

ACADEMIC ACTIVITY

**From the Academic Year
2007-2008 onwards**

- Professor for the course of New needs and new markets, for the Course of Integrated Firm Communication and the Course of Human Resources Management (School of Management and Economics, University of Turin), Professor for the courses in Marketing (Italian version and English version) and Firms strategy (School of Management and Economics, University of Turin)
- Professor for the Course of Marketing and Product fashion design at Polytechnic of Turin (until the academic year 2014-2015).
- From the 2014 on: Visiting Professor of Marketing Communication at UAB (Universitat Autònoma de Barcelona)
- Professor for the course in Firm Strategy at the Faculty of Economics, University of Turin (site of Pinerolo: until the a.a. 2008-2009)
- Member of exams Commission of courses of Economics and Enterprises Direction, Logistics, Sport Management, Sport Management II, Enterprise Strategy, Organizational and directional Models, International Marketing, Strategic Marketing at the Faculty of Economics, University of Turin
- Student assistant for courses of Economics and Enterprises Direction, Sport Management, Sport Management II, Enterprise Strategy, Organizational and directional Models, International Marketing, Strategic Marketing at the Faculty of Economics, University of Turin
- Educational activity in courses of Economics and Enterprises Direction, Sport Management, Sport Management II, Enterprise Strategy
- Assistance in exams of courses of Economics and Enterprises Direction, Logistics, Sport Management, Sport Management II, Enterprise Strategy, Organizational and directional Models, International Marketing, Strategic Marketing at the Faculty of Economics, University of Turin

**Academic Years 2006-2007
and 2005-2006**

- Member of exams Commission of courses of Economics and Enterprises Direction, Logistics, Sport Management, Sport Management II, Enterprise Strategy, Organizational and directional Models, International Marketing, Strategic Marketing at the Faculty of Economics, University of Turin
- Assistance for degree thesis (students of Prof Giorgio Pellicelli) for bachelor degree and master degree at the Faculty of Economics, University of Turin.
- Student assistant for courses of Economics and Enterprises Direction, Sport Management, Sport Management II, Enterprise Strategy, Organizational and directional Models, International Marketing, Strategic Marketing at the Faculty of Economics, University of Turin
- Educational activity in courses of Economics and Enterprises Direction, Sport Management, Sport Management II, Enterprise Strategy
- Collaboration in educational activity in courses of Net Economy Marketing and Marketing at Faculty of Economics in Novara (Piedmont)
- Assistance in exams of courses of Economics and Enterprises Direction, Logistics, Sport Management, Sport Management II, Enterprise Strategy, Organizational and directional Models, International Marketing, Strategic Marketing at the Faculty of Economics, University of Turin

Academic Year 2004-2005

- PhD Student , on a grant, with the Faculty of Economics, University of Turin. Tutor: Prof. Giorgio Pellicelli. Subject of PhD research in Business Economics: Human resources management.
- Qualification in the subject for the Section of Economics and Enterprises Direction.
- Member of exams Commission and didactic activity of courses of Economics and Enterprises Direction, Logistics, Sport Management, Sport Management II, Enterprise Strategy, Organizational and directional Models, International Marketing, Strategic Marketing at the Faculty of Economics, University of Turin
- Assistance for degree thesis (students of Prof Giorgio Pellicelli) for bachelor degree and master degree at the Faculty of Economics, University of Turin
- Didactic activity of Marketing course with the Faculty of Economics in Cuneo (Piedmont)
- Didactic activity of Marketing course (subject "sport facilities Marketing and co-marketing") with the Faculty of Economics in Asti (Piedmont)
- Assistance in exams of courses of Economics and Enterprises Direction, Logistics, Sport Management, Sport Management II, Enterprise Strategy, Organizational and directional Models, International Marketing, Strategic Marketing at the Faculty of Economics, University of Turin

