

## **LORETTA BATTAGLIA**

### **Adjunct Professor of Marketing and International Marketing**

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### Memberships

AMS - Academy of Marketing Science

SIM - Società Italiana di Marketing

### EDUCATION

Degree in Economics, Catholic University (Università Cattolica del Sacro Cuore) of Milan with a thesis in Purchasing Marketing.

She attended many specialization courses, in Italy and abroad, on marketing analysis, decision support systems, management techniques, selling techniques, to deepen and enrich her professional and teaching qualification. Among others are cited:

- "*Intercultural communication with South-East Asia*", Istituto Piero Pirelli, Milano Italy;
- "*European Marketing Programme*", and "*Advanced Industrial Marketing Strategy*", INSEAD, Fontainebleau France;
- "*Selling Skills Training. Course in salesmanship*", and "*Selling Skills Reinforcing. Workshop in management*", Ciba-Geigy Agricultural Division, Italy;
- "*High Education teaching*", Department of Economics and Business Administration and the Faculty of Education of Catholic University.

### FOREIGN LANGUAGES

Italian native speaker, very good written and spoken English, good French, basic knowledge of Spanish.

She has lived abroad (Britain, Belgium and France) for professional reasons, with regular returns to teaching in Italy, from 1990 to 1995.

### ACADEMIC POSITIONS AND ACTIVITIES

She is adjunct professor of Marketing at Catholic University of S. Cuore (UCSC) since 1997-1998 academic year.

She is adjunct professor of International marketing at Macerata University since 2016-2017 academic year.

She collaborates with Centrimark - Center for Marketing Research, UCSC – in research and training on an ongoing basis since 2003.

She was Visiting Professor and Researcher at the Beijing Normal University, China, in April / May 2014 and in April / May 2015. She has been invited at the Beijing Normal University as a visiting scholar from April 17<sup>th</sup> to May 24<sup>th</sup> 2017

under the IRSES Marie Curie project on China and Europe Taking Care of Healthcare Solutions – CHETCH.

From the year 2013-2014 she participates as Instructor with her students at the X-Culture project, a large-scale experiential learning exercise designed to provide students with an opportunity to gain first-hand experience in international virtual collaboration, coordinated by Professor Vasyl Taras, University of North Carolina at Greensboro.

In the year 2014 she was a member and president of the commission for the final exam teaching qualification - Special Enabling path for Classes C500, 510, 520, Catholic University, Brescia.

From the year 2010-2011 she is a member of the Faculty of the University Master's degree in Economics and Management of International Exchange MEGSI, Section International Marketing - Catholic University, Milan.

She is Academic Coordinator for the evening class of the 1<sup>st</sup> Level Master in Marketing Management, Faculty of Economics, UCSC in Milan, since the third edition (2007).

From 2004 to 2014 she was a faculty member of the University Master's degree in The enterprise of Arts: manage, finance, communicating the culture of the Place (formerly Marketing for the Arts and Entertainment), Inter-Faculty Humanities, Language and Literature (previously Faculty of Humanities), UCSC in Brescia.

She was a member of the Centre for Studies on Tourism, Faculty of Linguistic Sciences and Foreign Literatures, UCSC in Brescia, since its formation. She organized and managed various initiatives for study, research and communication of results. In particular, training projects for Lombardy Region related to European financing in 2002-03, 2003-04 e 2004-05.

She is representative of adjunct professors in the Department of Economics and Business Administration, UCSC of Milan, for the academic period 2007/08 to today. She was representative of adjunct professors in the Faculty of Linguistic Sciences and Foreign Literatures from Jan. 2009 to Dec. 2012.

Since the academic year 1989-90 to 2003-04 she was teaching assistant, Faculty of Economics, evening course, UCSC Milan and In the academic year 1996-1997 Faculty of Linguistic Sciences and Foreign Literatures in Brescia.

### Research and Research Fields

Her most relevant research' paths concern, over time, the lines of business to business marketing, international and cross-cultural marketing, tourism, events and marketing of culture, arts and performing arts.

In particular, we outline the following searches:

- Supported by E.U.L.O. (Ente Universitario Lombardia Orientale), 2000, "The Tourism of Brescia between the past and the future (Il turismo bresciano tra passato e futuro)" – UCSC, Brescia (coordinated by Mario Taccolini);
- 2004, "Sustainable tourism and the youth of today (Il Turismo sostenibile-responsabile e i giovani oggi)", Centrimark, UCSC Milano (research coordinator Maria Rita Santagostino);

- With University Funds ex. 60% y. 2008, "The internationalization of small and medium Italian enterprises: best practices and successful paths (L'internazionalizzazione delle piccole e medie imprese italiane: best practices e modelli di successo)" Department of Economic and Financial Institutions – University of Macerata. The research involved the cooperation of researchers from the Catholic University of Milan and University of Bergamo (research coordinator Elena Cedrola);

- With PRIN Funds y. 2007, "Business models for the entry of Italian enterprises in the Chinese market. Managerial Skills and Relationships development between companies for the supply chain management (Modelli di business per l'ingresso delle imprese italiane nel mercato cinese). Scientific coordinator for the University of Macerata Research Unit is Elena Cedrola, National scientific coordinator is Tiziano Vescovi from Ca' Foscari University of Venice);

- With SIM funds, in 2008, "Marketing, competitiveness and sustainable development", Department of Economic and Business Management Science, Catholic University of Milan (research coordinator Renato Fiocca);

- With the EU funds (Marie Curie Actions) "Project POREEN- Partnering Opportunities between Europe and China in the Renewable Energies and Environmental industries", 2014 and 2015 (University of Macerata, coordinator of the task microeconomics Elena Cedrola);

- With the EU funds (Marie Curie Actions) "Project CHETCH - China and Europe Taking care of Healthcare Solutions - Marie Curie Actions", 2016-2017 (University of Macerata, coordinator of the task microeconomics Elena Cedrola).

She took part in three research groups born within the SIM (Società Italiana Marketing):

- The development of medium-sized companies in Italy (coordination of Varaldo, Dalli, Tunisini, and Resciniti);
- International marketing and the country of origin effect (coordination of Bertoli and Resciniti);
- The Role of Culture and Territorial Identity in International Marketing Strategies. Towards a model for the development of the Made in Italy? "(Coordination of Napolitano and Marino).

All research carried out have resulted in publications or conference presentations listed below.