

ANTONELLA BUONOMO

PERSONAL INFORMATION

Place of Birth: Rome (Italy)

Date of Birth: July 11th 1992

EDUCATION

- 9/9/ 2016 –
Prospect final
Spring/Summer
2021
- PhD Program in Management,**
Topic: *Communication effectiveness in nonprofit sector*
Thesis's Title (in English): *"Charities' communication strategies and their impact on donation intentions: An investigation of the effect of message-related and marketing-related variables"* (Supervisor: Prof. Matteo De Angelis)
Department of Impresa e Management, Luiss, Rome
- 9/ 2019 – 3/2020
- Visiting PhD Student,**
Department of Marketing Management, Rotterdam School of Management (RSM)
Erasmus University, Netherlands
- 9/ 2013 – 7/2015
- Master's Degree (*Laurea Magistralis*),**
Thesis's title (in Italian): *Effetto Made-In nel Lusso e nel Real Luxury* (Supervisor: Prof. Matteo De Angelis)
Grade: *110/110*
Department of Impresa e Management, Luiss, Rome
- 9/ 2014 –12/2014
- Erasmus Exchange Program**
EDHEC BUSINESS SCHOOL (Lille, France)
- 2010 – 2013
- Bachelor's Degree,**
Thesis's title (in Italian): *Il problema monetario alla luce dell'individualismo metodologico*
(Supervisor: Prof. Lorenzo Infantino)
Grade: *105/110*
Department of Impresa e Management, Luiss, Rome

RESEARCH EXPERIENCE

- 2019 Book Chapter: Donato, C., **Buonomo, A.**, and De Angelis, M. (2019), "Environmental and Social Sustainability in Fashion: A Case Study Analysis of Luxury and Mass-Market Brands" in "Sustainability in clothes design", Springer
- Winner of Research Grant promoted by Società Italiana Marketing (SIM) supported by the Steering Committee SIM 2018/2019 (reserved to under 30) on: *Customer centricity: come farla diventare cultura d'azienda, agita a tutti i livelli organizzativi*. Project in collaboration with Ada Maria Barone: *Customer Centricity: "L'importanza dei consumatori interni e delle loro percezioni del sistema valoriale e delle pratiche promosse dai manager."*
- 2017 Research Assistant for "Digital Marketing in the Digital Age: Modelli, Esperienze e Insight per BMS- *Un progetto di sviluppo delle competenze digital per guidare il Physician Decision Journey*" applied Research by X.ITE Research Centre (Luiss, Rome) for Bristol Myers Squibb
Major Responsibilities: Literature Review, Reports (ppt.)
- Book Chapter: Ancarani, F., **Buonomo, A.**, and Costabile, M. (2017), "Marketing "Made-in Italy" Universalità e Specificità del Marketing Management fatto in Italia," in *Non c'è più il marketing di una volta. Scritti in ricordo di Gennaro Cuomo*, (a cura di) Mattiacci A. e Ceccotti F., CEDAM, Padova, pp. 21-32
- 2016 Research Assistant for "Comunicazione e Tecnologia: Modelli e Casi di Omnimedialità Dinamica", applied Research by X.ITE Research Centre (Luiss, Rome) for *Segreteria della Comunicazione Vaticana*
Major Responsibilities: Literature Review, Reports (ppt.), Assists with Workshops management and organization

PEER REVIEWED CONFERENCES

- Buonomo, A.**, Peverini, P., Romani, S., and De Angelis M. (2020), "Immersive Theatre Inspired Experiences and Charities' Events: Save the Children's "Tutti Giù Per Terra"", Società Italiana Marketing Conference, LIUC - Università Cattaneo, Castellanza (VA), Italy 28 – 30 October 2020
- Buonomo, A.** and De Angelis M. (2019), "You must donate! Language Assertiveness and Individuals' Charitable Giving", Società Italiana Marketing Conference, Università Cattolica del Sacro Cuore, Piacenza, Italy 24 – 25 October 2019
- Buonomo, A.** and De Angelis, M. (2019), "Donate: Nonprofits' Assertiveness and Individuals' Donations," ISMS Marketing Science Conference, Università Roma Tre, Rome, Italy 20 – 22 June 2019
- Buonomo, A.**, Romani, S. and De Angelis, M. (2019), "Are Nonprofit Organization always perceived as warm? The role of the supported social group," ISMS Marketing Science Conference, Università Roma Tre, Rome, Italy 20 – 22 June 2019

Buonomo, A. and De Angelis, M. (2019), “Card versus Cash Donations: An investigation of donors’ evaluations,” In *48th EMAC Annual Conference*. EMAC Conference, University of Hamburg, Germany 28 – 31 May 2019

Buonomo, A. and De Angelis, M. (2018), “Card versus Cash Donations: An investigation of donors’ evaluations,” Società Italiana Marketing Conference, Università degli Studi di Bari Aldo Moro, Bari, Italy 18 – 19 October 2018 ISBN 978-88-943918-2-4

