



SCHEDA BIOGRAFICA

Le informazioni contenute in questa scheda verranno pubblicate sul sito dell'Università Telematica UNINETTUNO

Corso di Laurea: Comunicazione digitale d'impresa

Insegnamento/i: Psicologia dei consumi

Nome: Ilaria

Cognome: Querci

e-mail: ilaria.querci@uninettunouniversity.net

Recapito telefonico da pubblicare sul sito (non obbligatorio):

Fax da pubblicare sul sito (non obbligatorio):

Recapito telefonico personale (non pubblicato sul sito):



Curriculum (in italiano)

Istruzione

Ph.D. Program in Management

Facoltà di economia, Sapienza, Università di Roma (Italia)

Nov 2017 - oggi

Visiting Ph.D. Student

Università di St. Gallen, San Gallo (Svizzera)

Gen 2020 - oggi

Laurea magistrale in Marketing

Facoltà di impresa e management, Luiss University, Roma (Italia), 110/110 *con lode*

2017

Laurea triennale in Economia e Finanza

Facoltà di Economia, Bocconi University, Milano (Italia), 89/110

2015

Erasmus

Faculty of Economics, Université Catholique de Louvain (UCL), Louvain La Neuve (Belgio)

Set 2013 - Gen 2014

Interessi di ricerca

Barriere dei consumatori all'adozione di smart object

Privacy nel contest Internet of Things

Relazioni tra smart object e consumatore

Pubblicazioni in riviste



Ricotta, Francesco, & **Querci, Ilenia** (2018), "Consumatori liquidi e viralità di valore. Competere in un contesto iperconnesso (*Liquid consumers and valuable virality. To compete in a hyperconnected context*)," *MK*, 3, 2-6, ISSN 1594-4840.

Capitoli di libri

Ricotta, Francesco, & **Querci, Ilenia** (2018), "Interazione consumer to consumer: user generated content e influenza sociale nei processi di consumo (*Consumer to consumers interaction: the role of user generated content and social influence in the consumption process*)," in Ricotta, F. (Eds). *Marketing omnicanale. Il go to market nell'era dell'iperconnessione (Omnichannel management. Go to market in the hyperconnection era)*, 109-129, Streetlib, ISBN: 9788829540921.

Ricotta, Francesco, & **Querci, Ilenia** (2019), "Metriche per i mercati iperconnessi (*Hyperconnected market metrics*)," in Ricotta, F. (Eds). *Marketing omnicanale. Il go to market nell'era dell'iperconnessione (Omnichannel management. Go to market in the hyperconnection era), chapter in preparation*.

Presentazioni a conferenze

*presenter

Querci, Ilenia*, Romani, Simona, Barbarossa, Camilla, & Ricotta, Francesco (2019), "Against the IoT: a multi-method examination of the barriers to the adoption of smart objects," *48th European Marketing Academy Conference (EMAC) Conference*, 27-31 May, Hamburg, Germany.

Peverini, Paolo, Romani, Simona, **Querci, Ilenia***, Vella, Rita Lisa, & Visconti, Luca Massimiliano (2019), "Unveiling the Dark Side of Smart Objects-Consumer Relationships," *GW Intelligence of Things Conference*, 5 April, George Washington University, Washington (DC), USA.

Querci, Ilenia*, Francesco, Ricotta, & Romani, Simona (2018), "Il mercato degli smart object: un'analisi qualitativa delle barriere all'adozione (*The smart object market: a qualitative analysis of the barriers to the adoption*)," *XV Annual Conference of the Italian Marketing Academy*, 18-19 October, Università degli Studi di Bari Aldo Moro, Bari, ISBN 978-88-943918-2-4.

Querci, Ilenia, Colacino, Serena, De Angelis, Matteo, & Ricotta, Francesco* (2018), "Fueling go to market: ripensare il «retailing» dei carburanti nell'era della digital transformation (*Fueling go to market: rethinking fuel retailing in the digital transformation era*)," *XV Annual Conference of the Italian Marketing Academy*, 18-19 October, Università degli Studi di Bari Aldo Moro, Bari, ISBN 978-88-943918-2-4.

Altri progetti di ricerca

X.ITE (X. Insight Technology Enhanced) Research Center

Romani, Simona, Peverini, Paolo, Ricotta, Francesco, & Ilenia Querci (2019), "The relationship between consumer and smart objects: preliminary evidences on consumer heterogeneities".

Romani, Simona, Peverini, Paolo, Ricotta, Francesco, & Ilenia Querci (2018), "Hyperconnection: the barriers from vision to reality".

Invited Talks

2019 "Ovunque misuri – il valore delle relazioni. Gli analytics e il loro lato oscuro (*Measures everywhere – the value of relationships. Analytics and their dark side*)" ABI #IICliente, April 15-17.

