

**EUROPEAN
CURRICULUM VITAE
FORMAT**



PERSONAL INFORMATION

Name	LUCA SIMONE MACCA
Nationality	ITALY
Date of Birth	27/10/1998

WORK EXPERIENCE

• Dates (from - to)	30/06/2021 to 1/10/2021
• Type of training	Internal Internship
• Name of Faculty/Department	Department of Management, University of Turin, Italy
• Dates (from - to)	04/2022 to 09//2022
• Type of training	Student collaboration 200 hours Student support and mentoring activities
• Name of Faculty/Department	Business Club, Startup Creation Lab
• Name of training/project	Department of Economics and Statistics "Cognetti de Martiis", University of Turin, Italy

EDUCATION

• Dates (from - to)	08/09/2020 - 21/07/2022
• Master Degree or Equivalent	Business management, marketing and strategy Department of Management, University of Turin, Italy
• (Expected) Grade	108-110/110
• Title of Master Degree Thesis	Growth Hacking. Theoretical aspects, practical frameworks, and empirical evidence
• Dates (from - to)	08/09/2017 - 13/07/2020
• Bachelor Degree or Equivalent	Economics and Management Economic and business sciences, University of Parma, Italy
• Grade	97/110
• Title of Bachelor Degree Thesis	Change management in public administration

RESEARCH EXPERIENCE AT UNIVERSITY

- Dates (from - to) 1/10/2021 to 10/12/2021
 - Type of training Research activity
 - Name of training/project Nutribev (PITEF)
 - Name of Faculty/Department Department of Management, University of Turin, Italy
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- Dates (from - to) 02/2022 to 05/2022
 - Type of training Research activity
 - Name of training/project Banking Marketing
 - Name of Faculty/Department Department of Management, University of Turin, Italy
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- Dates (from - to) 04/2021 to 09//2021
 - Type of training Workshop activity
 - Name of training/project Business Club, Startup Creation Lab
 - Name of Faculty/Department Department of Economics and Statistics "Cognetti de Martiis", University of Turin, Italy

PUBLICATIONS

- Dates 21-23/09/2022
 - Type of papers Conference paper
 - Name of paper/project CORPORATE SOCIAL RESPONSIBILITY AND THE EFFECTS ON CONSUMER ENGAGEMENT IN BANKS' SOCIAL MEDIA COMMUNICATION STRATEGY
 - Name of Conference/Seminars THE 15TH ANNUAL EUROMED ACADEMY OF BUSINESS (EMAB) CONFERENCE, Palermo, Italy
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- Dates In progress (2022-2023)
 - Type of papers Journal paper
 - Name of paper/project CORPORATE SOCIAL RESPONSIBILITY AND THE EFFECTS ON CONSUMER ENGAGEMENT IN BANKS' SOCIAL MEDIA COMMUNICATION STRATEGY
 - Name of journal International Journal of Bank Marketing
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- Dates 10/2021
 - Type of papers "Sustainable tourism routes" collection, University of Turin
 - Name of paper/project A methodological proposal for designing sustainable tourism routes
 - The project works of the A.Y. 2020-2021 Eco-Management of Tourism Course.

TEACHING ACTIVITY AT UNIVERSITY

- Dates 10/2021
 - Hours 2
 - Type of activity Seminar
 - Title of seminar Circular economy in the food and beverage sector
 - Name of Faculty/Department Department of Management, University of Turin, Italy
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- Dates 10/2021
 - Hours 2
 - Type of activity Seminar
 - Title of seminar The dynamics of the dietary and food supplement market: evolution over the past 3 years
 - Name of Faculty/Department Department of Management, University of Turin, Italy

• Dates	11/2021
• Hours	2
• Type of activity	Seminar
• Title of seminar	Impacts of the Covid-19 pandemic on business digitization
• Name of Faculty/Department	Department of Management, University of Turin, Italy
• Dates	11/2021
• Hours	2
• Type of activity	Seminar
• Title of seminar	E-commerce projects for foreign markets: analysis of the dietary supplement industry
• Name of Faculty/Department	Department of Management, University of Turin, Italy
• Dates	11/2021
• Hours	2
• Type of activity	Seminar
• Title of seminar	The growth of the online pharmaceutical market
• Name of Faculty/Department	Department of Management, University of Turin, Italy
• Dates	12/2021
• Hours	2
• Type of activity	Seminar
• Title of seminar	New trends in the beauty industry: the growth of natural and organic products
• Name of Faculty/Department	Department of Management, University of Turin, Italy
• Dates	12/2021
• Hours	2
• Type of activity	Seminar
• Title of seminar	Consumer perception of a cosmetic made through a circular economy process: added value or just a way of doing business?
• Name of Faculty/Department	Department of Management, University of Turin, Italy

PERSONAL SKILLS AND COMPETENCES

Acquired in the course of life and career but not necessarily covered by formal certificates and diplomas..

NATIVE SPEAKER

Italian

OTHER LANGUAGE(S)

English

• writing skills	VERY GOOD (B2)
• reading skills	VERY GOOD (B2)
• oral expression skills	GOOD (B1)

SOCIAL SKILLS AND COMPETENCES

Communication skills: I have confident verbal communication skills, as demonstrated by presenting seminars in front of a group of university students.

Excellent interpersonal skills, demonstrated by communicating daily with colleagues and professors while carrying out various university projects.

ORGANISATIONAL SKILLS
AND COMPETENCES

Leadership skills: I have had experience leading people as I was team leader on a number of projects during my university studies.

Researching skills: I have experience of and talent for investigating, analysing and researching a variety of different data and processes and offering practical improvements and solutions for the benefit of the organisation.

TECHNICAL SKILLS
AND COMPETENCES
*With computers, specific kinds of
equipment, machinery, etc.*

Expert knowledge of a variety of programming languages including C++, JavaScript, HTML, PHP, SQL, MATLAB