Academic Year 2003-2004

- Didactic activity in Sport Management course (subject: sport facilities marketing and co-marketing; sponsorships) at the Faculty of Economics, University of Turin.
- Assistance in exams of courses of Economics and Enterprises Direction, Logistics, Sport Management, Sport Management II, Enterprise Strategy, Organizational and directional Models, International Marketing, Strategic Marketing at the Faculty of Economics, University of Turin

PUBLICATIONS

**From
2015
onwards**

- Candelo, E., Casalegno, C., & Civera, C. (2020). Using Integrated Corporate Responsibility to Enhance Consumers' Perceptions: An Overview of the Banking Sector. In *Handbook of Research on Retailing Techniques for Optimal Consumer Engagement and Experiences* (pp. 445-461). IGI Global.
- Candelo, E., Casalegno, C., Civera, C., & Büchi, G. (2019). A Ticket to Coffee: Stakeholder View and Theoretical Framework of Coffee Tourism Benefits. *Tourism Analysis*, 24(3), 329-340.
- Ribero, S., Dapavo, P., Casalegno, C., HS Awareness Working Group, Alaibac, M., Argenziano, G., ... & Bianchini, D. (2019). Improving the disease awareness: how a communication campaign brings hidradenitis suppurativa to the light. *Journal of the European Academy of Dermatology and Venereology*, 33, 7-9.
- Casalegno C., Civera C., Couturier J., (2019), Applying a company stakeholder responsibility approach to human resources management: the external human resources model, *European Journal of International Management*
- Civera C., De Colle S., Casalegno C. (2019), Stakeholder Engagement through Empowerment: The case of Coffee Farmers, *Business Ethics: A European Review*
- Casalegno C., Bonfanti A., Migheli M., Maple P. (2019), From transactions to cooperation: Developing supply chain of ancient grains between relationships and joint interests, *British Food Journal*,
- Casalegno C., Candelo E., Santoro G., Kitchen P. (2019), The perception of tourism in coffee-producing equatorial countries: An empirical analysis, *Psychology and Marketing*, 37, pp 154-166
- Casalegno, C., Giachino, C., & Bertoldi, B. (2019). A New Generation for the Wine Industry. *Micro & Macro Marketing*, 28(1), 49-70.
- Candelo Elena, Casalegno Cecilia Giuliana, Civera Chiara, Mosca Fabrizio (2018). Turning Farmers into Business Partners through Value Co-Creation Projects. *Insights from the Coffee Supply Chain. SUSTAINABILITY*, vol. 10, p. 1-21, ISSN: 2071-1050,
- Chiara Civera, Cecilia Giuliana Casalegno, Fabrizio Mosca, Peter Maple (2018). Customers' judgments and misjudgments of corporate responsibility communication: A cross-country investigation of the effects on confidence and trust within the banking sector. *PSYCHOLOGY & MARKETING*, vol. 35, p. 138-149, ISSN: 1520-6793, doi: 10.1002/mar.21075
- Cecilia Giuliana Casalegno, Christian Rainero, Giacomo Buchi, Fabrizio Mosca (2018). SME and Sustainability. A Managerial Model to Enhance Relationships and Interactions Between Different Local Actors of the Territory. In: (a cura di): Carvalho L. C. & Truant E., *Maintaining Sustainable Accounting Systems in Small Business*. p. 1-19, Hershey:IGI Global,
