

MARTINA MANZO

00144, Rome

Driving licence: B



Professional Role

- **Research Fellow**

Innovation, circular economy and sustainable mobility

01 Feb 2024 – 31 Jan 2025

University of Torino - Department of Economics and Statistics "Cognetti De Martiis", Via Via Verdi 8, 10124, Torino, Italy

Education

- **Ph.D. Student with grant**

Market, Enterprise and Consumers - Governance and Management

Nov 2020 – 31 Jan 2024

University of Roma Tre - Department of Business Administration, Via Silvio d'Amico, 77, 00145, Rome, Italy

Main research topics: challenges and opportunities of the digitalization process in SMEs; the contribution of Intellectual Capital in innovation processes, with a focus on the Agri-food sector; the role of Relational Capital in the developments of female-led innovative start-ups; Gender Diversity Management and Gender Budgeting to improve the gender equality in public and private organizations.

- **Master's Degree in Business Administration - LM 77**

earned on 20 July 2020, at the University of Roma Tre, Rome

with grade 110 cum laude, title of the thesis:

"Technological and strategic innovation in the Digital Economy: the Soundreef case and the evolution of the music market".

Supervisor: Prof. M. Celli

Co-Supervisor: Prof. G. Mattei

- **Bachelor's degree in Economics and Business Management - L 18**

earned on 23 October 2018, at the University of Roma Tre, Rome

with grade 110 cum laude, title of the thesis:

"The recognition of intangible assets in financial statements according to international accounting standards".

Supervisor: Prof. S. Arduini

- High School Diploma in Classical Studies
earned in 2015, at Liceo Classico M. Buratti, Viterbo (RM), Italy

Training

- Advanced training course in Management and valorisation of Non Performing Loans
from March 2022 to July 2022, at the University of Roma Tre, Rome
- Advanced Course in Blockchain Technology & Management
from March 2021 to July 2021, at the University of Roma Tre, Rome
- Traineeship for the profession of Accountant
from September 2020 to April 2022, at Studio Paoloni & Associati, Rome
- Traineeship for the profession of Auditor
from March 2019 to March 2022, at Studio Paoloni & Associati, Rome

Experience abroad

- Visiting in Universidade de Aveiro, 3810-193 Aveiro, Portugal
Prof. Elisabeth T. Pereira
Departamento de Economia, Gestão, Engenharia Industrial e Turismo (DEGEIT)
from February 2023 to June 2023

Other experience

- LETSGEPS Summer School in Gender Budgeting and Gender Equality Measurement
Messina (IT) 28-30 June 2023
- International Green Summer School in “Sustainable Design and Process in Textiles for Higher Education”
Aveiro (PT), 04-08 September

Academic and Scientific Work Experience

Teaching activity

2024

- Lecturer in the course of Budgeting
University of Roma Tre, Rome
- Lecturer in the course of Knowledge Management
Link Campus, Rome
- Lecturer in the MBA ‘Management, Marketing & Finance’ for the module ‘Behavioral Economic and Complexity Management’
Link Campus, Rome
- Lecturer in the MBA ‘Management, Marketing & Finance’ for the module ‘Digital Marketing’
Link Campus, Rome
- Lecturer in the Master ‘Smart Public Administration’ for the module ‘Knowledge management e open innovation in Publica Administration to manage participatory processes’
Link Campus, Rome

2022

- Lecturer in the Master 'Sustainable Human Resource Management' for the module 'Accounting and budgeting. Management accounting for sustainability'.

since October 2022 to December 2022, at the European University of Rome, Rome

Teaching assistance

2023

- Teaching assistant in the course of Strategic Analysis of Business Decisions
La Sapienza University, Rome
Prof. P. Paoloni
- Teaching assistant in the course of Budgeting
University of Roma Tre, Rome
Prof. M. Celli
- Teaching assistant in the course of Economics of Business Groups
University of Roma Tre, Rome
Prof. M. Celli
- Teaching assistant in the course of Fundamentals of Management
Link Campus University, Rome
Prof. V. Cillo

2022

- Teaching assistant in the course of Strategic Analysis of Business Decisions
La Sapienza University, Rome
Prof. P. Paoloni
- Teaching assistant in the course of Business Economics
European University of Rome, Rome
Prof. A. Dello Strologo
- Teaching assistant in the course of Budgeting
University of Roma Tre, Rome
Prof. M. Celli
- Teaching assistant in the course of Economics of Business Groups
University of Roma Tre, Rome
Prof. M. Celli
- Teaching assistant in the course of Corporate Governance and Business Scenarios
University of Roma Tre, Rome
Prof. M. Paoloni- Prof. G. Mattei
- Teaching assistant in the course of Business Economics
University of Roma Tre, Rome
Prof. M. Paoloni

