,  
R, Stata, Knime  
Analytics, Python  
Pandas, Matlab, SPSS,  
Google Analytics,  
Google AdWords,  
Facebook Ads, Canva,  
Prezi

## About me

Curious and eager for new experiences able to challenge the cultural background and to test the adaptability in unknown contexts. Always wishful to learn new things and with a great vocation for teaching. Problem solver, well organised and self-confident.

## Experience

- 2020 - Now **LUISS Guido Carli University** Rome, Italy  
*PhD Scholar in Management*  
Researcher with focus on marketing science, text mining, response models to advertising exposure.
- 2018 - Now **LUISS Guido Carli University** Rome, Italy  
*Teaching & Research Assistant*  
Worked in Marketing Management, Marketing Metrics, Machine Learning, Marketing Plan & Markstrat Simulation courses, delivered within the bachelor degree in Management and the M.Sc in Marketing. The tasks include: holding lectures, correcting the assignments, preparing and correcting the final exams, supervising the final dissertations.
- 2018 - Now **X.ITE Research Centre** Rome, Italy  
*Research Fellow*  
Worked in applied projects for several companies, such as Ernest&Young, Asahi Breweries Ltd., AdEPP, SIAE, federSalus. The tasks included: managerial and literature review, text mining and content analysis on social media, delphi panel analysis. One of the authors of the II EY Mobility Think Tank 2019 "La mobilità del possibile" Vol.2.
- 2017 - Now **AB testing Srls** Grottaglie, Italy  
*Co-founder & Teacher*  
Co-founder of a company that deals with the preparation of students for the admission test to the faculty of medicine. Math and logics & problem solving teacher.
- 2018 **American Express Service Europe Limited** Rome, Italy  
*Marketing Intern Analyst*  
Worked in Internal Acquisition and Insurance departments, increasing skills in sales and public relations.
- 2015 - 2017 **Teatro alla Scala di Milano** Milan, Italy  
*Cellist*  
Worked collaborating in concerts and international tournèe.

## Education

- 2016 - 2018 **M.Sc in Marketing Analytics & Metrics** [110/110 cum Laude] Rome, Italy  
LUISS Guido Carli University
- 2011 - 2015 **Bachelor Degree in Economic and Management** Rome, Italy  
Roma Tor Vergata University
- 2004 - 2015 **Master's Degree in Cello Soloist** [10/10] Rome, Italy  
"Santa Cecilia" Conservatory of Music
- 2013 - 2014 **Degree in Cello Soloist** Tokyo, Japan  
Toho Gakuen School of Music and Drama
- 2006 - 2011 **High School Diploma** [100/100] Grottaglie, Italy  
Scientific High School "G.Moscatti"

## Achievements

- 2020 **Google Digital Training**  
Released by Google Inc.
- 2020 **Panel Data Models - School on Research Methods for Social Sciences**  
University of Calabria
- 2019 **Experimental Design & Analysis - School on Research Methods for Social Sciences**  
University of Calabria
- 2019 **Text Mining - School on Research Methods for Social Sciences**  
University of Calabria
- 2018 **Python Pandas Certification**  
Released by Cisco Academy
- 2018 **Google AdWords Certification**  
Released by Google Inc.

## Publications

Rizzo, G. L. C., De Marco, M., De Rosa, P., & Laura, L. (2020, February). Collaborative Recommendations with Deep Feed-Forward Networks: An Approach to Service Personalization. In International Conference on Exploring Services Science (pp. 65-78). Springer, Cham.