- CANDELO E., CASALEGNO C., BÜCHI G., CERUTTI M. (2018). Behind and Beyond the Coffee Cup: How to Develop Tourism in Developing Countries. In: (a cura di): Cantino V Culasso F. Racca G., *SMART TOURISM*. p. 295-309, Milano:McGraw-Hill Education, ISBN: 9788838695025
- Mosca, Fabrizio, Civera, Chiara, Casalegno, Cecilia Giuliana (2018). Communication of sustainability by Italian luxury fashion brands: A framework to qualitatively evaluate innovation and integration, in *Corporate Social Responsibility in luxury Industry..* In: (a cura di): Miguel Angel Gardetti e Subramanian Senthilkannan Muthu, *Sustainable Luxury Entrepreneurship and Innovation*. vol. 200, p. 81-102, Berlino e singapore:Springer, ISBN: 978-981-10-6715-0
- CASALEGNO, Cecilia Giuliana, PELLICELLI, MICHELA, CIVERA, CHIARA (2017). CSR and human capital as levers for enhancing shareholder value creation. An early investigation of the largest European companies. *GLOBAL BUSINESS & ECONOMICS REVIEW*, vol. 19, p. 448-467
- Eric Pezet, Cecilia Giuliana Casalegno (2017). Balancing Under and Over Communication in Sustainability. *SYMPHONYA*, vol. 1, p. 95-110, ISSN: 1593-0300,
- Cecilia Giuliana Casalegno (2017). L'utilizzo del digital nelle strategie di comunicazione di marketing per la creazione di fiducia, awareness e empatia nel largo consumo. In: AA.VV. *Strategie di Marketing Applicate a Diversi Mercati*. p. 43-65, TORINO:Giappichelli, ISBN: 978-88-921-0507-2
- Candelo E., Casalegno C., Civera C. (2017). Enhancing Retailer-Consumers Relationship through Everyday Sustainability: McDonald's in Italy. In: (a cura di): Kaufmann H. R. Panni M. F. A. K., *Socio- Economic perspectives on consumer engagement and buying behavior..* p. 312-333, Harshey:Igi Global, ISBN: 9781522521396, doi: 10.4018/978-1-5225-2139-6.ch015
- Fabrizio Mosca, Bernardo Bertoldi, Cecilia Casalegno, Chiara Civera (2017). Value co-creation with corporate and brand heritage in the luxury industry: marketing approaches and practices for family and non-family businesses. In: *Value co-creation: management challenges for business and society*. p. 137-151, verona:Cueim comunicazione, ISBN: 97888907394-8-4, Università di Napoli Federico II, Napoli, 15-16 Giugno 2017, doi: 10.7433/SRECP.FP.2017.09
- CANDELO, Elena, CASALEGNO, Cecilia Giuliana, CIVERA, CHIARA, MOSCA, Fabrizio (2017). Value co-creation for resilient supply chains: a cross-country study in the coffee industry. In: *IFKAD 2017 - Knowledge Management in the 21st Century: Resilience, Creativity and Co-creation*. p. 155, ST. PETERSBURG:Institute of Knowledge Asset Management, ISBN: 978-88-96687-10-9, St. Petersburg, 7-9 June 2017
- Elena Candelo, Cecilia Casalegno, Chiara Civera (2016). Communication for preventing reputational risk. McDonald's strategy and its impact on the Italian market. In: (a cura di): Cantino V. De Vincentiis P. Racca G., *Risk management: perspectives and open issues*. p. 461-476, Milano:McGraw Hill, ISBN: 9780077180171
- Fabrizio Mosca, Cecilia Casalegno (2016). Managing Integrated Brand Communication Strategies in the Online Era: New Marketing Frontiers for Luxury Goods. In: Mosca F. Casalegno C.. (a cura di): Mosca F. Gallo R., *Global Marketing Strategies for the Promotion of Luxury Goods*. p. 93-108, Hershey:IGI Global

