

Filomena Izzo
Short Curriculum Vitae

Personal data

Italian

01/10/1976

Female

Assistant Professor in Management

Economics Department, University of Campania "Luigi Vanvitelli"

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<http://www.economia.unicampania.it/dipartimento/docenti>

Research publications 2016-2019

1. IZZO F. (2019). *Implementation of augmented reality in Real Palace Museum of Naples. An organisational perspective*; in “Cybernetics and Systems Social and Business Decisions” by Barile S., Espejo R., Perko I., Saviano M.. Routledge Ed.
2. Izzo F., Graziano D., Mustilli M. (2018). *New Procedures in the Museums: The Communication Through Immersive Technologies*. *International Business Research*, 11(6): 83-88.
3. Izzo F., Graziano D., Mustilli M. (2018). *Big data governance e PMI: evidenze dal distretto aerospaziale campano*. Sinergie Annual Conference 2018.
4. Izzo F. (2018). *Il finanziamento del settore culturale*, in “Management per l'impresa culturale”, di Solima L., Carocci Ed.
5. Izzo F. (2018). *Governance delle reti di subfornitura nel settore aeronautico*, in *L'impresa del XXI secolo*, a cura di Maggioni V. e Stampacchia P., 211-232, CEDAM.
6. F. Izzo (2017). *Musei e tecnologie: valorizzare il passato per costruire il futuro*. Cedam, ISBN 978-88-13-36374-1.
7. IZZO F. (2017). Social Network Theory and Management of the Sub -supply Network in Complex Sectors. *International Business Research*, vol. 10, n. 7, pp. 46-55. ISSN 1913-9004, E-ISSN 1913-9012.
8. IZZO F. (2017). Technological Innovation and Management Skills-Case Study of the Museo Archeologico di Napoli. *International Business Research*, vol. 10, n. 8, pp. 44- 51. ISSN 1913-9004, E-ISSN 1913-9012.
9. IZZO F. (2017). Museum Customer Experience and Virtual Reality: H. Bosch Exhibition Case Study. *Modern Economy*, n. 8, pp. 531-536. ISSN Online: 2152-7261, ISSN Print: 2152-7245.
10. IZZO F. (2017). Stakeholders and Museum Crowdfunding. *Modern Economy*, n. 8, pp. 518-530, ISSN Online: 2152-7261, ISSN Print: 2152-7245.
11. IZZO F., SOLIMA L. (2017). QR Codes in cultural heritage tourism: new communications technologies and future prospects in Naples and Warsaw. *Journal of Heritage Tourism*. DOI: 10.1080/1743873X.2017.1337776 ; Print ISSN: 1743-873X Online ISSN: 1747-6631
12. IZZO F. (2017). Specialized Complementary Asset, Economies of Scale and Incumbents' Performance in Business Jet Industry. *World Review of Business Research*, vol. 7, n. 1, pp. 69 – 77. ISSN: 1838-3955 (Print), ISSN: 1839-1176 (Online).
13. IZZO F. (2017). Equity Crowdfunding for Cultural Startup: The Case of Italy. *World Journal of Social Sciences*, vol. 7, n. 1., pp. 130 – 135, ISSN 1838-3785 (Print), ISSN: 1839-1184 (Online).

