



BIOGRAPHIC NOTE

The information in this format will be published on the web site of the International Telematic University UNINETTUNO

Degree course: Business Management

Teaching Subject/s: Introduction to Business Administration

First name: **Francesca**

Family name: **Marzo**

e-mail: f.marzo@uninettunouniversity.net

Phone number to be put on the web site (not compulsory field):

Fax number to be put on the web site (not compulsory field):



Curriculum (in english)

PERSONAL INFORMATION

Date of birth: 4 September 1975

Child: 1 (born in 2013)

URL for web site: <https://it.linkedin.com/in/francescamarzo>

EDUCATION

01/10/2000 – 13/05/2006 PhD in Cognitive Science

University of Siena, Siena, Italy

01/01/2003 - 01/07/2004 Visiting Scholar

Harvard University: DEAS (Division of Engineering and Applied Science)

01/10/2000 – 30/09/2001 Master of Cognitive Science

University of Siena, Siena, Italy

01/09/1994 - 06/06/2000 Bachelor's degree in Communication Sciences, Management of

Institutional and Business Communication (cum laude)

University of Siena

CURRENT POSITION

02/05/2012 – present Research Fellow

Department of Management, LUISS Guido Carli, Rome, Italy

PREVIOUS POSITIONS

20/03/2010 - 30/04/12 Marketing, Communication manager for Greedo Music Project
Terre Sommerse Srl.

10/09/2009 - 10/12/2009 Communication Manager and Public Relations

Confcommercio Roma, Rome, Italy.

07/01/2009 - 31/07/2009 Coordination Manager and Project Management and Teacher, for INDEX
(INteraction DEsign eXperience), master funded by FP7 EU.

Consorzio Edugov, Sardinia Region

01/01/2007 – 31/12/2008 Head of Research project RRAMO (Rules, Trust Relationships and
Motivational Aspect for Participative Organization).
GIOMIRSA S.p.A, Rome, Italy:



- 01/01/2007 - 31/08/2007 Research Fellow for DiCSI (Knowledge Dynamics in Information Society) Prin2005 project
- 05/11/2006 - 30/04/2007 Research Fellow for ERC (Evaluation Research Center) Institute of Cognitive Sciences and Technologies, CNR, Rome, Italy
- 01/06/2006 - 31/12/2008 Project Manager and Coordinator Officer for INEQ (Inequality, Mechanisms, Effects and Policies), STREP Project in FP6. University of Siena, Department of Political Economics
- 01/01/2006 - 01/06/2006 Research Fellow for SOCRATES, FIRB project co-financed by MIUR (Italian Ministry of University and Research) Univeristy of L'Aquila, Department of Economics
- 01/02/2004 - 31/07/2004 Research Fellow for project "Trust and Law in Information Society" and ALFEBIITE, STREP Project in FP5 Institute of Cognitive Sciences and Technologies, CNR, Rome, Italy
- 01/12/2000 - 30/04/2001 Collaboration to the enquiry on the public training and the reform of the employment services, funded by Tuscany Region University of Siena, Department of Political Economy.
- 01/06/2000 - 01/12/2000 Collaboration to the enquiry on the evolution of the labor market and the social shocks-absorber, funded by Province of Siena University of Siena, Department of Political Economy
- 01/12/1998 - 31/03/1999 Stage for planning and application of an inner system of communication; planning of one promotional campaign for the New Framework Programme of the Structural Funds (2000-2006) Department for the Political of Development and Cohesion (DPS) Ministry of the Treasury, Economic Programming and Budget
- 15/03/1998 - 15/06/1998 Stage for advising and research in engineering and cognitive ergonomics (collaboration to European Plan HIPS; development of interfaces for the Web; development of a research on the use of technologies for videoconferences. CB&J srl, Paris, France.