# LUDOVICA SERAFINI

Cosenza, 19/03/1996  
Via Nomentana 401, Rome  
+39 346 2218555

[ludovicaserafini96@gmail.com](mailto:ludovicaserafini96@gmail.com)

<https://www.linkedin.com/in/ludovica-serafini-10100514b/>

## EDUCATION

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### Ph.D., Università della Calabria

Ph.D. in "Scienze Economiche ed Aziendali"

**Cosenza, Italy**

Oct./2020 - Ongoing

### Master, Harvard Business School

#### *Online Master in Entrepreneurship Essentials*

Deep dive into the entrepreneurial journey, methodologies and analysis

**Rome, Italy**

Feb./2020 – Mar./2020

### Master Degree, LUISS Guido Carli

#### *Marketing – Major: Market Relationships and Customer Engagement*

Thesis Subject: Comunicazione di marketing e linguaggi dei nuovi media

Thesis Advisor: Paolo Peverini

Final Grade: 110/110 *cum Laude*

**Rome, Italy**

Sept./2017 – Jul./2019

### Erasmus, Wirtschaftsuniversität Wien

**Relevant courses:** : Global Marketing, Branding and Retailing Strategies (30 cum Laude),

Developing and Implementing Marketing Strategies – Markstrat (30 cum Laude).

**Vienna, Austria**

Sept./2018 – Jan./2019

### Bachelor Degree, LUISS Guido Carli

#### *Economics and Management*

Thesis Subject: Economia e Gestione delle Imprese

Thesis Advisor: Luca Pirolo

**Rome, Italy**

Sept./2014 – Nov./2017

### High School Diploma, Liceo Classico Statale "Bernardino Telesio"

Final grade: 100/100

**Cosenza, Italy**

Sept./2009 – Jun./2014

## WORK EXPERIENCE

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### LUISS Guido Carli University

#### *Teaching and Research Assistant in the field of Marketing*

- Courses/Supervisors: "Comunicazione di Marketing e Linguaggi dei nuovi media" (MSc Marketing), "Marketing Communication and New Media" (MSc Marketing), "Language in Advertising", held by Professor Paolo Peverini

**Rome, Italy**

Aug./2019 – Present

### Publicis Groupe

#### *Account Intern – Digital PR*

- Development of marketing and communication plans
- Press Office activities
- Media analysis, review and report
- Events' planning and organization (e.g. Hyundai "Style Set Free" at Milano Design Week)

**Rome, Italy**

Mar./2019 – Jul./2019

### Reputation Institute

#### *Adoption Lab Winner – Active participation in a Commissioned Order*

- Pitch proposals preparation
- Media Analysis for Ansaldo STS and Hitachi
- Diacronic Reputation Monitoring (yy. 2017/2019)
- Deadline Management and Teamwork

**Milan, Italy**

Nov./2018 – Jan./2019

### Confcommercio, Imprese per l'Italia

#### *Project Assistant and Trainee*

- Providing back-office functions
- Assisting in the Development of "BuoniBuoni" project

**Cosenza, Italy**

Jan./2018 – Mar./2018

## SKILLS, ACTIVITIES & INTERESTS

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**Languages:** Italian: Native Speaker; English: Proficiency (C2); Spanish: Fluent (B2); French: Basic (A2)

**IT Skills:** MS Office/Excel/PowerPoint/Word; Matlab (Basic Knowledge); MacOS; Stata, Wordpress, Prezi (good knowledge)

#### **Additional Experiences and Achievements:**

- **Qualification to the profession of Real Estate Agent:** Confcommercio Cosenza – May, 15<sup>th</sup> 2019
- **Script & Shout, Luiss Loft, Luiss Guido Carli University (apr./2018-may/2018):** trained in Promo Producing by Professor Francesco Lantini
- **ERS Lab - Luiss Guido Carli, University (mar./2018-jun./2018):** trained in Diversity Management, Problem Solving, Negotiation and Problems Resolution, Project Management, Team-Working and Leadership
- **L'Oreal Brandstorm participation – Luiss Guido Carli University (feb./2018-jun./2018)**
- **Marketing Plan – Luiss Guido Carli University (feb./2016-may/2016):** development of a Business Plan and a Communication Plan for Phyto, Lierac, under the mentorship of Lierac CEO Filippo Manucci

- **Public Speaking Course - Luiss Guido Carli University (July/2015):** certification of PS under the mentorship of Alberto Castelvechi, head of Oblique Studio and Italian Journalist.

