



D O N A T E L L A P A D U A , P H D

14/C1 General Sociology, SPS07

PERSONAL DATA

Name: Donatella Padua

Place of Birth: Washington D.C. (USA)

Dual Citizenship: Italian – American

Dual language Italian and English

EDUCATION AND ACADEMIC ACHIEVEMENTS

2018 – National Scientific Qualification as Full Professor in Sociology SPS/07 (from 11/06/2018)

2017 - National Scientific Qualification as Associate Professor in Sociology SPS/07 (from 12/05/2017)

2005 - National Scientific Qualification as Researcher in Sociology SPS/07

2003 – PhD in Science of Education, Faculty of Educational Sciences, University of Perugia, Italy.

1987 – Graduation in Economics and Business, Università “La Sapienza”, Roma, 110/110 cum Laude.

ACADEMIC POSITION

Current Position:

- **Date: 11/04/2022 - Present:** Associate Professor in General Sociology (English/Italian language)
- **Institution/Employer:** UniCamillus International Medical University, Via di Sant’Alessandro 8, Rome
- **Sector:** Higher Education
- **Position:** Professor of General Sociology (Digital Health Sociology)
- **Teaching courses:** Degree Courses in the Health Professions: Degree in Nursing, Degree in Midwifery, Degree in Physiotherapy.

Other Positions

- **Date: 2018 – Present:** Adj. Professor of ‘Digital Marketing Transformation & Customer Experience’,
- **Institution/Employer:** LUISS Guido Carli, Rome, Italy
- **Sector:** Higher Education
- **Position:** Adj. Tenure Professor
- **Teaching Courses:** Economics and Business, English Language.
- **Date: 2018 – Present:** Adj. Professor ‘Social communication and Multichannel Consumption
- **Institution/Employer:** LUISS Business School, Rome, Italy.
- **Sector:** Higher Education.
- **Position:** Adj. Professor
- **Teaching Courses:** Master Trade Management HO.RE.CA..
- **Date: 2014- present:** Adj. Professor of ‘Web Loyalty Strategies’
- **Institution/Employer:** University Tor Vergata, Rome, Italy
- **Sector:** High Education.
- **Position:** Adjunct Professor
- **Teaching Courses:** Master CESMA Customer Experience, Statistics, Machine Learning and Artificial Intelligence

Previous Activities

- **Date: A.Y. 2015/16 - 11/11/2022:** Associate Professor of Digital Sociology (English Language)
- **Institution/Employer:** University for Foreigners of Perugia, P.za Fortebraccio, 4 Perugia
- **Sector:** Higher Education
- **Position:** Professor of Digital Sociology
- **Teaching courses:** COMPSI, Communication advertising.
- **Date: A.Y. 2010/11 - 11/11/2022:** Associate Professor of General Sociology
- **Institution/Employer:** University for Foreigners of Perugia, P.za Fortebraccio, 4 Perugia
- **Sector:** Higher Education
- **Position:** Professor of General Sociology
- **Teaching Courses:** COMIP – Communication and Global media.
- **Date: 2015-2016:** Teaching Activities, Erasmus Teaching Mobility
- **Institution/Employer:** London Imperial College; University of East London UEL; University of Aix en Provence;
- **Sector:** High Education.
- **Position:** Adj. Professor of Digital Sociology – Lecturer
- **Teaching Courses:** Master in Business Administration; Master in Business and Law; Course of Sociology
- **Date: 2005 – 2018:** Researcher in General Sociology
- **Institution/Employer:** University for Foreigners of Perugia, P.za Fortebraccio, 4 Perugia
- **Sector:** Higher Education
- **Position:** Professor of General Sociology
- **Teaching Courses:** various courses in the area of Communication, Advertising, HR, Project management.
- **Date: 1998 - 2005**
- **Institution/Employer:** University of Perugia
- **Sector:** Higher Education
- **Position:** Research Doctorate and Teaching Assistant to Marketing Professor.