□ **FELLOWSHIPS AND AWARDS**

- 01/10/2000 - 30/09/2003 Scholarship from MIUR University of Siena, Siena, Italy
- 01/10/1994 - 06/06/2000 Scholarship from Univeristy of Siena (DSU)
- 01/01/1998 - 01/07/1998 Scholarship Socrates/Erasmus Programme

□ **SUPERVISION OF GRADUATE STUDENTS AND POSTDOCTORAL FELLOWS**

- 02/10/2014 - 30/07/2015 Supervision of PhD Students Faculty of Economics, LUISS University, Rome, Italy
- 07/01/2009 - 30/07/2009 Supervision of Master Students EDUGOV, Sassari, Italy
- 01/03/2007 - 30/06/2007 Supervision of Master Students Faculty of Psychology, University of Amsterdam

□ **TEACHING ACTIVITIES**

- (current) Lecturer, UG, Organization Studies, Faculty of Economics, LUISS Guido Carli, Roma
- 01/10/2014 - 30/09/2015 Lecturer, UG, Advanced Organization Design, Faculty of Economics, LUISS Guido Carli, Roma
- 01/10/2010 - 30/09/2015 Module leader, UG, Psychology and Economics, Faculty of Economics, LUISS Guido Carli, Roma
- 01/10/2013 - 30/09/2014 Invited speaker for Seminars in Business Organization, UG, Faculty of Economics, LUISS Guido Carli, Roma
- 01/10/2013 - 30/09/2014 Tutor, UG, Computational Models for Cognitive and Social Science, Faculty of Psychology, Uninettuno University, Roma
- 07/01/2009 - 30/07/2009 Module leader, G, Interaction Design, Master INDEX (INteraction DESign eXperience), EDUGOV, Sassari
- 01/10/2007 - 30/09/2009 Module leader, UG, Psychology and Market Behaviour,



- Faculty of Economics, LUISS Guido Carli, Roma
01/10/2005 - 30/09/2006 Course Leader, UG, Business Organization
Faculty of Sociology, University of Roma "Sapienza"
01/10/2004 - 30/09/2005 Course Leader, UG, Knowledge Management
Faculty of Economics, University of L'Aquila
01/11/2000 - 31/03/2001 Module Leader, G, Decision Making Processes, Communication and
Organizational Aspects of European Framework Programmes
SEU Master in European Union Economics and Law, Perugia
01/12/1995 - 31/01/1996 Invited Speaker for Seminar in Cognitive Processes Psychology, UG,
Faculty of Communication Sciences, University of Siena

□ ORGANISATION OF SCIENTIFIC MEETINGS

- 21/11/2014 – 22/11/2014 Member of the Program and Organizing Committee of X Conference
of the Italian Chapter of AIS (Association of Information Systems),
University of Genova, Genova, Italy
26/06/2014 – 27/06/2014 Member of the Program and Organizing Committee of the 4th
Organizations, Artifacts and Practices (OAP) Workshop,
LUISS Guido Carli, Rome, Italy
14/12/2013 – 15/12/2013 Member of the Program and Track Co-Chair of X Conference of the
Italian Chapter of AIS (Association of Information Systems),
Bocconi University, Milan, Italy
19/09/2008 – 20/09/2008 Member of the Program and Organizing Committee of Workshop
"Inequalities in the West and in the World: Evidence, mechanisms
and policies", Università Sapienza, Rome, Italy
17/06/2007 – 24/06/2007 Member of the Program and Organizing Committee of Summer
School on "Inequality: Mechanisms, Effects and Policies",
University of Siena, Italy

□ COMMISSIONS OF TRUST

- 01/02/2015 – present Reviewer, Elsevier Editorial System, Engineering Applications of Artificial
Intelligence
01/07/2015 – present Reviewer, Plos One Journal
01/01/2015 – present Reviewer, EuroAsianPacific Joint Conference on Cognitive Science
01/09/2014 – present Reviewer, Journal of Economic Behavior & Organization
01/01/2013 – present Reviewer International Conference on Information Systems (ICIS)
01/01/2012 – present Reviewer Conference of the Italian Chapter of AIS
01/01/2012 – present Reviewer, International Journal of E-Services and Mobile Applications
01/01/2011 – present Reviewer, Cognitive Science Society International Conference (CogSci)
01/01/2006 – present Reviewer, Society for Judgment and Decision Making (SJDM)
01/01/2003 – 2007 Reviewer, Autonomous Agent and Multi-Agents Systems (AAMAS) Conf.
01/01/2003 – 2005 Reviewer, Ass. for the Advancement of Artificial Intelligence (AAAI) Conf.