2021

- Teaching assistant in the course of Strategic Analysis of Business Decisions
La Sapienza University, Rome
Prof. P. Paoloni
- Teaching assistant in the course of Budgeting
University of Roma Tre, Rome
Prof. M. Celli
- Teaching assistant in the course of Economics of Business Groups

University of Roma Tre, Rome

Prof. M. Celli

- Teaching assistant in the course of Corporate Governance and Business Scenarios
University of Roma Tre, Rome
Prof. M. Paoloni- Prof. G. Mattei
- Teaching assistant in the course of Business Economics
University of Roma Tre, Rome
Prof. M. Paoloni

Tutoring activity

2023

- Tutor of the course Budgeting
University of Roma Tre, Rome
Prof. M. Celli
- Tutor of the course Economics of Business Groups
University of Roma Tre, Rome
Prof. M. Celli

2022

- Tutor of the course Business Administration
University of Roma Tre, Rome
Prof. F.G. Grandis
- Tutor of the course Budgeting
University of Roma Tre, Rome
Prof. M. Celli
- Classroom Tutor for the Advanced Course in Management and valorisation of NPL
University of Roma Tre, Rome
Prof. P. Paoloni

2021

- Tutor of the course Business Administration
University of Roma Tre, Rome
Prof. F.G. Grandis
- Tutor of the course Budgeting
University of Roma Tre, Rome
Prof. M. Celli
- Classroom Tutor for the Advanced Course in Blockchain Technology & Management
University of Roma Tre, Rome
Prof. F. Faggioni

Others

- Technical-scientific consultant on Training 4.0
from April 2022 to July 2022, at Next4 Production s.r.l.

Other roles

- Corresponding member of the Italian Society of Teachers of Accounting and Business Administration (in Italian Società Italiana dei Docenti di Ragioneria e di Economia Aziendale -SIDREA), *since June 2022 (ongoing)*
- Member of the AIDEA/SIDREA study and focus group on gender studies (Ispazia Gender Observatory), *since September 2021 (ongoing)*

Publications

Journal articles

2023

- Tutino, M., Paoloni, N., Manzo, M., & Santolamazza, V., Building Tourism's resilience through Relational Capital, *Int. J. of Digital Culture and Electronic Tourism*, *forthcoming*
- Paoloni, P., Manzo, M., & Procacci, V., (2023), The impact of the pandemic crisis on the digital transition process of Italian SMEs, *Management Control*, 2 – Special Issue, pp 83-107, Doi: 10.3280/MACO2023-002-S1-005
- Paoloni, P., Modaffari, G., & Manzo, M., (2023), Non-Fungible Token valuation: State of the art and future insight, in *Financial Reporting*, n. 2.
- Arduini, S., Beck, T., & Manzo, M., (2023) Corporate reputation and culture: the link between Knowledge Management and sustainability, *Journal of Knowledge Management*, DOI 10.1108/JKM-02-2023-0139, ISSN: 13673270.
- Modaffari, G., Paoloni, N., & Manzo, M. (2023). Intellectual capital's contribution to innovative female agri-start-ups: a multiple case study. *Journal of Intellectual Capital*. DOI 10.1108/JIC-07-2022-0150, ISSN 14691930.
- Cavazza, A., Dal Mas, F., Paoloni, P., & Manzo, M. (2023). Artificial intelligence and new business models in agriculture: a structured literature review and future research agenda. *British Food Journal*, 125(13), 436-461, DOI 10.1108/BFJ-02-2023-0132, ISSN 0007070X.
- Fait, M., Palladino, R., Mennini, F. S., Graziano, D., & Manzo, M. (2023). Enhancing knowledge brokerage drivers for dynamic capabilities: the effects on sustainable supply chain ecosystem. *Journal of Knowledge Management*, DOI 10.1108/JKM-07-2022-0601, ISSN 13673270.
- Mattei, G., Paoloni, N., Strologo, A. D., & Manzo, M. (2022). Does gender influence the companies' financial strategies choices? An analysis of the food & beverage Italian industries. *Piccola Impresa/Small Business*, (2), <https://doi.org/10.14596/pisb.2862>, ISSN 0394-7947.
- Paoloni, P., Cosentino, A., Arduini, S., & Manzo, M. (2022). Intellectual capital and knowledge management for overcoming social and economic barriers in the health-care sector. *Journal of Knowledge Management*, DOI 10.1108/JKM-05-2022-0349, ISSN 13673270.