NON-ACADEMIC EXPERIENCE

- **1993 – 2000:** Intensive teaching activity (about 980 hours) as trainer in Companies/Institutions Training Courses in the areas of: Communication, Human Resources, and Marketing.
- **1993 – 1998:** Marketing & Management Sas, CEO, Consultancy in Marketing, Communication, Marketing Research and Business Organization.
- **1991 – 1993:** LAFONT Inc. Sportswear– Ellera Umbra (Pg), Marketing Director.
- **1990 – 1991:** Armando Curcio Editore SpA - Rome; Marketing Department – Marketing Manager for the Women's market.
- **1987 – 1990:** Procter & Gamble Italy Ltd – Rome; Marketing Department – Act. Brand Manager.

POSITIONS IN GOVERNMENT INSTITUTIONS

- **Date: 2016-17:** Member of the Italian Ministry of Education Technical Research Policies Secretariat
- **Institution/Employer:** MIUR Ministry of Higher Education, University and Research, Department for Higher Education and Research.
- **Sector:** Government
- **Position:** Member of the Minister Secretariat
- **Date: 2018-20:** Scientific Director of Futura Italia MIUR (Italian Ministry of Education - Digital Innovation General Directorate)
- **Institution/Employer:** MIUR Ministry of Higher Education, University and Research, GD Digital Innovation
- **Sector:** Government
- **Position:** Scientific Project PI for the implementation of the National Digitalized School Plan; Study of innovative digital didactics and challenge-based learning.

RESPONSIBILITIES IN SCIENTIFIC ORGANISATIONS

- **Date: 2022-Present** Member of the Scientific Board of UniCamillus Management Academy with Responsibility of UMA Social Impact
- **Date: 2012-2014** Scientific Director at Intelligent Positioning Research Centre (IPRC) PI Datametrics – UK Brighton, London, New York. Key projects: development of holistic models of web analysis and measurement of trust and engagement building.
- **Date: 2014-2017** Scientific Director of the 'Laboratory of Social Innovation' LIS, University for Foreigners of Perugia (2014- 2016) focused on 'Innovative Didactics' in partnership with the Department of Communication of La Sapienza University of Rome, Italy.

SERVICE TO THE UNIVERSITY, RECTOR'S ASSIGNMENTS

- **Date:** 2023- present
- **Institution/Employer:** UniCamillus International Medical University, Rome, the Rector..
 - Delegate to the Third Mission and Social Impact
 - Member of the Didactic Committee of Nursing
 - Reference teacher of Nursing
 - member of the Committee for Equal Opportunities
- **Date: 2008-2022**
- **Institution/Employer:** University for Foreigners of Perugia, P.za Fortebraccio, 4 Perugia
- **Sector:** Higher Education
- **Position:** Throughout the years, she has covered several assignments as Rector's Delegate, Member of internal Committees, Academic Workgroups, Doctorates, Master Boards and Academic Projects at national and international level, with direct responsibility.

FELLOW IN SCIENTIFIC SOCIETIES

- **2007-2022 (Nov):** SPE (Sociology for the Person) Academic Representative at the University for Foreigners of Perugia
- AIS - Italian Association of Sociology, member
- **2019-2021:** Member of the Scientific Committee of Vetrya Academy (Vetrya Group, today Quaybit)
- **2013 – pres.:** STI (Social Trends Institute, New York-Barcelona) - Member of the Board of Experts in 'Communication Technologies and Lifestyles'.

MEMBER OF SCIENTIFIC BOARDS

2023 - president Member of the UniCamillus Global Health Journal Scientific Committee, Editions Tab
2020-pres: Member of the Scientific Committee of the Local Development Themes Series, Franco Angeli, Milan
2015 –2021: Italian Law Journal –ESI, Member of the Linguistic and Lexicography Board; (since 2010)

EDITOR

Dates: 11/10/2022 - 07/2023 Editor of the collective volume 'New training models between orientation and reskilling. The Role of University Academies in Employment Mismatch', Proceedings of the UniCamillus Press Series National Conference, Tab Edizioni, Rome, 2023.