**Volunteering Experience:** Amnesty International Italia (on-field activist), Fondo Ambiente Italiano (Giornate di Primavera, Apprendista Cicerone), Save the Children (child adopter and supporter)

# TIZIANA SCALABRIN

Nata a Roma il 17.09.1989  
+39 366 4949881  
tizianascalabrin@gmail.com

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## DOCENTE

### **Professoressa a contratto - Università LUMSA**

Corso di **CMS e linguaggi del web INF/01** (80 ore) - LM91 Comunicazione Innovazione ed Experience Design 21/22  
Corso di **Informatica INF/01** (36 ore) - LM91 e LM59, Summer School 2021

### **Cultrice della materia - Università LUMSA**

Corso di **Informatica per la comunicazione**, cattedra del prof. Marco Iecher - Dipartimento Scienze Umane 21/22

### **Docente - Luiss Guido Carli**

Corso di **Web Design** (marzo 2021 - in corso)

### **Tutor eLearning - Luiss Guido Carli**

Assistenza alle piattaforme **Moodle** e WebEx e realizzazione di tutorial per docenti (settembre 2020 - in corso)

## AUTRICE

Contributo in antologia **Einaudi** a tema sportivo (in uscita nel 2022)  
Long-form e **approfondimenti** di sport e cultura su Il manifesto, L'Ultimo Uomo, DudeMag e altre testate

### **Podcast - Autrice e voce**

**Quiet Please**, podcast di tennis @ Fenomeno - www.fenomeno.eu, 2020 - in corso

## ALTRE ATTIVITÀ

### **Web Designer e consulente di comunicazione digitale**

Progetti e **siti web** per privati e aziende (2019 - in corso)

### **Co-fondatrice Scuola Popolare Tor San Lorenzo**

**No-profit** dedicata al sostegno allo studio, didattica inclusiva, e educazione outdoor - fondata nel 2015  
www.scuolapopolaretorsanlorenzo.it

## PERCORSO PROFESSIONALE

### Radio Elettrica

2020

### Conduttrice e regia

"Note Vocali", trasmissione di tre ore settimanali live e in podcast

### Maturadio

2020

### Autrice

Podcast di filosofia realizzati per Radio Rai, MIUR e Treccani

### Otherwise Bookshop

2017-2019

### Communication and Event Manager

Libreria indipendente di libri in lingua inglese a Roma

### Luiss University Press

2016-2017

### Editor

Editor delle collane Pensiero Libero e Piccole Introduzioni

### Nuovi Argomenti

2013-2014

### Editor

Editor della sezione online delle traduzioni e curatrice di eventi

### Pont. Univ. Urbaniana

2012

### Data entry e digitalizzazione

Ufficio Qualità - Valutazione delle Università (Processo di Bologna)

### University Press Italiane

2011-2019

### Collaboratrice

Responsabile delle fiere editoriali e della comunicazione

## ISTRUZIONE

### Laurea Magistrale

2014

### Scienze filosofiche - Università degli studi Roma Tre

Tesi in Filosofia del linguaggio - Relatore prof. Paolo Virno - 110L/110

### Laurea Triennale

2011

### Filosofia - Università degli studi Roma Tre

Tesi in Filosofia contemporanea - Relatrice Prof.ssa Silvia Farina - 110L/110

### Diploma di maturità

2008

### Liceo Classico Plauto - Roma

100/100

## FORMAZIONE

### cssdays2021

2021, Grusp

### Javascript

2020, La Scuola Open Source

### Digital Marketing

2019, Talentform

### Come costruire un podcast

2019, Centro di giornalismo permanente

### Corsi di editoria

2011 - 2016

Marketing Editoriale (2011), Rights Management (2011), Contratti editoria digitale (2012), Produzione di e-book (2012), Corso di formazione editoriale (2013), Come si realizza un e-book (2016).