- Fabrizio Mosca, Cecilia Casalegno, Chiara Civera (2016). Opportunities and Peculiarities of the Online for Communicating Corporate Social Responsibility. A cross investigation on luxury players and consumers' perceptions. In: British Academy of Management. p. 1-26, London:British Academy of Management (BAM), ISBN: 978-0-9549608-9-6, Newcastle, 6-7 september 2016
Chiara Civera, Elena Candelo, Cecilia Casalegno (2016). AGRIFOOD START UPS AND THE ROLE OF THE TERRITORY: FOSTER MUTUAL BENEFITS THROUGH SUSTAINABILITY. EARLY INVESTIGATION IN PIEDMONT. In: Innovation, Entrepreneurship and Digital Ecosystems. p. 1968-1972, NICOSIA:EuroMed Press, ISBN: 978-9963-711-43-7, Varsavia, Settembre 2016
- Fabrizio Mosca, Cecilia Casalegno (2016). TOWARD LUXURY BRANDS AND THEIR ONLINE COMMUNICATION: A STUDY OVER PLAYERS EFFORTS AND THEIR SOCIAL ENGAGEMENT. In: Innovation, Entrepreneurship and Digital Ecosystems. p. 1309-1320, NICOSIA:EuroMed Press, ISBN: 978-9963-711-43-7, Varsavia, 14–16 September 2016
- Casalegno Cecilia, Civera Chiara (2016). Impresa e CSR: la "non comunicazione" di successo. regole per una gestione responsabile delle relazioni. p. 1-199, MILANO:FrancoAngeli,
- Casalegno Cecilia Giuliana, Candelo Elena (2015). Young Stakeholders' Perception of Public Companies Responsibility: An Empirical Study on Business-to-Customer Markets. USA-CHINA BUSINESS REVIEW, vol. 14, p. 304-316, ISSN: 1537-1514, doi: 10.17265/1537-1514/2015.06.003
- Elena Candelo, Cecilia Casalegno, Chiara Civera (2015). Towards Corporate Shared Value in Retail sector: a Comparative Study over Grocery and Banking between Italy and the UK. INTERNATIONAL JOURNAL OF ECONOMIC BEHAVIOR, vol. 5, p. 105-120, ISSN: 2285-0430, doi: 10.1080/10669868.2012.736081
- Mosca Fabrizio, Tamborrini Paolo, Casalegno Cecilia (2015). Systemic Design: How to Compete by Leveraging the Value System. SYMPHONYA, vol. 2, p. 42-56, ISSN: 1593-0319, doi: 10.4468/2015.2.04mosca.tamborrini.casalegno
- CECILIA CASALEGNO (2015). La comunicazione integrata di impresa: tra ricerca del vantaggio competitivo e gestione della trasparenza. In: (a cura di): PIERO GIAMMARCO FRANCESCA ROTA CECILIA CASALEGNO, Le Sfide dell'Intangibile. p. 97-106, Milano:Franco Angeli, ISBN: 9788891709530
- Piero Giammarco, Francesca Rota, Cecilia Casalegno (2015). Introduzione. In: La Sfida dell'Intangibile. p. 19-26, Milano:Franco Angeli, ISBN: 9788891709530
- Cecilia Casalegno, Elena Candelo, Chiara Civera (2015). Towards strategic CSR and communication: a comparative study over Grocery and Banking sectors between Italy and the UK. In: Il marketing al servizio delle città. Beni culturali e rivitalizzazione urbana. p. 1-6, Roma:Pringo, ISBN: 978-88-907662-4-4, Torino, 22-23 ottobre