2018 "Campagne, marketing e omnicanalità. Consumatori liquidi e viralità di valore (*Omnichannel campaigns and marketing. Liquid consumers and valuable virality*)" ABI #IICliente, April 9-10.

Esperienza di insegnamento

Luiss Business School

Co-teaching:

Specialized Master courses:
Channel Management Feb – Mar 2018, 2019
Digital & Omnichannel Commerce Mar – Apr 2019
Marketing, Retail & Channel Metrics Apr 2019
Prof. Francesco Ricotta

Seminari:

Social and Ethical Challenges of the Internet of Things Feb – Mag 2019
Rita Lisa Vella, Ph.D.

Teaching Assistant:

MSc courses:
Marketing Communication & New Media Feb – Giu 2018
Prof. Paolo Peverini
Analisi del Comportamento di Acquisto ("Consumer behavior") Set – Dic 2018
Prof. Simona Romani
Specialized Master courses:
Go to Market & Channel Ecosystem Mar – Apr 2018
Omnichannel Customer Management Apr 2018
Prof. Francesco Ricotta

Sapienza Università di Roma

Teaching Assistant:

Undergraduate courses: Marketing Feb – Giu 2018, 2019
MSc courses: Multichannel Management Ott – Dic 2018, 2019
Prof. Francesco Ricotta

Grants

"Funding research projects" grant, Sapienza, University of Rome (Italy). Research project: "Smart object: barriers to the adoption and competitive dynamics". 2018 – 2019. Total award € 3,000.

Collaborazioni

Custom projects of X.ITE (X. Insight Technology Enanchend) Research Center

SIAE "Modelli di gestione del collecting. Comparazioni e implicazioni per il market e il business model (re)design (*Models of collecting management. Comparisons and implications for the market and for the business model (re)design*)," 2019.

Prof. Michele Costabile and Prof. Francesco Ricotta

Archigia "Fueling go to market: rethinking fuel retailing in the digital transformation era," 2018.

Prof. Francesco Ricotta and Prof. Matteo De Angelis

Altre informazioni su istruzione e corsi

Summer Research Methods School, Università della Calabria (Italia) (2018)

Experimental Design & Analysis

PROFESSOR
Irene Scopelliti

Research Methods Seminar, Luiss University (Italia) (2018)

Statistics and Research Methodology (Stata and SPSS software)

Feray Adiguzel

Graduate course, Sapienza, Università di Roma (Italia) (Gen – Giu 2018)



Applied Statistics (R software)

Serena Arima

Lingue

Italiano.

Buon livello di **inglese** e **francese**.

Competenze tecniche

SPSS e NVIVO software.
STATA e R studio software.

Curriculum (in inglese)

Education

Ph.D. Program in Management

Faculty of Economics, Sapienza, University of Rome (Italy)

Nov 2017 - present

Visiting Ph.D. Student

University of St. Gallen, St. Gallen (Switzerland)

Jan 2020 - present

M.Sc. Marketing (Major in Market relationship & Customer engagement)

Faculty of Economics, Luiss University, Rome (Italy), 110/110 *summa cum laude*

2017

B.Sc. Economics and Finance

Faculty of Economics, Bocconi University, Milan (Italy), 89/110

2015

Erasmus student

Faculty of Economics, Université Catholique de Louvain (UCL), Louvain La Neuve (Belgium)

Sep 2013 – Jan 2014

Research Interests

Barriers to consumers' adoption of smart objects
Privacy issue in the Internet of Things
Smart objects-consumer relationships

Journal Publications

Ricotta, Francesco, & **Querci, Ilenia** (2018), "Consumatori liquidi e viralità di valore. Competere in un contesto iperconnesso (*Liquid consumers and valuable virality. To compete in a hyperconnected context*)," *MK*, 3, 2-6, ISSN 1594-4840.

Book Chapters

Ricotta, Francesco, & **Querci, Ilenia** (2018), "Interazione consumer to consumer: user generated content e influenza sociale nei processi di consumo (*Consumer to consumers interaction: the role of user generated content and social influence in the consumption process*)," in Ricotta, F. (Eds). *Marketing omnicanale. Il go to market nell'era dell'iperconnessione (Omnichannel management. Go to market in the hyperconnection era)*, 109-129, Streetlib, ISBN: 9788829540921.



Ricotta, Francesco, & **Querci, Ilenia** (2019), "Metriche per i mercati iperconnessi (*Hyperconnected market metrics*)," in Ricotta, F. (Eds). Marketing omnicanale. Il go to market nell'era dell'iperconnessione (*Omnichannel management. Go to market in the hyperconnection era*), chapter in preparation.

Conference Presentations

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Querci, Ilenia*, Romani, Simona, Barbarossa, Camilla, & Ricotta, Francesco (2019), "Against the IoT: a multi-method examination of the barriers to the adoption of smart objects," *48th European Marketing Academy Conference (EMAC) Conference*, 27-31 May, Hamburg, Germany.