Dates: 01/01/2017 - 15/03/2018 Editor of the collective volume 'Social capital and territory. Perspectives and empirical evidence', together with V. Calzati. Contributions by: M. Andreani V. Calzati, P. De Salvo, D. Padua, A. Moltini. Franco Angeli, Sociology of the Territory Series, ISBN 9788891769534

Dates: 01/01/2017 - 01/07/2017 Editor of the collective volume 'Annotations on the classics of sociology between modernity and postmodernity', KAIROS Series, Morlacchi Editore University Press, Perugia, ISBN/EAN: 978-88-6074-887 -4

Dates: 2018: Editor, together with Dr. Calzati, of the collective volume Made in Italy and Territorial Development: The Case of Umbria, in Paths of Innovation and Local Development. The Case of Umbrian SMEs and Made in Italy Edited by

Dates: 2017: Notes on the dialectic between modernity and post-modernity: Weber and Bauman. In: Padua D., Rando L.. (ed.): Padua D., Morlacchi Editore University Press, ISBN: 978-88-6074-887-4 Padua D, Annotations on the classics of sociology between modernity and postmodernity, p . 83-117.

Member of Doctoral Boards

Member of Doctoral Boards

2020 – 2022 "PHD IN LINGUISTIC, PHILOLOGICAL-LITERARY AND POLITICAL-SOCIAL SCIENCES" Starting academic year: 2020/21 - Cycle: - Duration: 3 years

2013 - 2019: "PHD IN LITERARY, BOOK, LINGUISTICS AND INTERNATIONAL COMMUNICATION SCIENCES" Starting academic year: 2013 - Cycle: XXIX - Duration: 3 years

2010 – 2012 Member of the Doctorate Board Title: "ADDRESS IN COOPERATION FOR PEACE AND DEVELOPMENT" Starting academic year: 2010 - Cycle: XXVI - Duration: 3 years

RESEARCH GRANTS

Main areas of scientific research: Digital Transformation, Digital Sociology, Digital Mindset; Digital Culture, Social Impact and Health.

Funded

- 2018 – 2020: Scientific Coordinator of EDU-Red National Research Project, Futura Italia, Ministry of Education aiming to investigate innovative didactics models to introduce digital culture and skills in the National School System.
- 2016-2018: National Research Project Manager: Made in Italy in Umbria and E-Commerce 'Funded by the Cassa di Risparmio di Perugia Foundation Innovation paths to support local development. The project was subjected to comparative evaluation.
- 2016-2017: European Project Manager for the Italy Unit - COLISEE Project (Compétences Linguistiques Et Interculturelle au Service des Entreprises En Europe) Key Action 2 'Cooperation for Innovation and Exchange of good practices' - 'Strategic partnership for Higher Education' Project subjected to comparative evaluation and funded by the EU.
- 2014: (Year one of three) Zayed University (Abu Dhabi)- Co-Investigator: 'An investigation of the challenges of customer-centric multichannel banking in the UAE and Italy: Enhancing trust-building communication skills'.
- 2010-12: 'The Value for Engagement model. A holistic model to measure Trust and Engagement in the brand-stakeholder relationship', (Principal investigator), Funded by Intelligent Positioning Research Centre (UK).
- 2007- 2013 Research Coordinator of projects funded by the University for Foreigners of Perugia on topics of Trust relationships and Engagement in Customer Behaviours, Trust dynamics in socio-economic complex environments, Multicultural integration dynamics, local development, and Learning Models.

INTELLECTUAL CONTRIBUTIONS

Volumes

Organizzazione e Occupazione: il mismatch delle Competenze. Come le organizzazioni reagiscono ad una crisi sistemica.	Sviluppo&Organizzazioni (A Level) ESTE, december 2023 pp. (In print - December)	2023
Educazione Digitale. La sfida delle organizzazioni si gioca sul rapporto tra persone e macchine.	Persone & Conoscenze, March 2023, n. 167 pp. 22-26	2023
Digital Transformation, Global Communication and Value Generation. New Collaboration-based Models in the Health Sector	UniCamillus Global Health Journal N. 3 (issue 1), 2022 ISSN open access: 2785-4329 ISBN open access: 978-88-9295-640-7 pp. 19-28	2022