- Civera Chiara, Candelo Elena, Casalegno Cecilia (2015). CORPORATE SOCIAL RESPONSIBILITY AND BRANDING STRATEGY. A COMPARATIVE STUDY OVER BANKING SECTOR IN ITALY AND THE UK. In: Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment. p. 550-565, verona:EuroMed Press, ISBN: 978-9963-711-37-6, Verona, 16-18 settembre 2015
- Candelo E., Casalegno C., Civera C. (2014) "Meanings and Implications of Corporate Social Responsibility and Branding in Grocer Retailers: A comparative study over Italy and the UK in "Handbook of Research on Retailer-Consumer Relationship Development", Business Science Reference, IGI Global
- Rainero C, Alfiero S, Tradori V, Casalegno C, Secinaro S, Indelicato A, Venuti F.(2014), Communication as the basis for a sustainable crowdfunding: the Italian case, INTERNATIONAL JOURNAL OF HUMANITIES AND SOCIAL SCIENCE, pp. 46-55
- Casalegno C., Bollani G., Candelo E. (2014), "Social, viral, mobile e tv: nuove integrazioni in risposta al cambiamento generazionale una riflessione empirica sul settore alimentare", Micro & Macro Marketing, issn 1121-4228
- Romoli Venturi R., Casalegno C., De Palma P. (2014), Integrated Communication and PR: directions [Comunicazione integrata e PR: istruzioni per l'uso. Strategie, strumenti e tecniche nel secolo della trasparenza]. p. 1-251, Milano:Franco Angeli,
- Casalegno C., Pellicelli A.C., Pellicelli M., Civera C. (2014). Innovation Policy and Environmental Sustainability as Strategic Tools for Reaching Higher Performances A Regional Empirical Analysis to Find the Best Practice. INTERNATIONAL JOURNAL OF SUSTAINABLE SOCIETY, vol. 6, p. 170-184,
- Buchi Giacomo, Casalegno Cecilia, Conicella Fabrizio, Dayon Audey, Pellicelli Michela, Schiesari Roberto (2014). Real options as sustainable business evaluation method in the biotech and med- tech industry. A qualitative and empirical approach.. In: Refereed Proceedings of Business Systems Laboratory 2nd International Symposium "Systems Thinking for a Sustainable Economy. Advancements in Economic and Managerial Theory and Practice" January 23-24, 2014. p. 1-18, Roma:Business System Lab, ISBN: 9788890824203, Roma, 23 e 24 ottobre 2014
- Mosca F., Casalegno C., Feffin A. (2013). NUOVI MODELLI DI COMUNICAZIONE NEI SETTORI DEI BENI DI LUSSO: UN'ANALISI COMPARATA. In: X Convegno Società Italiana Marketing. p. 1-8, ROMA:Società Italiana Marketing, ISBN: 9788890766213, Milano, 3 - 4 October 2013
- Candelo E., Casalegno C. (2013). Merit and Evaluation Models for Managers in the National Health System: An Empirical Study. CHINESE BUSINESS REVIEW, vol. 12, p. 572-582,