□ MEMBERSHIPS OF SCIENTIFIC SOCIETIES

- 01/01/2013 – now: Member of Experimental Economics Laboratory CESARE, LUISS Guido Carli
01/01/2013 – now: Member, AIS, "Association for Information Systems"
01/05/2012 – now: Member, European Mathematical Psychology Group (EMPG)
01/01/2011 – now: Member, Cognitive Science Society
01/06/2006 – now: Member of Experimental Economics Laboratory of University of Siena

PUBBLICATIONS

Journal & Book Articles

- Brumana M., Marzo F., Za S. (in stampa), "Processi decisionali individuali" in M. Decastri
"Organizzazione Aziendale", Guerini e Associati Editore.
Marzo F. and Braccini A.M. (2015), "Information, Technology, and Trust: a Cognitive Approach
to Digital Natives and Digital Immigrants Studies", Digital Innovation and Inclusive Knowledge in
Times of Change, LNISO, Heidelberg: Springer.



Za S., Marzo F., De Marco M. and Cavallari M. (2015), "Agent Based Simulation of Trust Dynamics in Dependence Networks", IESS, Springer Lecture Notes in Business Information Processing.

Marzo F, Castelfranchi C (2013) "Trust as individual asset in a network: a cognitive analysis". Organization Change and Information Systems, LNISO vol. 2, Heidelberg, Springer.

Marzo F. (2012), "Goals Evaluation and Preference Dynamics", in Miceli M, Falcone R., Paglieri F., Tummolini L. "The goals of cognition", London, Gollege Publication.

Marzo F., Falcone R., Castelfranchi C. (2007), "Being Trusted in a Social Network: Trust as Relational Capital", Lecture Notes in Computer Science, Springer, Germany.

Castelfranchi C., Giardini F., Marzo F. (2006), "The relationship between rational decision, human motives and emotions", Mind & Society, Cognitive Studies in Economics and Social Sciences, Springer, Germany.

Lorini E., Marzo F., Castelfranchi C. (2005), "A Cognitive Model of Altruistic Mind", in Boicho Kokinov (Ed.) (2005), Advances in Cognitive Economics, NBU, Bulgaria.

Conference Proceedings

Marzo F. (2014), "Trust Networks for Knowledge Management", Proceedings of Organization Artifacts and Procedures OAP2014, Rome, Italy.

Marzo F., Castelfranchi C. (2014), "A Cognitive Analysis of Trust Mediation in Knowledge Management", Proceedings of WOA 2014, Udine, Italy.

Marzo F., Za S., Spagnoletti P., (2014), "Agent Based Models to Simulate Social Support Networks", Proceedings of WOA 2014, Udine, Italy.

Marzo F., Za S., Spagnoletti P., (2013) "Modeling dependence networks for agent based simulation of online and offline communities", Lecture Notes in Computer Science, vol. 7879, Heidelberg, Springer.

Marzo F., Za S., Spagnoletti P., (2013) "Simulazioni Multi-Agente per lo Studio e l'Organizzazione delle Reti di Assistenza Sociale", Proceedings of WOA 2013, Rome, Italy.

Balbo L., Magnani N., Marzo F., (2009) "Gender and Ethnic Inequalities", Report on INEQ - Project under FP7, CRISS Meeting, Rome.

Castelfranchi C., Falcone R., Marzo F (2008), "Cognitive Model of Trust as Relational Capital", Proceedings of AAMAS-07, Honolulu, Hawai'i.

Marzo F., Gal Y., Grosz B., Pfeffer A. (2004), "Social preferences in negotiation", IV Conference in Collective Intentionality, Siena, Italy.

Marzo F. (2004), "The role of fairness in causing and maintaining social capital", First Conference of Young Economist, Rome, Italy.

Gal Y., Pfeffer A., Marzo F., Grosz B.J. (2004), "Learning social preferences in games", Proceedings of AAAI-04, San Jose, CA.

Marzo F. (2003), "Cognitive models and multi-agent systems for interactive decision making", SJDM 2003 Annual Meeting, Vancouver.

According to the D. L.gvo of 30 June 2003, n. 196 (Code on the protection of the personal data), informed about the aims of the treatment of these personal data and their recording on informatics supports, and also about the people responsible of the treatment of these data,

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