Digital Cultural Transformation. Building Strategic Mindsets via Digital Sociology	SpringerNature - TIKM Technology, Innovation, Knowledge, Management Book Series, New York, USA	2021
John Maynard Keynes and the Economy of trust: the relevance of a Keynesian Social Thought in a global Society	Palgrave Mcmillan, Basingstoke UK	2014
Trust, Social Relations and Engagement. Understanding Customer Behaviour on the Web.	Palgrave Mcmillan, Basingstoke UK	2012
La fiducia nella crisi globale. L'attualità del pensiero sociale keynesiano.	Carocci Editore, Roma	2012
Agire creativo e senso della razionalità in Pareto. Con una selezione di brani del Trattato di Sociologia, Milano	Franco Angeli, Milano	2009
Sociologia del Diversity Management. Il valore delle differenze culturali	Morlacchi Editore Perugia	2007
Alta Formazione e New Economy: l'influenza dello sviluppo tecno-socio-economico tra domanda e offerta formativa	Morlacchi Editore, Perugia	2004
Nuove strategie nella gestione delle risorse umane: dal mercato interno alla formazione	Morlacchi Editore Perugia	2000

Articles

Storytelling and the 'Educational mismatch'. Building 21st century Skills via Experience Learning'	International Journal of Sociology of Education, Padova University Press	2019
Trasformazioni urbane e spazi sociali: la dimensione relazionale come piattaforma di sviluppo locale, di F.Viganò, D. Padua	Sociologia urbana e rurale n. 116, pp. 46-60	2018
Émile Durkheim, Ferdinand Tönnies e la naturalità delle forme di vita sociale.	SOCIOLOGIA, p. 182-186	2018
La sfida della fiducia. Come costruire beni relazionali.	Sviluppo ed Organizzazione Ed. ESTE pp. 42-53	2017
L'evoluzione dei modelli strategici ed organizzativi nell'ecosistema digitale	Sviluppo ed Organizzazione, Ed. ESTE, marzo, p. 70-81	2017
Web analytics per vincere la concorrenza: alla ricerca del customer insight.	L'Impresa Sole24ore n. 11	2012
Brand strategy. Il Brand nell'Internet Age e i principi di democrazia nella rete.	L'Impresa Sole24ore n. 2 pg: 52-55	2011
Marketing in rete: i dieci motivi per creare relazione sociale sulla rete	L'Impresa Sole24ore n. 4 pg 47-50	2011
Virtual Community Engagement. Il business della relazione	L'Impresa Sole24ore, n. 5, pg 66-69	2011
Fiducia. Come generare coinvolgimento e condivisione nelle relazioni sociali sul web.	L'Impresa Sole24ore, n. 8	2011
Il viaggio del consumatore sulla rete: evoluzione dei processi decisionali	L'Impresa Sole24ore n. 10, pg 58-60	2011
Integrazione tra sogno e realtà. Una ricerca sugli immigrati che frequentano i corsi di alfabetizzazione in Lingua Italiana presso l'Università per Stranieri di Perugia (D. Padua – V. Punzo)	Mondi Migranti - Franco Angeli N. 1 pgg. 199-216	2010