Peverini, Paolo, Romani, Simona, **Querci, Ilenia***, Vella, Rita Lisa, & Visconti, Luca Massimiliano (2019), "Unveiling the Dark Side of Smart Objects-Consumer Relationships," *GW Intelligence of Things Conference*, 5 April, George Washington University, Washington (DC), USA.

Querci, Ilenia*, Francesco, Ricotta, & Romani, Simona (2018), "Il mercato degli smart object: un'analisi qualitativa delle barriere all'adozione (*The smart object market: a qualitative analysis of the barriers to the adoption*)," *XV Annual Conference of the Italian Marketing Academy*, 18-19 October, Università degli Studi di Bari Aldo Moro, Bari, ISBN 978-88-943918-2-4.

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Other Research Projects

X.ITE (X. Insight Technology Enanched) Research Center

Romani, Simona, Peverini, Paolo, Ricotta, Francesco, & Ilenia Querci (2019), "The relationship between consumer and smart objects: preliminary evidences on consumer heterogeneities".

Romani, Simona, Peverini, Paolo, Ricotta, Francesco, & Ilenia Querci (2018), "Hyperconnection: the barriers from vision to reality".

Invited Talks

2019 "Ovunque misuri – il valore delle relazioni. Gli analytics e il loro lato oscuro (*Measures everywhere – the value of relationships. Analytics and their dark side*)" ABI #IICliente, April 15-17.

2018 "Campagne, marketing e omnicanalità. Consumatori liquidi e viralità di valore (*Omnichannel campaigns and marketing. Liquid consumers and valuable virality*)" ABI #IICliente, April 9-10.

Teaching Experience

At Luiss Business School

Co-teaching:

Specialized Master courses:

Channel Management

Digital & Omnichannel Commerce

Marketing, Retail & Channel Metrics

Prof. Francesco Ricotta

Feb – Mar 2018, 2019

Mar – Apr 2019

Apr 2019

Seminars:

Social and Ethical Challenges of the Internet of Things

Feb – May 2019



Rita Lisa Vella, Ph.D.

Teaching Assistant:

MSc courses:

Marketing Communication & New Media

Feb – Jun 2018

Prof. Paolo Peverini

Analisi del Comportamento di Acquisto ("Consumer behavior")

Sept – Dec 2018

Prof. Simona Romani

Specialized Master courses:

Go to Market & Channel Ecosystem

Mar – Apr 2018

Omnichannel Customer Management

Apr 2018

Prof. Francesco Ricotta

At Sapienza University of Rome

Teaching Assistant:

Undergraduate courses: Marketing

Feb – Jun 2018, 2019

MSc courses: Multichannel Management

Oct – Dec 2018, 2019

Prof. Francesco Ricotta

Grants

"Funding research projects" grant, Sapienza, University of Rome (Italy). Research project: "Smart object: barriers to the adoption and competitive dynamics". 2018 – 2019. Total award € 3,000.

Collaborations & Consulting Experience

Custom projects of X.ITE (X. Insight Technology Enanced) Research Center

SIAE "Modelli di gestione del collecting. Comparazioni e implicazioni per il market e il business model (re)design (*Models of collecting management. Comparisons and implications for the market and for the business model (re)design*)," 2019.

Prof. Michele Costabile and Prof. Francesco Ricotta

Archigia "Fueling go to market: rethinking fuel retailing in the digital transformation era," 2018.

Prof. Francesco Ricotta and Prof. Matteo De Angelis

Additional Education and Training Information

Summer Research Methods School, Università della Calabria (Italy) (2018)

Experimental Design & Analysis

PROFESSOR

Irene Scopelliti

Research Methods Seminar, Luiss University (Italy) (2018)

Statistics and Research Methodology (Stata and SPSS software)

Feray Adiguzel

Graduate course, Sapienza, University of Rome (Italy) (Jan – Jun 2018)

Applied Statistics (R software)

Serena Arima

Languages

Mother tongue **Italian**.

Excellent level of **English** and **French**.

Technical Skills



UNIVERSITÀ TELEMATICA
INTERNAZIONALE UNINETTUNO

Proficient with SPSS and NVIVO software.
Good knowledge of STATA and R studio software.

Curriculum (in francese)

Ai sensi del D. L.gvo del 30 giugno 2003, n. 196 (Codice in materia di protezione dei dati personali), informato delle finalità del trattamento dei dati e della loro registrazione su supporti informatici, nonché dei soggetti responsabili dello stesso,

AUTORIZZO

con la trasmissione di questa scheda, UNINETTUNO Università Telematica nella figura del Rettore prof. Maria Amata Garito al trattamento dei dati personali contenuti in questo modulo per esclusive finalità didattiche e di ricerca al fine di consentire lo svolgimento dell'insegnamento e delle pratiche amministrative collegate.