2011-2012

- Viassone M., Casalegno C. (2011) Does a Correlation Between Provincial and District Competitiveness Exist? The Study of Italian Areas., WORLD JOURNAL OF SOCIAL SCIENCES (ISSN:1838-3785) , pp. 36- 53, Vol. 1(5).
- Casalegno C., Pellicelli M., Civera C. (2011), Social values and ethics for communicating the corporate identity, The European Institute For Advanced Studies In Management, Brussels, Workshop On "Intangibles, Intellectual Capital; Extra-Financial Information" , 29-30 September 2011, WARSAW.
- Pellicelli M., Casalegno C. (2011), Are corporate values effective drivers for firms? An Italian Cases Analysis, EDUKATOR d.o.o./s.r.l., Capodistria, Advances in Business-Related Scientific Research Conference 2011, 7-9 September 2011, Olbia.
- Casalegno C., Viassone M. (2011), Does a Correlation Between Provincial and District Competitiveness Exist? The Study of Italian Areas, World Business Institute Australia, Melbourne, Third Annual American Business Research Conference, 6-7 June 2011, New York.
- Pellicelli A. C., Casalegno C., Pellicelli M., Civera C.(2011) , Innovation Policy and Environmental Sustainability as Strategic Tools for Reaching Higher Performances A Regional Empirical Analysis to Find the Best Practice, SGBED - Montclair State University, Montclair, The 12th International Conference of the Society for Global Business & Economic Development , 21-23 Luglio 2011, Singapore.
- Casalegno C. (2012), The case of Gemma Snc [Il caso Gemma Snc], in Pellicelli A.C., Marketing strategico e branding, Case studies, Giappichelli
- Casalegno C. (2012), The case of Alfa Torino [Il caso Alfa Torino], in Pellicelli A.C., Marketing strategico e branding, Case studies, Giappichelli
- Casalegno C. (a cura di) (2012), Advertising: directions [Pubblicità: Istruzioni per l'uso], FrancoAngeli
- Casalegno C., Yuping Li (2012). Tendenze evolutive in atto: la comunicazione integrata. In: Casalegno C.. Pubblicità: Istruzioni per l'uso. Strategie, strumenti e tecniche in epoca di cambiamento. p. 1-238, Milano :Franco Angeli, ISBN: 9788820403867
- Casalegno C., Pellicelli M. (2012). Etica e corporate social responsibility quali strumenti della comunicazione integrata. Le implicazioni in pubblicità. In: Casalegno C.. Pubblicità: Istruzioni per l'uso. Strategie, strumenti e tecniche in epoca di cambiamento. p. 115-133, Milano :Franco Angeli,
- Casalegno C. (2012). Ricerca, strategie di comunicazione, obiettivi e scelta dell'intermediario. In: Casalegno C.. Pubblicità: Istruzioni per l'uso. Strategie, strumenti e tecniche in epoca di cambiamento. p. 171-196, Milano :Franco Angeli, ISBN: 9788820403867
- Casalegno C., Rossi G. (2012). La pianificazione di una campagna pubblicitaria. In: Casalegno C..Pubblicità: Istruzioni per l'uso. Strategie, strumenti e tecniche in epoca di cambiamento. p. 197-226, Milano :Franco Angeli, ISBN: 9788820403867
- Casalegno C., Pellicelli M., Civera C. (2012). Communicate the corporate identity through social values and ethics. CHINESE BUSINESS REVIEW, vol. 11, p. 656-671, ISSN: 1537-1506
- Casalegno C. (2012). INTRODUZIONE. In: Casalegno C.. Pubblicità: Istruzioni per l'uso. Strategie, strumenti e tecniche in epoca di cambiamento. p. 13-16, Milano :Franco Angeli, ISBN: 9788820403867
- Casalegno C., Viassone M. (2012). The measure of a destination image: the case of Turin. In: -.Proceedings of the 1st Enlightening Tourism Conference 2012. Napoli, 13-14 Settembre 2012, p. 209-229, NAPOLI:Enzo Albano Editore, ISBN: 9788889677889
- Pellicelli A.C., Casalegno C., Pellicelli M., Civera C. (In Corso Di Stampa) Innovation Policy and Environmental Sustainability as Strategic Tools for Reaching Higher Performances A Regional Empirical Analysis to Find the Best Practice, INTERNATIONAL JOURNAL OF SUSTAINABLE SOCIETY (ISSN:1756-2538) , pp. 1- 14,

2010

- Buchi G., Casalegno C., Pellicelli M., The impact of the incubators' role on the firm's development in th biotechnological sector. An empirical analysis of the piedmont reality, Advances In Business Related Scientific Research Journal, 1855-931X.
- Buchi G., Casalegno C., Cerruti E., Pellicelli M., Il cluster biotecnologico di Torino: il ruolo dell'Universit ; del territorio per lo sviluppo dell'innovazione, Sinergie, 83-2010, 0393-5108.
- Casalegno C., Civera C., Pellicelli A.C., Brand equity evaluation and corporate performance neasurement An empirical analysis on the value creation process into Piedmont luxury context, 6T NTERDISCIPLINARY WORKSHOP ON INTANGIBLES, INTELLECTUAL CAPITAL & EXTRA-FINANCIA NFORMATION, Catania 30 settembre – 1 ottobre 2011.