14. IZZO F. (2017). Gaming and Museum. *Journal of US-China Public Administration*, vol. 14, n.1, pp.57-67. ISSN (Print) 1548-6591, ISSN (Online): 1935-9691
15. IZZO F., (2017). Implementation of Augmented Reality in Real Palace Museum of Naples: an organizational perspective. *WOSC 2017 Conference*. Book of Conference Proceedings, *Cybernetics and Systems. Social and Business Decisions*, Vol. 1, (Ed) Barile S., Espejo R., Perko I., Marialuisa Saviano M., Giappichelli-Routledge. In corso di pubblicazione.
16. IZZO F., SASSO S. (2016). Wine architecture e destination marketing: Chianti e Napa Valley a confronto. *Marketing & retail nei mercati che cambiano XIII^ SIM Conference Cassino*, pp. 1-5. ISBN 978-88-907662-6-8
17. IZZO F., DEVA S. (2016). Experience in cultural tourism, the role of digital technology: the case of ArtTripper Uffizi Game Guide. *Book of Abstracts Consumer Behavior in Tourism Symposium 2016 Experiences, Emotions and Memories: New Directions in Tourism Research*. S. Volo & O. Maurer (Eds) Competence Centre in Tourism Management and Tourism Economics (TOMTE) School of Economics and Management, Free University of Bozen, Bruneck, Italy. ISBN: 9788890770548. In corso di pubblicazione.
18. IZZO F., MUSTILLI M., SASSO P., SOLIMA L. (2016). Smart tourism destination from IOT perspective: Adaptive orientation system. *6th International Conference on Tourism (ICOT), New Challenges and Boundaries in Tourism: Policies, Innovations and Strategies*, Napoli, pp. 654- 666. ISSN: 2241-9314, ISBN: 978-618-81503-1-7.
19. IZZO F., MUSTILLI M., SASSO P., SOLIMA L. (2016). Service orientation and technology innovation in museum: Museo Archeologico Nazionale of Naples case study. *26th Annual RESER Conference, What's ahead in service research new perspectives for business and society*, Napoli, pp. 878-888. ISBN 979-12-200-1384-0

For previous publications see below link: <https://iris.unina2.it/simple-search?query=Izzo+Filomena>

Referee

1. (2016-2019) International Business Research.
2. (2016-2018) International Journal of Tourism and Hospitality Management in the Digital Age (IJTHMDA).
3. (2015-2018) EURAM conference.
4. (2013) CINECA, *Futuro in Ricerca*.
5. (2013) CINECA, *PRIN*.

Research Consulting

Since 2004

Research Consulting in heritage management, museum management, local development and Start-up business development. Economics Department, University of Campania "Luigi Vanvitelli", Capua (CE).

2009-2010

1. Research Consulting in local development, enterprise innovation and management Interdepartmental Research Centre of Urban and Territorial Planning and Territorial Planning, Federico II University, Napoli.
2. Research Consulting. ESPON, 2013 PROGRAMME: Targeted Analysis: Success for convergence Regions' Economies / SURE, "Structured empirical analysis for convergence

regions: identifying success factors for consolidated growth / SEARCH” PROJECT 2013/2/4.

2004-2006

Academic Research in technology transfer management and local development in Aerospace Industry, CIRA (Italian Aerospace Research Centre), Capua (CE).

2003

Academic research in local development. Research Centre URBAN-ECO (Planning and Economy Departments), Federico II University, Naples.

Teachings

2018-2019: Professor in *Evolutions of capitalism, technology and finance*, Economics Department, University of Campania "Luigi Vanvitelli".

2015-2019: Professor in *Territorial Marketing*, Department of Political Science “Jean Monnet”, University of Campania "Luigi Vanvitelli".

2011-2018: Professor in *Tourism and Heritage Marketing*, Economics Department, University of Campania "Luigi Vanvitelli".

Since 2011: Assistant Professor in *Management and Finance*, Economics Department, University of Campania "Luigi Vanvitelli".

Participation in Standing Committees of Economics Department

1. Since 2015, Start Cup Lab member.
2. Since 2011, Placement Commission member.
3. Since 2018, member of Academic Orientation of high school students.
4. Since 2017, SUA Commission member.
5. Since 2014, European Project Commission member.

Education and training

2003-2006 PhD in Innovation and Entrepreneurship, Economics Department, University of Campania "Luigi Vanvitelli"

2004 Visiting researcher in Management and network organization in aerospace industry Cranfield University (UK).

2003 Visiting scholar in Technology Transfer Management Vasteras Technology Park (Sweden), The Royal Swedish Academy of Engineering Science (Sweden), Hermia Tampere Technology Centre Finland, Steinbeis Stiftung (Germany), Tecnopolis (Italy).

2002-2003 Master in Technology Management Transfer, AREA Science Park of Trieste, Technology Science Park of Salerno, Technology Science Park of Sicilia, Italian Technology Science Park Association.

1996-2001 Top degree in Management and Business Economics, Federico II University.

Capua, 4 March 2019