Book Chapters

Crowdsourcing: nuovi modelli combinatori per lo sviluppo del territorio in 'Capitale sociale e territorio: riflessioni teoriche ed evidenze empiriche', V. Calzati, D. Padua, (a cura di), Andreani M., Calzati V., De Salvo P., Padua D., Pochini A. ISBN 9788891769534	Collana di Sociologia Urbana e Rurale (peer reviewed), Franco Angeli, marzo 2018, pp. 34-66	2018
Made in Italy e sviluppo del territorio: il caso Umbria, in Percorsi di innovazione e sviluppo locale. Il caso PMI Umbre e Made in Italy A cura di D. Padua e V. Calzati	Collana Temi dello sviluppo locale – Franco Angeli, Milano pp. 11-26	2018
Indagine sul grado di adozione e utilizzo delle tecnologie Internet da parte delle PMI umbre, in Percorsi di innovazione e sviluppo locale. Il caso PMI Umbre e Made in Italy A cura di D. Padua e V. Calzati	Collana Temi dello sviluppo locale – Franco Angeli, Milano pp. 101-116	2018
Politiche di intervento per lo sviluppo locale fondato su Made in Italy e digitale, in Percorsi di innovazione e sviluppo locale. Il caso PMI Umbre e Made in Italy A cura di D. Padua e V. Calzati	Collana Temi dello sviluppo locale – Franco Angeli, Milano pp. 135-139	2018
Capitale sociale e identità imprenditoriale. Il caso del distretto Canelli - Santo Stefano Belbo in 'Capitale sociale e territorio: riflessioni teoriche ed evidenze empiriche', V. Calzati, D. Padua, (a cura di), Andreani M., Calzati V., De Salvo P., Padua D., Pochini A. ISBN 9788891769534	Collana di Sociologia Urbana e Rurale (peer reviewed), Franco Angeli, marzo 2018, pp. 108-132	2018

'The four paradigms of Digital Culture'. In: A. Carlo, A.M. Cuadrado, D. Padua et. al. (a cura di): Janerik Lundquist (Ed.), The Use of Digital Resources in University Programs. Digital Literacy as a way to Improve Student's Employability. Case Studies from the Colisee Project., ISBN: 978-91-7685-567-6	LINKOPING:LiU-Tryck, p. 9-23	2017
Max Weber e la rivoluzione del potere carismatico. In: AA.VV.. (a cura di): La Banca D, Le strutture sociali tra identità e disuguaglianze. Sociologie a confronto.	Morlacchi Editore University Press, ISBN: 9788860749338 p. 35-60	2017
L'azione non-logica paretiana. In: Padua D, Rando L., Perugia: (a cura di) Padua D, Annotazioni sui classici della sociologia tra modernità e postmodernità, p. 7-39	Morlacchi University Press, ISBN: 978-88-6074-887-4	2017
Note sulla dialettica tra modernità e post-modernità: Weber e Bauman. In: Padua D., Rando L.. (a cura di) Padua D, Annotazioni sui classici della sociologia tra modernità e postmodernità, p. 83-117	Morlacchi Editore University Press, ISBN: 978-88-6074-887-4	2017
Selecting Digital Tools to Create a Good Learning Environment. In: In: Alain Carlo, Ana-Maria Martin Cuadrado, Donatella Padua et al.. (a cura di): Janerik Lundquist, The Use of Digital Resources in University Programmes Digital Literacy as a Way to Improve Students' Employability. Case Studies from the COLISEE Project., ISBN: 978-91-7685-567-6	LINKOPING:LiU-Tryck, p. 24-57	2017
The Lux Made In Case Study. Building Value on Luxury Digital Districts in 'Digital Marketing Strategies for Fashion and Luxury Brands' Editors W. Ozuem, Regents University, London (UK); Y. Azemi, Cardiff Metropolitan University (UK)	IGI Global, Hershey, Pennsylvania (USA) (Ott. 2017), p. 195-224	2017
Upskilling teaching staff. In: A. Carlo, A.M. Cuadrado, D. Padua et. al.(a cura di): Janerik Lundquist, The Use of Digital Resources in University Programmes Digital Literacy as a Way to Improve Students' Employability. Case Studies from the COLISEE Project. ISBN: 978-91-7685-567-6	LINKOPING:LiU-Tryck, p. 82-111	2017
Case del popolo e governance sociale del territorio: uno strumento di pianificazione comunitaria in 'Democrazia e cittadinanza attiva. Le case del popolo nella società contemporanea' a cura di G. Pieretti	Franco Angeli, Milano, p. 104-114	2016
Il valore della fiducia nelle relazioni interne. In: CRF Institute Italia. (a cura di): CRF Institute Italia, Top Employers Italia 2012. ISBN: 978-88-568-4539-6	MILANO:FrancoAngeli, p. 18-19	2012
La fiducia in Simmel e Keynes. Dalla Filosofia del denaro alla Teoria Generale, in: 'Pensare Georg Simmel: eredità e prospettive'	Morlacchi Editore, Perugia. p. 565-583	2012
Social network e creazione di valore: come le reti aziendali creano coesione, motivazione, produttività, in: CRF INSTITUTE. Top Employers	Franco Angeli MILANO pp. 18-19	2011
Dimensione sociale ed identitaria dei fenomeni migratori nei modelli di integrazione, in Federici M. C., Picchio M. (a cura di) La dimensione incrociata dell'individuo e della società.	Aracne Editore ROMA pg. 277-291	2010
I distretti dei valori: quando il territorio lega le imprese. Una lettura sociologica del rapporto tra territorio ed identità dell'imprenditore umbro.	AUR (Agenzia Umbra Ricerche), Perugia pp. 305-320	2008
Paradigma relazionale e Diversity management. In "Il bisogno dell'altra barca. Percorsi di relazionalità formativa"	I libri del Fondo Sociale Europeo, ISFOL, Roma	2008
Comunicare nei contesti interculturali. La formazione tra dialogo e mercato in Federici M. C., Picchio M. (a cura di), Ad animum formandum. Itinerari nell'universo formazione: teorie e problemi, offerta universitaria ed opportunità professionali	E.S.I., Napoli, pp. 67-73	2006