- 2009**
- Casalegno C., Cerruti E., Pellicelli M., Measuring People Management and Shareholder Value Creation Relationship. An Empirical Approach from Italian Firms, *Economia Aziendale On Line* 2000 Web, Novembre 2009, n. 4 ISSN: 1826-4719
 - Buchi G., Casalegno C., Cerruti E., Gianino M., Pellicelli M., Biotechnological clusters in Europe as benchmark for Piedmont: organization, sources of financial resources for research and firms' evaluation methods. *Atti del Convegno 5TH WORKSHOP ON VISUALISING, MEASURING AND MANAGING INTANGIBLES AND INTELLECTUAL CAPITAL, DRESDEN, GERMANY, OCTOBER 8-9, 2009*
 - Casalegno C., Pellicelli M., Linking Corporate Values to Management Control Italian Cases Analysis, *Atti del Convegno: 5TH CONFERENCE ON PERFORMANCE MEASUREMENT AND MANAGEMENT CONTROL, NICE, FRANCE, SEPTEMBER 23-25, 2009*
- 2008**
- Measuring People Management and Shareholder Value Creation Relationship. An Empirical Approach from Italian Firms. *Proceedings of EIASM - 4TH WORKSHOP ON VISUALISING, MEASURING, AND MANAGING INTANGIBLES & INTELLECTUAL CAPITAL. Hasselt (Brussels) 22-24 ottobre 2008*
 - Leadership brand e leadership development nello sviluppo strategico d'impresa (part one), *Sistemi & Impresa*, 2008 (vol 7/8) ISSN: 0394-929X
 - Leadership brand e leadership development nello sviluppo strategico d'impresa (part two), *Sistemi & Impresa*, 2008 (vol.6) ISSN: 0394-929X
 - The Human Capital Impact on the Shareholder Value Creation, *Economia Aziendale On Line* 2000 Web, Aprile 2008, n. 2 ISSN: 1826-4719
- 2007**
- The Human Capital Impact on the Shareholder Value Creation, *Proceedings of EIASM - 3RD WORKSHOP ON VISUALISING, MEASURING, AND MANAGING INTANGIBLES & INTELLECTUAL CAPITAL. Ferrara. 29-31 October 2007*

WORK EXPERIENCE

- From 2019** Business and Management Bachelor Degree (University of Turin): board member and chief of quality supervisor
- From 2018** Department of Management (University of Torino): board member
- From 2017 onwards** Regional Supervisor of the Master in Food and Beverage Sustainable Entrepreneurship
- From 2018 onwards** Co Founder of Spin Lab, academic spin off
- From 2016 onwards** Member of the Scientific Committee of the Risk Management Conference (School of Management and Economics, University of Turin)
- From June 2009 to 2011** Business Planning Consultant for The University of Turin Incubator (2i3T)
- From 2008 on** **Researcher and Lecturer. University of Turin, Department of Management, School of Management and Economics**
- 13th of October 2008** Lecturer for AGENZIA FORMA for AIOL (Associazione Imprese Ortopediche Lombarde) courses. Title: "Organizzare e gestire un punto vendita ortopedico sanitario". (Milan, Unione Commercianti)
- 24th of June 2008** Lecturer for AGENZIA FORMA for AIOL (Associazione Imprese Ortopediche Lombarde) courses. Title: "Il marketing di un punto vendita ortopedico sanitario". (Milan, Unione Commercianti)
- From May 2008** Research project titled The evolution of methodologies linked to the human resources management in the automotive industry [L'evoluzione delle problematiche e delle metodologie legate alla gestione delle risorse umane in relazione alle condizioni dell'ambiente competitivo nel settore automotive]
- May 2008** Lecturer in HRM for the Master in Marketing and Communication (School of Management and economics, University of Turin) Title: "Leadership and leadership development"
- February 2008** Speaker for ISES GIOVANI ESPERIENZE DI LAVORO NEL MONDO. Title "Ricerche di mercato: metodo e fonti". Ente: Attec: Associazione Torinese Laureati in Economia

