

LUIGI MERSICO

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EMPLOYMENT

Post-Doctoral Research Fellow Department of Management University of Bologna, Bologna (Italy)	01/2025 - Ongoing
Research Assistant Faculty of Science & Engineering Anglia Ruskin University, Cambridge (United Kingdom) Research and activities were conducted within the Sustainable Futures Knowledge Exchange project "Identifying Challenges and Proposing Solutions for Sustainable ICT by Reducing File Storage on the Cloud."	02/2024 – 06/2024
Research Fellow Department of Management University of Bologna, Bologna (Italy) Research and activities conducted within the H2020 project "BIO-PLASTICS EUROPE: Developing and Implementing Sustainability-Based Solutions for Bio-Based Plastic Production and Use to Preserve Land and Sea Environmental Quality in Europe."	07/2023 – 11/2023
Post-Doctoral Research Fellow Department of Management University of Bologna, Bologna (Italy) Research and activities conducted within the H2020 project "BIO-PLASTICS EUROPE: Developing and Implementing Sustainability-Based Solutions for Bio-Based Plastic Production and Use to Preserve Land and Sea Environmental Quality in Europe."	03/2022 – 03/2023
Consultant in European and Industry 4.0 Projects Sinergia Consulenze S.r.l., Pesaro (Italy) Providing services in Project Management, Business Planning, and Business Modelling for European and subsidized finance projects within the following frameworks: a) Horizon 2020 and Horizon Europe, with particular reference to the SME Instrument and EIC Accelerator, b) European Regional Development Fund, and c) Invitalia Venture Capital.	04/2019 – 09/2021
Data Scientist Intern Publicis Media S.A., Milan (Italy) Providing support in the development of ETL processes for large datasets using interfaces for distributed computing and modeling with Sparklyr and AWS. Coordinating with external partners for data procurement.	07/2018 – 10/2018

EDUCATION

Ph.D. in Global Studies. Economy, Society and Law Department of Economics, Society and Politics University of Urbino, Urbino (Italy) Dissertation " Managing European R&D projects in the Industry 4.0 context: the perspective of a small consulting firm " (SSD: SECS-P/08 Economics and Business Management). Supervisor: Prof. Alessandro Pagano; Co-supervisor: Prof. Andrea Perna	11/2018 – 05/2022
Visiting Doctoral Student Department of International Marketing Poznań University of Economics and Business, Poznań (Poland)	09/2021 – 01/2022
2nd level Master's Degree in Data Science Department of Engineering University of Perugia, Perugia (Italy)	02/2018

PARTICIPATION IN R&D PROJECTS

Identifying challenges and proposing solutions for sustainable ICT by reducing file storage on the cloud (£ 10,000)	02/2024 – 07/2024
Funded by Sustainable Futures Knowledge Exchange of Anglia Ruskin University, Cambridge, UK	
Bio-plastics Europe (€ 8,117,529.63)	03/2022 – 11/2023
Funded by the European Union's Horizon 2020 Research and Innovation Programme under grant agreement Nr. 860407. Project Coordinator: Hamburg University of Applied Sciences	
DeepReality: Automatic Content Generation for eXtended Reality Applications (€ 50,000)	02/2021 – 08/2021
Funded by the European Union's Horizon 2020 Research and Innovation Programme through XR4ALL Project (Grant Agreement N° 825545) with the Subgrant agreement Nr.389-Deepreality. Project Coordinator: Sinergia Consulenze S.r.l.	

AWARDS AND GRANTS

Full Industrial Ph.D. Scholarship	11/2018 – 01/2022
Funded by Marche Region (Italy) through European Regional Development Fund (ERDF)	

SKILLS

Languages	Italian: mother tongue, English: Proficient C1
Digital	R (Proficient), Python (Proficient), Stata (Proficient)
Business and Economics	Quantitative and Qualitative Research, Data Gathering & Analysis, Data Visualization, Market Analysis, Forecasting, Business process Improvement, Financial Accounting, Financial Modelling, Corporate Finance Knowledge

AFFILIATIONS

Regular member of the European Academy of Management

CONFERENCES, WORKSHOPS, SEMINARS

Webinar "Sustainable ICT" Anglia Ruskin University, Cambridge, (United Kingdom) – Presenter	05/2024
EURAM 2023 – Transforming Business for Good Trinity College, Dublin (Ireland) - Presenter	06/2023
18th International Forum on Knowledge Asset Dynamics IFKAD 2023 – Managing Knowledge for Sustainability Università degli Studi della Basilicata, Matera (Italy) - Presenter	06/2023
XIX SIM Conference University of Salerno, Salerno (Italy) – Co-author	10/2022
R&D Management Conference 2022 University of Trento, Trento (Italy) - Presenter	07/2022

37th Annual IMP Conference University College Cork, Cork (Ireland) - Presenter	08/2021
Webinar “Impresa, reti e territorio” Università Cattolica del Sacro Cuore di Milano, Università degli Studi di Urbino, CENTRIMARK, CRIMPI - Invited speaker	06/2021
IMP Forum Seminar 2021 Uppsala University, Uppsala (Sweden) - Presenter	05/2021
XVII SIM Conference LIUC University, Castellanza (Italy) - Presenter	10/2020
36th Annual IMP Conference Örebro University School of Business, Örebro (Sweden) - Presenter	09/2020