Book chapters

2023

- Mattei, G., Santolamazza V. & Manzo, M. Digitalisation and citizen engagement: a comparative analysis of the impact on participatory budgeting in Rome and Barcelona, in *Governing hybrid networks in organisations and society - Elgar handbook* (Editors G. Grossi & J. Vakkuri), *forthcoming*
- Paoloni, N. & Manzo, M., Women-led startups: a literature analysis, In *When the Crisis Becomes an Opportunity: The Role of Women in the Post-Covid Organization* (pp. 89-104). Cham: Springer International Publishing, DOI 10.1007/978-3-031-21932-0_6, ISSN 26629879.
- Modaffari, G. & Manzo, M., Relational Capital to revamp the pink side of agri-food, In *When the Crisis Becomes an Opportunity: The Role of Women in the Post-Covid Organization* (pp. 75-87). Cham: Springer International Publishing, DOI 10.1007/978-3-031-21932-0_5, ISSN 26629879.

2022

- Ricci, F., della Corte, G., & Manzo, M. (2022). Gender Budgeting in Italian Universities. In *Organizational Resilience and Female Entrepreneurship During Crises: Emerging Evidence and Future Agenda*, pp. 225-266. Springer, Cham, DOI 10.1007/978-3-030-89412-2_16, ISSN 26629879.
- Paoloni, M., Celli, M., Manzo, M., & Santolamazza, V. (2022). Relational Capital's Support in Innovating a Female-Run Business: The Case of an Italian Organic Farm, in *Organizational Resilience and Female Entrepreneurship During Crises*, pp. 267-282. Springer, Cham, DOI 10.1007/978-3-030-89412-2_17, ISSN 26629879.

2020

- Manzo, M., Digital disruption: l'impatto della rivoluzione digitale nel sistema aziendale, in Paoloni, P. (2020). Elementi di governo d'azienda, Giappichelli, pp. 120-130.

Conference proceedings

2023

- Paoloni, N.; Modaffari, G.; Manzo, M. (2023). Gender Bond, Innovative Financial Tools in Woman Enterprises, presented in International Forum on Knowledge Asset Dynamics, 7-9 June 2023, Matera, Italia, ISBN 978-88-96687-16-1.
- Paoloni, P.; Cosentino, A.; Manzo, M. (2023). Gender Diversity Management in a Decade of Research: A Structured Literature Review, presented in International Forum on Knowledge Asset Dynamics, 7-9 June 2023, Matera, Italia., ISBN 978-88-96687-16-1.
- Paoloni, P.; Cosentino, A.; Manzo, M. (2023). Gender budgeting as a dynamic monitoring tool for gender diversity management in universities, presented in International Conference on Gender Research (ICGR), 6° edition, 20-21 April 2022, Derry - Londonderry, Northern Ireland

2022

- Paoloni, P., Manzo, M., & Procacci, V. (2022). The impact of the pandemic crisis on the digital transition process of Italian SMEs, presented at Conference SIDREA, 20- 21 Ottobre 2022, Lucca, Italia.
- Paoloni, N., Modaffari, G., & Manzo, M. (2022). Innovation as a Resilience Opportunity for Female Agro-Startups, presented at International Forum on Knowledge Asset Dynamics (IKFAD), 17° edizione, 20-22 Giugno 2022, Lugano, Svizzera.
- Paoloni, N. & Manzo, M., (2022). Women-led startups: a literature analysis, presented at 7th workshop on gender issues- Ipazia, 8 Aprile 2022, Roma, Italia
- Modaffari, G. & Manzo, M. (2022). Relational Capital to revamp the pink side of agri-food, presented at 7th workshop on gender issues- Ipazia, 8 Aprile 2022, Roma, Italia
- Modaffari, G., & Manzo, M. (2022). Innovation against gender inequalities in agri-food industry, presented at International Conference on Gender Research (ICGR), 5° edizione, 28-29 Aprile 2022, Aveiro, Portogallo and published in proceeding ICGR 2021, Vol. 5, No. 1, pp. 155-162.

