ALLEGATO B

Chiara Civera
chiara.civera@unito.it

ACADEMIC PUBLICATIONS

- Journals:
  - “Social values and ethics for communicating the corporate identity” with Casalegno C. and Pellicelli M., USA–China Business Review, 2012, Vol.10, N.1
  - “Innovation policy and Environmental sustainability as strategic tools for reaching higher performances; a regional empirical analysis to find the best practice” with Casalegno C., Pellicelli A.C. and Pellicelli M., International Journal of Sustainable Society, Inderscience, 2014, Vol.6, N.1/2, pp.170 – 18
  - “Towards’ Corporate Shared Value in Retail Sector: a comparative study over Grocery and Banking between Italy and the UK” with Candelò E. and Casalegno C., International Journal of Economic Behavior, 2015, Vol. 5, N. 1, pp. 105-120
  - “CSR and human capital as levers for enhancing shareholder value creation. An early investigation of the largest European companies” with Casalegno C. and Pellicelli M. Global Business and Economics Review (refereed journal) (expected 2016)

- Book Chapters (National and International):
  - “Enhancing Retailer-Consumers Relationship through Everyday Sustainability: McDonald’s in Italy”, in Kaufmann H.R., Khan Fanni M.F.A., Perspectives on Consumer Engagement and Buying Behavior, Ch. 15, pp 312-324, IGI Global 2016 (with Candelò E., Casalegno C.)
  - “Corporate Social Responsibility and Social Economy. A closer look on financial tools into the Italian Context” with Musso G. (Bocconi University) in “Economic Crisis and Solidarity Instruments”, Bosch Editor, Santander Universidades 2012, Spain, edited by Carmen Parra and Carmen Ruiz
- "18th International Marketing Award: Diesel" with Scarfone M., Simeone D., Viga R. in "A.A.V.V., Strategic Marketing and Branding. Case Studies" Giappichelli 2011, edited by A.C. Pellicelli

- Books of Proceedings:


  - "Luxury and Corporate Social Responsibility Communication Strategies. How much does the web matter? A cross investigation on players and consumers' perception", With Mosca, F. e Casalegno C., BAM (British Academy of Management) Conference, 6-8 September 2016, Newcastle University, UK


  - "An investigation of 'The Spectrum of Corporate Social Responsibility': Or to be more precise: Over-communication - a comparative analysis of the UK and Italian banking sectors from the customers' perspective" with Maple P. e Casalegno C., International Society for Information Studies, Vienna (Austria), 2015

  - "The magic or myth of corporate philanthropy?" with Maple P. (London South Bank University) presented at ISM-Open Institute of Social Marketing "Taking Responsibility: Social Marketing and Socially Responsible Management". The Open University, 9th of May 2012, Milton Keynes (United Kingdom)

  - "A comparison between Italy and United Kingdom over the adoption of private sector tools by social economy organizations" with Murdock A. (London South Bank University) presented at XVI IRSPM Conference "Contradictions in public management: managing in volatile times". University of Rome Tor Vergata, 11-13 April 2012, Rome (IT)

  - "Brand equity evaluation and corporate performances measurement: an empirical analysis on the value creation process into Piedmont luxury context" with Casalegno C., Pellicelli A.C., presented at EIASM Conference "Intangibles, Intellectual Capital & Extra-Financial Information". University of Catania (IT), September 2010, Catania (IT)
- "Corporate Social Responsibility and Over-Communication in European Banking Corporates. An investigation on the impact on their performances and on customers' perception". With Maple, P., Baltas, K., Casalegno, C. BAM (British Academy of Management) Conference, 6-8 September 2016, Newcastle University, UK

- "Integrated Corporate Social Responsibility approach and its implications for key stakeholders empowerment: the case study of an Italian Leader in the Coffee Industry". With De Colle, S. and Casalegno C., Egos (European Group for Organizational Studies) Conference, 7-9 July 2016, Napoli, IT

- "Food enterprises and community involvement: strengths and weaknesses of innovative business models. Evidences and comparisons between Italy and the United Kingdom". With Cantino, V., Cortesce, D. and Murdock, A., ISIRC Conference, Glasgow (Scotland), 5-8 September 2016

- Books:


  - "Digital channels and Social Media Management in luxury Markets", with Mosca F., Routledge (2017)

Luogo e data: Torino, 01/03/2017

Firma: [Signature]
ALLEGATO A

Chiara Civera  
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Place and date of birth: Torino, 13th of August 1985  
Address: Vicolo Bodoni 4, None (Turin, IT)

ACADEMIC RESEARCH

Research Fellow – Department of Management, University of Turin, IT  
Business Strategy, Marketing, Sustainability, Corporate Social Responsibility;  
Supervisor of Students’ Bachelor and Masters’ Dissertations  
current

Visiting Researcher at Darden School of Business, University of Virginia, USA  
Corporate Responsibility, Sustainability, Stakeholder Theory  
2016- onwards

Senior Researcher – Increase Association, Turin, IT  
The association promotes innovation and creativity in researching and business development  
Feb 2016 - current

Visiting Researcher at London South Bank University, London, UK  
Corporate Social Responsibility, Sustainability, Strategic Philanthropy, Business Strategy  
Sep 2011 – Feb 2013

TEACHING

Coordinator of the Master in Food and Beverage Sustainable Entrepreneurship  
The Master runs in cooperation among three European Universities: SAA School of Management (Turin, Italy), London South Bank University (London, UK), Abat Oliba CEU (Barcelona, Spain).  
Development of the ideas, preparation of the course structure and contents, company partners search, university partners search, closing of deals with partners  
2017