PUBLICATIONS

Articles published in peer-reviewed Journals

Mersico, L., Aureli, A., Foschi, E. (*In press*). Exploring the role of Digital Platforms in promoting value co-creation: evidence from the Italian Municipal Solid Waste Management system. *Sustainability Accounting, Management and Policy Journal*. DOI: <https://dx.doi.org/10.1108/SAMPJ-03-2024-0317>

Mersico, L., Abroshan, H., Sanchez-Velazquez, E., Babu Shaeer, L., Simandjuntak, S., Al-Haddad, R., Saeed, N., Saxena, A. (2024). Challenges and solutions for sustainable ICT: the role of file storage. *Sustainability*, 16(8). DOI: <https://doi.org/10.3390/su16188043>

Mersico, L., Carloni, E., Bocconcelli, R., Pagano, A. (2022). From knowledge broker to solution provider in the Industry 4.0 setting: the innovation path of a small consulting firm. *Journal of Business & Industrial Marketing*, 38(6), 1390-1406. DOI: <https://doi.org/10.1108/JBIM-12-2021-0593>

Mersico, L. (2017). Stress Finanziario Sistemico: un indicatore composito per l'area BRIC. *Argomenti. Rivista di economia, cultura e ricerca sociale*, (6), 75-104. DOI: <http://dx.doi.org/10.14276/1971-8357.645>

Book Chapters

Mersico, L., Aureli, S., Paletta, A. (In press). Contribution of digital transformation in municipal solid waste management: insights from a case study. In W. Leal Filho and Babir, J. (Eds.), *Innovative Approaches to Handle Plastic Waste and Foster Bio-based Plastics Production*. Springer International Publishing, Switzerland.

Conference Proceedings

Paletta, A., Aureli, S., Mersico L. (2023). Digital platform for value co-creation in waste recycling: evidence from a case study. *EURAM 2023 – Transforming Business for Good, 14-16 June 2023*. Trinity College, Dublin, Ireland. ISBN: 9782960219555

Paletta, A., Aureli, S., Mersico L. (2023). Digital Platform for Knowledge sharing and value co-creation in waste recycling: the case of Alpha. *18th International Forum on Knowledge Asset Dynamics IFKAD 2023 – Managing Knowledge for Sustainability, 7-9 June 2023*. Università degli Studi della Basilicata, Matera, Italy. ISBN: 9788896687161

Mersico, L., La Rocca A., Pagano, A., Perna, A. (2022). Designed to fail? Exploring SMEs coping with small-scale European Funding application. *XIX SIM Conference, October 20-21, 2022*. University of Salerno, Salerno: Società Italiana Marketing. ISBN:9788894391862

Pagano, A., La Rocca, A., Mersico, L., Perna, A. (2022). The role of startup-consultant relationship in EU funding projects. *R&D Management Conference 2022, July 10-13, 2022*. University of Trento, Trento Italy

Mersico, L. (2021). Project management and SMEs: a review of the literature and a framework for future research. *37th Annual IMP Conference, August 26-27, 2021*. University College Cork, Cork: Industrial Marketing and Purchasing Group

Mersico, L., Carloni, E., Pagano, A., Bocconcelli, R. (2021). Upgrading resources in the industry 4.0 context: the case of a small consulting firm. *IMP Forum Seminar 2021, May 19-20, 2021*. Uppsala University, Uppsala: Industrial Marketing and Purchasing Group

Carloni, E. and Mersico, L. (2020). Public-private interaction within projects literature in IMP: A review and agenda for future research. *XVII SIM Conference, October 29-30, 2020*. LIUC-Università Cattaneo, Castellanza: Società Italiana Marketing. ISBN: 9788894391848

Mersico, L., La Rocca, A., Perna, A., Pagano, A. (2020). Start up-Consultant relationship in European funding application (Work in progress paper). *36th Annual IMP Conference, September 3-4, 2020*. Örebro University School of Business, Örebro: Industrial Marketing and Purchasing Group.

Reports

Foschi, E., Paletta, A., Mersico, L., Aureli, S., & Alimehmeti, G. (2023). *Are Bio-Based Plastics the future for Toy Applications?* DOI: [10.6092/unibo/amsacta/7221](https://doi.org/10.6092/unibo/amsacta/7221). (Public)

Mersico, L., Tonetto, F., Pierdicca, R., Pantaloni, T., Mameli, M., Rosati, R., & Sasso, M. (2021). *DeepReality: Automatic Content Generation for eXtended Reality Applications: Final report*. XR4ALL Project, Project Report (Confidential)

Tonetto, F., Pierdicca, R., Pantaloni, T., Mameli, M., Rosati, R., Sasso, M., & Mersico, L. (2021). *DeepReality: Automatic Content Generation for eXtended Reality Applications: Continuous Integration and Testing Report*. XR4ALL Project, Project Report (Confidential).

Mersico, L., Pierdicca, R., & Tonetto, F. (2021). *DeepReality: Automatic Content Generation for eXtended Reality Applications: Business Concept Paper*. XR4ALL Project, Project Report (Confidential).