Refereed Proceedings

From Caravaggio to Braque: Digital Technology and the Illusion of Augmented Responsibility. In: David Kreps, Gordon Fletcher, Marie Griffiths. (a cura di): David Kreps, Gordon Fletcher [...] and Communication Technology	Springer IFIP, International Publishing Switzerland 2014, ISBN: 978-3-319-44804-6, ISSN: 1868-4238, Salford, UK, September 7-9, 2016, doi: 10.1007/978-3-319-44805-3, p. 241-256.	2016
The Role of Trust in E-Engagement: a case study on the EU governments. In Dialogue-Driven Change in the Public Sphere, 2nd ESTIDIA Conference Proceedings.	International Journal of Cross-Cultural studies and Environmental Communication	2014

Made in Italy e coesione sociale tra sistemi internazionali. Un approccio olistico attraverso l'applicazione di data mining e tecniche di analisi innovative	consultabile all'Url: http://www.soc.unitn.it/ais-trento2007/ Pubblicato on-line, sul sito del Convegno "Esplorare la coesione sociale".	2007
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Articles in Magazines, Interviews

Padua D., D'Ambrosio M., UniCamillus Magazine, Autumn 2023 Third Mission and Health: Social Impact and Inclusive Medicine, pp. 61-67

Padua D., UniCamillus Magazine, Third Mission of the University: Academic Social Responsibility, Summer 2023 pp. 57-64

Interview published in Trendsanità magazine, 'Third Mission in Healthcare: the Social Impact of Medical Universities', September 2023

Scientific and organizational coordination of National and International conferences (most recent)

Nov. 2023 to May 2024: Scientific Manager, Organizational Coordination of the Third Mission International Conference Cycle: "Horizons of Medicine: where Science meets Society" at UniCamillus International Medical University:

7/11/2023 The Future of Medicine. Speaker, 'Third Mission and Medicine'

In progress:

11/24/2023 Medicine and astronauts: exploring health in space

12/12/2023 Sports Medicine and Science: Optimizing Athletic Performance

12/15/2023 Digital Health and innovation in Medicine: Revolutionizing patient care

04/12/2024 Global Health and Pandemics: Lessons from COVID-19

04/16/2024 Medicine and Ethics: addressing the moral dilemmas of Medicine

05/07/2024 Nutrition and Health: Understanding the Impact of the Diet

05/24/2024 Mental health and well-being in healthcare: managing stress and burnout

5/07/2023 Speaker and scientific organization Round Table "Third Mission and Health: Social Impact and Inclusive Medicine"

06/7/2023 Speaker and scientific director of the conference 'Profit-non-profit partnership, ESG and new sustainability models', UniCamillus International Medical University.