2021

- Paoloni, N., & Manzo, M. (2021). The role of Relational Capital in innovative female start-ups, presented at IEEE International Conference on Technology Management, Operations and Decisions (ICTMOD) 2021, 24-26 Novembre 2021, online and published in proceeding IEEE ICTMOD 2021, DOI 10.1109/ICTMOD52902.2021.9739238, ISBN 978-166541654-2.
- Mattei, G., Paoloni, N., Manzo, M., (2021). Food & Beverage Female' companies financial strategies: How their choices influence the crises' reaction?, presented at 6th workshop on gender issues- Ipazia, 9 Aprile 2021, Roma, Italia.
- Tutino, M., Mattei, G., Paoloni, N., Manzo, M., (2021). Food & Beverage Female' companies financial strategies: How their choices influence the crises' reaction?, presented at International Forum on Knowledge Asset Dynamics (IKFAD), 16° edizione, 1-2 Settembre 2021, Roma, Italia.

Scientific awards

- IEEE ICTMOD 2021 - *PhD Student Encouragement Award* for the paper "Recovery and resilience of innovative start-up: the pink side of the agri-food" co-authored with Niccolò Paoloni.
- 18th International Forum on Knowledge Asset Dynamics (IFKAD) 2023- Best Paper Award Ipazia Chapter 2023 for the paper "Gender Bond, Innovative Financial Tools in Woman Enterprises" co-authored with Giuseppe Modaffari and Niccolò Paoloni

Conference attended

CONFERENCE	DATE	LOCATION	GOALS AND TOPICS
AIDEA 2023	5-6 October 2023	University of Fisciano	Defining the role of academia in the challenges of society, economy, and institutions.
Knowledge management in the development of a global scientific community	11 July 2023	Marche Polytechnic University, Department of Management	Get together scholars from different streams of management research aiming at reading their research studies from different angles of view and perspectives: Knowledge Management, Intellectual Capital, Technology Transfer, Entrepreneurship, R&D Management, Technology Innovation.
IFKAD 2023	7-9 June 2023	University of Basilicata, Matera, Italy	Develop an understanding of the new knowledge management and innovation approaches, models, tools and practices needed to effectively address the emerging opportunities arising from the "sustainability agenda"
ICGR 2023	20-21 April 2023	Ulster University Magee Campus, Derry - Londonderry, Northern Ireland	Promote new insights and discussions on current global perspectives, considering the differences in theoretical and thematic approaches among different times, countries and economic sectors, with their implications and with the aim of improving and sharing scientific knowledge on gender research.
IPAZIA 2023	13 January 2023	University La Sapienza, Rome, Italy	Analysing Entrepreneurship, Governance and Digitalisation for Gender Sustainability.
SIDREA 2022	20-21 October 2022	IMT School, Lucca, Italy	Understanding how digital technologies can support business management
IFKAD 2022	20-22 June 2022	SUPSI, Lugan, Switzerland	Understand the knowledge factors that influence an organisation's resilience and transformation capacity
IPAZIA 2022	8 April 2022	University la Sapienza, Rome, Italy	Studying how the crisis can turn into an opportunity for those women's enterprises that are able to interpret change,
ICGR 2022	28-29 April 2021	University of Aveiro, Aveiro, Portugal	Study, management and development of gender issues in business, the public sector and education.

IEEE ICTMOD 2021	24-26 November 2021	Online	Deepening the management of technology, operations and decisions in times of crisis
IPAZIA 2021	9 April 2021	University La Sapienza, Rome, Italy	Observing the gender issue in the Italian and European context from an interdisciplinary perspective
IFKAD 2021	1-2 September 2021	University of Roma Tre, Rome, Italy	Understanding knowledge management strategies, projects and tools to navigate critical scenarios

Conference Organization

- Organizer and Chair of the special track “Diversity Management as a Sustainable Governance Strategy in the Private and Public Sector” in International Forum on Knowledge Asset Dynamics, 18^o edition, 7-9 June 2023, Matera, Italy.
- Chair of the Virtual session, International Forum on Knowledge Asset Dynamics, 18th edition, 07-09 June 2023, University of Basilicata, Matera, Italy.
- Organizer and Chair of the special track “Female Entrepreneurship’s Capacity for Resilience and Transformation” in International Forum on Knowledge Asset Dynamics, 17th edition, 20-22 June 2022, SUSPI, Lugano, Switzerland.

Language skills

Italian: NATIVE LANGUAGE

English: C1



Portuguese: A2



Digital skills

Very Good knowledge of the Office package

Last update February 2024

Martina Manzo

I authorise the processing of personal data, in accordance with Legislative Decree 196/03.
