



Alessio Travasi

WORK EXPERIENCE

[01/11/2021 – Current]

PhD Candidate

Università degli Studi di Urbino "Carlo Bo"

City: Urbino | Country: Italy

[05/06/2023 – 07/12/2023]

Visiting Fellow

IAE Nice (Graduate School of Management)

City: Nice | Country: France

[01/03/2021 – 31/08/2021]

Digital Marketing Intern

GAOTek Inc.

City: New York City | Country: United States

[01/11/2019 – 31/07/2020]

Temporary Administrative Assistant

Università degli Studi di Urbino "Carlo Bo"

City: Urbino | Country: Italy

[01/09/2019 – 31/07/2020]

Team Leader of Outgoing Global Volunteer

AIESEC Italia

City: Urbino | Country: Italy

[01/07/2019 – 31/08/2019]

SMART Project for NGOs

AIESEC no Brasil

City: Salvador | Country: Brazil

EDUCATION AND TRAINING

[01/09/2021 – Current]

PhD in Global Studies

Università degli Studi di Urbino "Carlo Bo"

City: Urbino | Country: Italy |

[01/12/2018 – 10/12/2020]

Laurea Magistrale (LM-77) in Marketing e Comunicazione per le Aziende

Università degli Studi di Urbino "Carlo Bo"

City: Urbino | Country: Italy |

[01/09/2017 – 27/08/2018]

Master of Science (MSc) in International Marketing

Hult International Business School

City: London | Country: United Kingdom |

[01/09/2013 – 10/07/2017]

Laurea Triennale (L-18) in Economia e Management

LUISS University "Guido Carli"

City: Rome | Country: Italy |

PROFESSIONAL TRAINING

[22/07/2024 – 26/07/2024]

Summer School in Analisi multivariata per la ricerca sociale

Università della Calabria

[30/03/2022 – 01/04/2022]

PhD Masterclass in International Business, Innovation and Economic Geography

Henley Business School

[28/03/2022 – 30/03/2022]

PhD Masterclass in International Business, Development, and Policy

Henley Business School

- [2024] **Reinventing the footwear industry: the role of digital technologies in the market development strategy of an Italian Born Global firm**
Masili, G., Travasi, A., & Musso, F.
In: Rasmussen, E.S. (ed) Cases on Born Globals (pp. 84-96). Edward Elgar Publishing
- [2024] **A New Business Model for the Fashion Industry. The Emergence of Fashion-as-a-Service**
Travasi, A., Musso, F.
In: Ciasullo, M.V., Martin, J., Brunetti, F. (eds) Embracing Sustainability Management Through Excellence in Services. EISIC 2023. Springer Proceedings in Business and Economics (pp. 126-138). Cham: Springer Nature Switzerland, 126-138
- [2024] **Technological and Sustainable Orientation in the Wine Context: A Focus on Gen Z**
Savelli, E., & Travasi, A.
Micro & Macro Marketing, 1-28. Early access available at: <https://www.rivisteweb.it/doi/10.1431/113948>
- [2024] **The ageing of population and the challenges for social and health care systems: the senior cohousing model and the role of new technologies**
Musso, F., Bravi, L., Murmura, F., Savelli, E., & Travasi, A.
In *18th International Conference of the Academy of Global Business Research and Practice (AGBRP). Leading Sustainability Transitions: Risk, Collaboration, and Technology*, 669-685
- [2024] **Perspectives for Analysis of Buyer-Seller Relationships beyond Management Disciplines**
Musso, F., & Travasi, A.
In *Proceedings of the 19th International Forum on Knowledge Asset Dynamics (IFKAD). Translating Knowledge into Innovation Dynamics*, 3412-3423
- [2023] **Rural Entrepreneurship and the Craving for Organic Food: Two Interrelated Market Dimensions. Evidence from a Single Case Study**
Travasi, A., & Mutignani, F.
International Journal of Economic Behavior (IJEB), 13(1), 133-148
- [2023] **Tecnologie digitali e nuovi modelli di business per le imprese Born Global**
Travasi, A., Masili, G., & Musso, F.
In *Rediscovering local roots and interactions in management. Conference Proceedings – Long Papers*, 421-432
- [2023] **The slow establishment of Fashion-as-a-Service: Evidence from the changing behaviour of fashion consumers**
Travasi, A., & Musso, F.
In *Proceedings of the 26th Excellence in Services International Conference (EISIC)*, 1-12
- [2023] **Territorial Marketing as a Local Development Strategy: Two Case Studies From an Italian Region**
Travasi, A., & Musso, F.
In *Proceedings of the 16th Annual Conference of the EuroMed Academy of Business. EuroMed Academy of Business*, 1156-1158
- [2023] **How Rural Entrepreneurship Benefits from Organic Consumers' Personal Values for Peripheral Areas Development. The Case of Girolomoni**