Lecturer at University of Biella  
Business Strategy  
2017

Lecturer at University of Turin, IT  
Business Strategy – (New Markets, New Consumers’ needs)  
2017

Tutor for the Marketing Award SIM, Turin, IT  
Coordination and supervision of groups of students (Master’s) in the development of ideas and marketing plans for several projects addressed by the Italian Society of Marketing  
2016-2017

Lecturer at SAA School of Management – University of Turin, IT  
Business Strategy and Marketing  
2013-2014-2015

Visiting Lecturer at ASVI workshop, London, UK  
Presentation and discussion of the results of the Ph.D Dissertation: “The Convergence between For-Profit Companies and Third Sector Organizations. A Comparative Study on Italy and United Kingdom”  
Apr 2013

Assistant Lecturer at Department of Management – University of Turin, IT  
Branding, Strategy, International Marketing, Strategic Marketing  
2009-2011
OTHER ACADEMIC ACTIVITIES AND MEMBERSHIPS

Referee for international conferences, journals and books
IGI Global (formerly Idea Group Inc.), www.igi-global.com
BAM (British Academy of Management), www.bam.ac.uk
JBE (Journal of Business Ethics), Springer

Member of the International Research Group on Social Responsibility current
The Research Group on “Innovative Applications for Sustainability and Responsibility LAB”
includes professors and researchers from Darden School of Business (University of Virginia, US),
IESEG Business School (Paris) and the Department of Management (University of Turin).

Member of the Scientific Committee “Chiave a Stella”, Turin, IT Jun – Jul 2010, 2011
Member of the Commission to evaluate projects of innovation, ethics and sustainability conducted
by major Italian Small and Medium Enterprises.
In collaboration with: Turin Chamber of Commerce, Unicredit Bank, Unicredit Corporate Banking
and Private Banking

JOB EXPERIENCE

CONSULTING

Business Consultant, Turin (IT), freelance Dec 2013 - current
Strategic consulting, creation and implementation of marketing strategies and commercial
development for:
- Multinational company operating in the software, IT services and process management
  (coordination and supervision of the activity in Italy and Albania)
- Italian company leader in the vending sector (coordination and supervision of the activity in Italy
  and Switzerland)
- Start-up company operating in the fashion industry (coordination of the project in Italy)
- Multinational company operating in the lighting sector (Business to Business, coordination of the
  project in Italy)

Strategic consultant for the Non Profit sector, Turin (IT), freelance Jul - Dec 2013
Project Manager for:
- Italian NGO supporting women victims of violence: preparation of the business plan and the
  fundraising plan (including partners search) within the European project “DAPHNE III” promoted
  by the European Commission
- Start-up social entrepreneurship: development of the idea, the business plan and the fundraising
  plan for a social enterprise operating in the food sector. The project has been awarded by the
  National Chamber of Commerce (Rome, Italy)

Strategic assessment; commercial and marketing strategy implementation to double the revenues of
an Italian luxury brand leader in the FMCG (Fast Moving Consumer Goods) sector within the UK
market

External consultant at International Training Centre of the International Labour Organization (United Nations), Turin, IT Jan - Sep 2011
Fundraising activities at EU level; research and development of new training material on marketing
and services for employers’ organizations; preparation and delivery of training sessions;
Improvement of the Internet platform of the unit “Lempnet”; research on Corporate Social
Responsibility and Marketing for services; development of a self-guided training module on “Services in Employers’ Organizations” using innovative IT tools for distance learning

EDUCATION

**Ph.D in Business and Management, Turin, IT**  
School of Management and Economics, University of Turin  
Doctoral Thesis: *Corporate Social Responsibility and Philanthropy: the convergence between Profit Companies and Third Sector Organizations. A comparative study on Italy and the UK*

Visiting Ph.D and researcher, London, UK  
London South Bank University, London  
Research areas: Marketing, Branding, Strategy, Corporate Social Responsibility, Sustainability, Philanthropy, NGOs Management, Fundraising, Social Marketing

**Master in Fundraising, University of Bologna, IT**  
Executive Fundraising, Management and Decision Making for Fundraising

"Events for Fundraising", executive course at Fund Raising School, Forlì, IT  
Marketing, Events organization, Communication strategy for Fundraising

"Problem Solving and Decision Making" Course  
ESCP Business School, Turin, IT

**Master’s Degree in Business e Management, University of Turin, IT**  
110/110 *cum laude* and Mention of the Jury

**Bachelor Degree in Economics, University of Turin, IT**  
2004-2007

**Secondary School of Humanities, Classical studies (Latin, Greek)**  
English specialization, Turin, IT  
1999-2004

LANGUAGES

Italian: mother tongue; English: fluent; Spanish: Intermediate; Modern Greek: beginner

SKILLS

Excellent ability in spoken and written communication gained through consulting (presentations to CEOs of companies, acquisition of targeted customer base, development of selling propositions, development of business plans and marketing plans) and teaching (both at Universities and training to groups of clients).

Management skills: Planning, Leadership, Communication, Problem Solving, Team oriented approach, Team motivation.

Highly motivated to grow professionally into the academic context, by constantly enhancing research capabilities and using a flexible approach to topics and research projects.

Being involved in challenging projects is my everyday aim, to prove that even and mostly under pressure, I work at the best to complete tasks on time and in an effective way, according to my high work ethics. I am always on the move, both mentally and physically; I like tackling new
experiences in different countries, confronting myself with foreign working environments, applying issues of research to different industrial sectors to widen my knowledge and my interpersonal skills.

Luogo e data: Torino, 01/03/2017

Firma: [Signature]