05/23/2023 Speaker at the UniCamillus gender budget presentation conference. UniCamillus.

17/05/2023 Speaker at the National University Festival. Intelligent men and machines. Artificial Intelligence, work, skills. UniLink, Rome.

16/05/23 and 31/05/2023 Speaker at the Confelecture 'Digital Culture, Mindsets, Organizations: a Digital Sociology Perspective', Course on Moral Philosophy, Medicine and Surgery, UniCamillus.

12/19/2022 Speaker at the Obesity and Diabetes Conference in periodontal disease. The report entitled: Sociology of Health: Between Culture and Information. Research lines. UniCamillus.

11/10/2022 Scientific Director Conference: New training models between orientation and reskilling. The Role of University Academies in Employment Mismatch', UniCamillus.

Research-Related Conferences/Seminars

Invited speaker to national and international conferences, talks and seminars such as:

Taranto, Italy, UNICREDIT Bank TEDX, 'A leap of trust in the banking industry', 2019

Manchester, UK (Invited speaker), Technology and Intimacy: Choice or Coercion. 12th IFIP TC 9 International Conference on Human Choice and Computers, HCC12 (2016)

Athens, Greece COLISEE Project, Erasmus +, Compétences Linguistiques et Interculturelles au Service des Entreprises en Europe, Training session to European delegates (2016).

Rome, Italy Speaker at Accenture Digital Italy Executives, 'Digital Culture and Innovation. Interpretation, Error, Trust' (workshop) (2015).

Bari, Italia 2nd ESTIDIA European Society for Transcultural and Interdisciplinary Dialogue Conference 'Dialogue-driven Change in the Public Sphere' (2013).

Barcelona, Spain (Invited speaker) STI Social Trends Institute Conference 'Communication Technologies and Lifestyles Experts Meeting' (2013).

Perugia, Italy. HUMANE Annual conference 'Social media strategies for Universities: Engaging Stakeholders on the web' (2013).

FACULTY DEVELOPMENT

A selection of Research-Related Conference/Seminar

2016 (September) HCC12, 12th IFIP TC9 Human Choice and Computers Conference – Manchester, UK

2016, COLISEE Project, Compétences Linguistiques et Interculturelles au Service des Entreprises en Europe, Training session to European delegates, University for Foreigners of Perugia (English language).

2015, May: Accenture Digital Italy, 'Digital Culture and Innovation. Interpretation, Error, Trust' – Speaker

2014: AUR Presentation of the survey: 'Growing up in an age of crisis', Perugia, Italy.

2013: 2nd ESTIDIA European Society for Transcultural and Interdisciplinary Dialogue Conference 'Dialogue-driven Change in the Public Sphere' – convener of panel, Bari, Italy.

2013: STI Social Trends Institute Conference "Communication Technologies and Lifestyles Experts Meeting", speaker, Barcelona, Spain.

2013: HUMANE Annual Conference 'Social Media Strategies for Universities: engaging stakeholders on the web', speaker, Perugia, Italy.

2012: LUISS Libera Università Guido Carli: Author's book presentation: "Trust, Social Relations and Engagement. Understanding Customer Behaviour on the Web", speaker, Roma, Italy. The book has been presented by: Sami Kahale, CEO and President Procter & Gamble Italia SpA; Ambassador Paolo Fulci, President Ferrero Spa; Luciana Franciosi Executive Vice President Piaggio SpA; Marco Coccagna, CEO ENI Corporate University. Invited: The Minister of Economic Development Corrado Passera.

2012: ADGI Associazione Donne Giuriste: 'La relazione fiduciaria tra cliente e avvocato. Costruire sulla fiducia' in 'La deontologia forense fra tradizione e innovazione', Perugia.

2011: CRF Top Employers Institute, "Le nuove relazioni interne nella Internet Age: democrazia sociale e creazione di valore", keynote speaker, LUISS Business School Roma, Italy.

2009: IMST "International Migration and Social Theory Graduate Conference", Università degli Studi di Trento "Integration between dream and reality. A research on immigrants attending Italian Language Literacy Courses at the University for Foreigners of Perugia, co-convener of panel, Trento, Italy.