Travasi, A., & Mutignani, F.

In *New Perspectives and interdisciplinary approaches to entrepreneurship: Proceedings 6th PISB Workshop*, 272-279

[2023] **Gen Z and wine consumption: A comparative study of Italian and Spanish consumers**

Savelli, E., Travasi, A., & Musso, F.

In *Marketing per il benessere, la salute e la cura. XX SIM Conference Proceedings*, 1-6

[2022] **The Influence of Digital Technologies on Born Global Business Models**

Musso, F., Masili, G., & Travasi, A.

In *Proceedings of the 17th International Conference of the Academy of Global Business Research and Practice (AGBRP). Managing Business & Economic Recovery: Perspectives in Theory and Practice*, 272-288

CONFERENCES AND SEMINARS

- [13/06/2024 – 14/06/2024] **Sinergie-SIMA Conference 2024. Management of sustainability and well-being for individuals and society**
Parma, Italy
- [12/06/2024 – 14/06/2024] **19th International Forum on Knowledge Asset Dynamics (IFKAD). Translating Knowledge into Innovation Dynamics**
Madrid, Spain
- [04/01/2024 – 06/01/2024] **18th International Conference of the Academy of Global Business Research and Practice (AGBRP). Leading Sustainability Transitions: Risk, Collaboration, and Technology**
Singapore
- [20/10/2023 – 21/10/2023] **SIM Conference 2023. Marketing per il benessere, la salute e la cura** Florence, Italy
- [27/09/2023 – 29/09/2023] **16th Annual Conference of the EuroMed Academy of Business. Business Transformation in Uncertain Global Environments**
Vilnius, Lithuania
- [31/08/2023 – 01/09/2023] **26th Excellence in Services International Conference (EISIC)** Glasgow, UK
- [29/06/2023 – 30/06/2023] **Sinergie-SIMA 2023 Management Conference. Rediscovering local roots and interactions in management**
Bari, Italy
- [19/05/2023 – 20/05/2023] **6th workshop PISB. New Perspectives and Interdisciplinary Approaches to Entrepreneurship**
Urbino, Italy
- [20/12/2022 – 22/12/2022] **17th International Conference of the Academy of Global Business Research and Practice (AGBRP). Managing Business & Economic Recovery: Perspectives in Theory and Practice**
Dubai, UAE

HONOURS AND AWARDS

Mention Award from Società Italiana di Management (SIMA)

Mention Award for the short paper entitled "*The Interplay of firm's value chain (re)localization choices: A butterfly effect?*" presented at the Sinergie-SIMA Conference 2024

Authors: Simone Guercini, Luciano Fratocchi, Birgit Hagen, Matilde Milanese, Giulia Monteverde, Fabio Musso, Antonio Picciotti, Andrea Runfola, Alessio Travasi, Valerio Veglio

LANGUAGE SKILLS

Mother tongue(s): Italian

Other language(s):

English

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

My Digital Skills

RStudio | SPSS