CURRICULUM VITAE

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Citizenship: Italian

Date of birth: 06-04-1981

Qualifications:

- Doctor of Business Administration — January 2015
  University of Rome Tor Vergata, Rome, Italy
  Ph.D. Thesis: *Exploring Corporate Brand Alignment Theory*

- Master Degree of Business Administration (II level) — November 2010
  University of Rome Tor Vergata, Rome, Italy
  Thesis: *Integrating Corporate Brand and Corporate Communication*

- Master of Communication and Media (I level) — March 2008
  University of Rome Tor Vergata, Rome, Italy
  Master Thesis: *Cinecittà Studios Identity Change Programme*

- Bachelor Degree of Business Administration — July 2006
  University of Rome Tor Vergata, Rome, Italy
  Thesis: *Creativity Management*

Membership in Professional Organizations

- SIM (Società Italiana di Marketing)

Research Interests

- Issues in Marketing Management and Branding
  Corporate Branding, Corporate Identity and Brand Authenticity

Teaching

- Marketing (Udergraduate)
- Strategic Brand Management (Graduate)

Teaching Assistance

- Marketing (Udergraduate)
- International Marketing (Masters and Graduate)
- Marketing, Communication and Media (Graduate)

Professional Experience

- Marketing Tutor for the National Marketing Award 2015 (DOP & CO), 2016 (FOX) and 2017 (BNL). Winner of the 2015 Award Edition.

REFEREED ACADEMIC PUBLICATIONS

Saeed M. K., Noori M. F., Mingione M. (2016) "*Peri-Peri Original: the expansion decision in Pakistan*", Emerald Emerging Markets Case Study. Forthcoming.

Pattuglia, S. and Mingione, M. (2016) "*Towards a new understanding of brand authenticity: seeing through the lens of Millennials*", Sinergie Journal of Management. Forthcoming.

Muroyiwa, O., Abratt, R. and Mingione M. (2016) "*The impact of step-down brand extensions on consumer-brand relationships in South Africa*", South African Journal of Business Management. Forthcoming.

Mingione, M. (2015) *"Inquiry into corporate brand alignment: A dialectical analysis and directions for future research"*, Journal of Product and Brand Management, Vol. 24 No. 5, pp. 518-536

Pattuglia, S., Mingione, M. (2015) "*Analysing identity change process through strategic corporate brand alignment: The case study of Cinecittà Studios*", Mc Graw Hill, ebook 978 88386 93397

ACADEMIC CONFERENCES

Pattuglia S. and Mingione M. "*Towards a new understanding of brand authenticity: seeing through the lens of Millennials*" XXVIII Conference of Sinergie "Management in a Digital World: Decisions, Production, Communication", June 2016.

Mingione M. and Hatch M. J. "*Reconciling the bifurcation of corporate brand perspectives*", accepted for the 11st Global Brand Conference, Academy of Marketing, University of Bradford School of Management, England, April 2016

Pattuglia S., Borra S. and Mingione M. "*Clustering Millennials using brand authenticity*", 10th Global Brand Conference, Academy of Marketing, Turku, Finland, April 2015

Pattuglia S., Cherubini S., Mingione M. *"Achieving alignment for corporate brand success: the consumer quest for authenticity and heritage"*, 14th International Marketing Trends Conference, Paris, France, January 2016

Mingione M. "*Current issues and future challenges of corporate brand and identity alignment. A systematic review*", 9th Global Brand Conference, Academy of Marketing, London, UK, April 2014

Pattuglia S., Mingione M. "*Analyzing identity change process through strategic corporate brand alignment. The case study of Cinecittà Studios in Rome*", 8th Global Brand Conference, Academy of Marketing, Oporto, Portugal, April, 2013

AWARDS

Best Paper Award: Pattuglia S. and Mingione M. "*Towards a new understanding of brand authenticity: seeing through the lens of Millennials*" XXVIII Conference of Sinergie "*Management in a Digital World: Decisions, Production, Communication*", June 2016.

ADDITIONAL INFORMATION

Reviewer for the JP&BM (Journal of Product & Brand Management)

MANAGEMENT EXPERIENCE

Cinecittà Studios SpA

- Web Manager — March 2012 - May 2013

SSPA (Scuola Superiore Pubblica Amministrazione)

- Web and Social Media Manager — January 2011 – October 2011

Cinecittà Studios SpA

- Stage in Marketing — November 2007 - February 2008