September 2006- November 2006	Collaboration for the project RICERCHE ED INVESTIMENTI – for the course: “Sviluppo Programmi sulla Leadership” for the organization Isvor Fiat
From July 2006	Collaboration for feasibility studies with COREP (Consorzio per la Ricerca e l'Educazione Permanente)
From November 2004	Collaboration and consulting projects manager with Master in Marketing & Communication and Master in Business Administration – Masters Division, Faculty of Economics, University of Turin.
From January 2004	Collaboration with Master of Management (MBA) Masters Division, Faculty of Economics, University of Turin.
October 2002–March2004	Event manager, PR and marketing manager Company: Spot&Sport S.r.l. (Juventus F.C SpA)
1999-2002	Personal growth in customer hospitality with Premium Seat at Delle Alpi Stadium for Juventus F.C. SpA matches; experience as hostess with company <i>Centro Congressi Internazionale</i> (Turin).

EDUCATIONAL FORMATION

November 2007: PhD in Business Administration, Faculty of Economics – University of Turin

Title: “The research of the competitive advantage through the Human Resources Management and Leadership Development [La ricerca del vantaggio competitivo attraverso gestione strategica delle risorse umane e leadership development]”

November 2003: Degree in Business Administration, Faculty of Economics – University of Trurin

Field: Marketing and International Activities Management

Dissertation: Marketing and Sport Management

Title: “Marketing e co-marketing applied to stadia: the case of Juventus Football Club”

July 1998: High-school –living certificate in classical disciplines from Massimo D’Azeglio classical high-school.

PUBLICATION AWARDS

Winner of “Highly Commended Award” during the *Ventiduesimo Convegno Annuale di Sinergie (CUEIM)* - Università degli Studi di Salerno (7-8 ottobre 2010) for the paper: Giacomo Buchi, Cecilia Casalegno, Elisa Cerruti, Michela Pellicelli, Edoardo Gagliardi (2010). Il cluster biotecnologico di Torino: il ruolo dell'Università e del territorio per lo sviluppo dell'innovazione. SINERGIE, vol. 83, p. 117-138, ISSN: 0393-5108.

RESEARCH COMMISSIONED BY PUBLIC AND PRIVATE INSTITUTIONS:

- Büchi G., Casalegno C., Cerruti E., Favilla M., Gagliardi E., Gianino M., Pellicelli M. (2010), I Cluster Biotecnologici in Europa come Modelli di Riferimento per il Piemonte: Organizzazione, Origine della Risorse Finanziarie per la Ricerca e Metodi di Valutazione delle Imprese, ricerca commissionata dalla Fondazione CRT.
- Candelo E., Casalegno C. (2011), Modelli meritocratici di sviluppo e di trasparenza del SSR, delibera nomina del referente di progetto (Elena Candelo) n° 10 del 22/10/2010, Ente ARESS (Agenzia regionale per i servizi sanitari) Piemonte.

RESULTS OF TECHNOLOGY TRANSFER

YEAR 2010: Collaborative activities at the Incubator of the University of Turin “2I3T” for the development and creation of innovative startups.

The collaboration has contributed to the establishment of the spin off Titac, a company can establish itself on the market with a product photo catalytic and photovoltaic titanium dioxide (TiO₂), prepared with a new methodology with highly anti-pollution, anti-bacterial, and sanitizing properties.

STUDENTS ASSISTANCE

From 2008 on: students assistance (for problem concerning the exams: Marketing, Communication, Firm strategy, Human resource management) for at least two hours per week.

**NUMBER OF DISSERTATIONS
SUPERVISED AS MENTOR**

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From 2008 onwards: a total amount of 300 (bachelor and master degree).

LANGUAGE SKILLS

- English: C1 certification (2020)
- Spanish: some knowledge in basic grammar
- French: discrete knowledge in written and spoken language

OTHER SKILLS

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- Proficient in the Windows operating system, e-mail technology and the MS Office package, competent in the use of graphics and word processing programs, experienced in the use of Word and PowerPoint
 - Proficient in Adobe Photoshop
 - Internet: competent in the use of MS Explorer, MS Outlook, data research