2009: ISFOL Lab-forum Formazione Lavoro Autonomo Imprenditorialità, "Integrazione tra sogno e realtà", speaker, Roma, Italy.

International Projects (Cultural Diplomacy, study and research, planning, as Delegate for International Relations for the Unistrapg)

Vietnam, October 2018 (in charge of the Umbria Academy Project); Argentina – Brasil November and December 2007; Melbourne 9 – 15 May 2007; Japan- Tokyo, May 2007; Greece - Athens, June 2006; China - Beijing, March 2006; Uzbekistan – Tashkent 2006; USA, New York, Unistrapg and Umbria Jazz, seminars (27/03 – 2/04/2006); USA, Washington, Annual NIAF Convention (October 2006); India - New Delhi (Business week Italy – India), Delegation of the President of the Republic of Italy C. A. Ciampi 2005

ATTACHMENT

Donatella Padua has developed and led several projects for the Università per Stranieri di Perugia. Among her Project Management responsibilities:

- Scientific-organizational preparation of the G7 Education 2017 - MIUR.
- Contributed to Milan's candidacy for Expo 2015, with responsibility for the study, planning and organizational phases in Milan and Paris, collaborating with the Minister L. Moratti's team.
- Head of the 'Contamination Lab' project for the University for Foreigners, in collaboration with MISE and MIUR (2013).
- Project manager: "Internationalization of the language training system through blended learning". in partnership with MIUR, I.N.D.I.R.E., Consorzio Nettuno, RAI Educational and presented to Min. Moratti (October 2005).
- Planned, designed and coordinated the general project "Eightieth anniversary of the University for Foreigners of Perugia". Marketing, promotional, communication aspects, both in terms of content and coordinating its execution. A.A. 2004/2005 - 2005/2006.
- Head of the project "Unistrapg in the world", traveling exhibition "Eighty years of Italy in the world". Great music and culture events. New York / Athens / Beijing. Following the design, planning, organization, collaboration in the

selection of contents with the scientific committee and the communication office, including the administrative process.

- Foreigners for Africa: awareness Day for Africa and University for Foreigners - Umbria Jazz concert. Followed by the study, design, planning, organization, financial reporting aspects (July 2006). Designed and produced a commercial "RAI Social Secretariat - Unistrapp" coordinated with the concert.
- Meeting of the Italian Cultural Institutes: The project was developed for the purpose of financing and planning actions. Supported some organizational aspects. Plan, organize and identify the sources of funding for promotional moments. June / July 2006.
- 'Straniere' project in collaboration with director Luca Ronconi: Project developed, also for the purpose of fundraising, coordination of actions aimed at the event.
- "Master Med" project, design and development of the Master for the internationalization of the Mediterranean in collaboration with Simest - February 2005.

Private Sector:

- SEO project for Alitalia Società Aerea Italiana S.p.A, by collaborating with Intelligent Positioning , UK-Italy (2009).
- Turn-key HR Project "Corporate Volunteering" for Coop Centro Italia (2001).
- Training Project for sales force Maltagliati – Altopascio (Lu).
- Fashion Brand Repositioning and marketing strategies (Lafont Spa, Pg – 1991-1993).
- Consumer goods marketing strategies and advertising campaigns with major Global Communication Agencies (1987-90) - Procter & Gamble SpA.
- Milan sales Area Organisation and management– Procter & Gamble SpA (1989).

Not for Profit Sector:

- Strategy planning and launch of MIAS Mutua Italiana Assistenza Sanitaria – Gruppo RAS riunione Adriatica di Sicurtà Roma – Cliniservice (1999).
- Re-launch of Heart Care Foundation, Fondazione Italiana per la lotta alle malattie cardiovascolari – A.N.M.C.O. Associazione Nazionale Medici Cardiologi Ospedalieri (Firenze) (2000).
- Communication strategy project for Confagricoltura G.A.A. (1999).

Prof. Donatella Padua

Rome, 18/10/2022

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