TEACHING EXPERIENCE

2020 - 2021

Tutor in Psicologia dei Consumi – Prof. Carmela Donato

Facoltà di Scienze della comunicazione, Università Telematica Internazionale UNINETTUNO, Rome

Major Responsibilities:

- Planning and development of video interactive classes
- Assisting with grading and exams

Instructor and Tutor in VolontariaMENTE Tutto l’anno: “Problem Based Case Studies”

Luiss, Rome

Major Responsibilities:

- Formation on Marketing and Organization related topics
- Assisting students’ teams organizations and projects
- Assisting in the development of web pages and calls for recruiting students

Instructor and Tutor in “Autistici & Giardinieri”

Luiss, Rome

Major Responsibilities:

- Formation on Start-up development and Social enterprise
- Assisting students in developing their proposals for the creation of a novel sustainable and profitable “entrepreneurial idea” aimed at facilitating the insertion of young adults with autism in the Italian economic and social fabric
- Assisting students in developing and conducting interviews with families of young with autism and operators involved in the project

2020- 2021

Teaching Assistant in *Research Methodology for Marketing* (Master of Science in Marketing, both English and Italian courses) - Prof. Carmela Donato

Department of Business and Management, Luiss, Rome

Major Responsibilities:

- General course administration
- Grading of students’ team assignments using SPSS (statistical software)
- Assisting with grading, exams and website updating

2020

Instructor in Summer School

Luiss, Rome

Major Responsibilities:

- Lectures and laboratories on “Comunicazione di Marketing tradizionale e digitale” (Orientation 3 – third year high school students)
- Lectures on “Comunicazione di Marketing tradizionale e digitale” (Orientation 4 - fourth year high-school students)

Instructor and Tutor in VolontariaMENTE “Summer” - Project for Susan G. Komen Italia

Luiss, Rome

Major Responsibilities:

- Formation on Marketing Planning
- Assisting students in developing their proposals for helping the organization

2019 – 2020

Teaching Assistant in ERS Lab Green Consumption - Prof. Carmela Donato

Department of Business and Management, Luiss, Rome

Major Responsibilities:

- Seminar on “Influencer Marketing and Sustainable Fashion.”

Teaching Assistant in Services Marketing (Bachelor Program) - Prof. Rumen Pozharliev

Department of Business and Management, Luiss, Rome

Major Responsibilities:

- Assisting with exams

2018 – 2019

Teaching Assistant in Marketing Communication and New Media (Master of Science in Marketing) - Prof. Paolo Peverini

Department of Business and Management, Luiss, Rome

Major Responsibilities:

- General course administration
- Preparation of materials for students’ group works
- Students’ group works supervision, Assisting with grading, exams and website updating

Teaching Assistant in ERS Lab Green Consumption - Prof. Carmela Donato

Department of Business and Management, Luiss, Rome

Major Responsibilities:

- Seminar on “Influencer Marketing and Sustainable Fashion.”

Teaching Assistant in Research Methodology for Marketing (Master of Science in Marketing) - Prof. Carmela Donato

Department of Business and Management, Luiss, Rome

Major Responsibilities:

- General course administration
- Students’ group works supervision
- Assisting with grading, exams and website updating

- 2017 – 2018 **Teaching Assistant in Consumer Behavior (Master of Science in Marketing) - Prof. Simona Romani**
Department of Business and Management, Luiss, Rome
Major Responsibilities:
- Students' group works supervision, Assisting with exams.
- 2016 – 2017 **Teaching Assistant in ERS Lab Social Advertising - Prof. Stefano De Dominicis**
Department of Business and Management, Luiss, Rome
Major Responsibilities:
- Facilitation of class discussion.
- 2015 – 2016 **Teaching Assistant in Marketing (Bachelor Program) - Prof. Michele Costabile**
Department of Business and Management, Luiss, Rome
Major Responsibilities:
- General course administration
 - Preparation of lecture materials
 - Students' group works supervision
 - Assisting with grading, exams and website updating
- Teaching Assistant in Marketing (Bachelor Program) - Prof. Alberto Marcati**
Department of Economics and Finance, Luiss, Rome
Major Responsibilities:
- Assisting with exams
- Teaching Assistant in Analisi del Comportamento del Consumatore (Master of Science) - Prof. Simona Romani**
Department of Business and Management, Luiss, Rome
Major Responsibilities:
- Assisting with exams.
- 2015 – 2017 **Tutor in Master in Marketing Management - Director: Prof. Simona Romani**
Luiss Business School, Rome
Major Responsibilities:
- General courses administration
 - Thesis supervision

FUNCTIONAL SKILLS

- **Teamwork Skills**
- **Quantitative Research:** Experimental Research
- **Data Analysis:** Regressions, T-tests, ANOVAs
- **Computer Skills:** Good Knowledge of SPSS, Knowledge of STATA; Microsoft Office Programs: Word, Excel and Power Point
- **Language Skills:** Italian (Mother tongue), English (Advanced; 2016 IELTS: C)

PERSONAL SKILLS

- Adaptability and Flexibility
- Problem Solving and Prone to listening and dialogue
- Proactivity
- Integrity & work ethic
- Helpful and Positive Attitude