

Barbara Kulaga

Address: Via Goito 15 A, Ancona, Italy
Phone: +39 320 95 22 323
Email: b.kulaga@univpm.it
Nationality: Italian
Place and date of birth: San Benedetto del Tronto,
26/06/1990

ACTUAL POSITION

Postdoc research fellow at Department of Management of the Polytechnic University of Marche (Ancona) (01/02/2021 -31/01/2023), with a research project on the theme "A European framework for the circular economy in tourism: marketing strategies for SMEs ", Within the Sector s.d. SECS-P / 08 (Economics and Business Management) supported by the CEN TOUR Project - Circular Economy in Tourism - COSME Program (EU), CUP I32F20005160006.

Contract Lecturer of Territorial Marketing Laboratory (3 CFU), second semester a.y. 2020/2021, pursuant to call 4/2021 of the Department of Economics and Law of the University of Macerata.

PREVIOUS POSITION

Research collaborator at the Department of Management of the Polytechnic University of Marche (Ancona) (19/11/2019 -31/01/2021) on international international calls on the theme "sales education" and "sustainability in tourism".

LEARNING AND TRAINING

PhD in Management and Law at the Polytechnic University of Marche, "G.Fuà", Curriculum: Business

Administration, XXXII Cycle (November 2016 - Discussion: March 5, 2020)

Research Project: The role of Networks in the internalization process and EU funding access for the INVs.

Other training activities carried out during the PhD program:

- Participation in the APRE Course: "Towards Horizon Europe", online, 10.11.2020
- Participation in the Annual Conference - APRE 2020, online, 19-23.10.2020
- Participation in the APRE Course "Towards Horizon Europe", online 01.07.2020.
- Participation in the APRE course "Valuing Results in Research Projects. Focus Communication Plan ", online, 08.06.2020.
- Participation in the event organized by the European Commission Horizon 2020 Transport Info Day, Brussels, 7 October 2019.
- Participation in the event organized by the European Commission European weeks of Regions and Cities, Brussels 8-10 October 2019.
- Participation in the event organized by the European Commission Europe Let's Cooperate, InterregEurope, Brussels, 6-10 April 2019.
- Participation in the event organized by Security Mission Information & Innovation Group (SMI2G) on the new Horizon programming, Brussels, January 29-30, 2019.
- Participation in the event organized by Network of Secure Societies National Contact Points in collaboration with the European Commission and the Polish Ministry for Research and Higher Education on calls for proposals H2020-CIP 2018, H2020-SEC 2018 and H2020-DS- 2018, Warsaw 9-10 April 2018.

<ul style="list-style-type: none"> -Training week: “Isf- Informatici senza Frontiere”, University of Trento, Sessions and Workshops on Information Technologies. - Participation in the Digital Marche seminar, held in Fermo on 11 March 2017. - Participation in the 1st Neuroeconomics Workshop at the Faculty of Medicine, held from 16 to 18 March 2017. - Participation in the Europe –Let's covered seminar! Interregional cooperation forum from Malta, held on 23 March 2017. - Participation in the Second Net4Society Webinar seminar: “Beyond dissemination: how to communicate your research”, held on 24 March 2017. - Participation in the Income Inequality and Social Mobility seminar organized by the 27 De Benedetti Foundation and held in Ancona on 27 May 2017. -Participation in the Day of Transparency held in the Marche Region on 23 June 2017.
<p>Post Graduate Training Course: Reporting of European Projects (April 2018) Belgian-Italian Chamber of Commerce, Brussels Advanced Sessions and Workshops on the tools for reporting and Project Management of European Projects</p>
<p>Master's Degree in Economics and Law (LM-77) (October 2014 - July 2016) Polytechnic University of Marche, “G. Fuà ” Experimental thesis: Controls of the healthcare production</p>
<p>Post Graduate Training Course: Euro Project Management (April 2016) Belgian-Italian Chamber of Commerce, Brussels Basic Sessions and Workshops on European Funding Programs and on tools for writing European Projects</p>
<p>Bachelor's Degree in Economics and Commerce (L-33) (July 2014) Marche Polytechnic University Thesis on Fiscal Federalism</p>

SCIENTIFIC ACTIVITIES

<p>Sales education (november 2018 – today)</p> <p>Sales education (november 2018 - today)</p> <p>Collaboration with various research groups, with the coordination of Professor Silvio Cardinali, Professor of Marketing at UNIVPM (Ancona, IT) and in collaboration with Dr. Marta Giovannetti, research fellow, within the INKAMS, SMILE, SPLASH projects, SMART. The research was aimed at understanding the state of the art of sales education in the world and in Europe, where it is scarce and</p>

fragmented, trying to fill this gap through the training courses and innovative teaching methodologies tested. In particular, various research documents were produced, two conference communications (SGBED 2018 and Circle Conference 2021), a round table (GSSI 2021) a paper on Movie education and a volume contribution on Sales education.

Sustainability (november 2020 – today)

Collaboration with various interdisciplinary research groups, coordinated by Prof. Silvio Cardinali, Professor of Marketing at UNIVPM (Ancona, IT) and in collaboration with Prof. Anna Laura Eusebi and the research fellow Giulia Cipolletta at the Department of Sciences and Engineering of Matter, Environment and Urban Planning. The objective of this study is twofold: to classify publications in research streams, and to analyze the technologies that drive sustainability processes in tourism companies; in order to identify possible gaps in current research that allow researchers to identify future lines of work and help organizations see a new opportunity in sustainable transition. In particular, research documents were produced such as: "CE related skills and business support gap in the tourism sector assessment" and "best practices of the circular economy in the tourism sector" (https://circulartourism.eu/it/resources-2/manuals/#dearflip-df_14522/1/), "managing the transition towards the circular economy of tourism companies" (https://circulartourism.eu/it/resources-2/manuali/#dearflip-df_14529/1/). Furthermore, the paper "Circular Economy in Tourism: critical European and Far East cases studies analysis and overview of the integrated solutions and good practices" is being finalized for a submission in Journal of Cleaner Production.

Genderless fashion Marketing (June 2021 – today)

Collaboration with Prof. Elena Cedrola, Elena Cedrola, Professor of Marketing at UNIMC (Macerata, IT). The research is aimed at investigating the role of gender segmentation in the fashion industry across generations, particularly between Millennials and Generation Z, and at the same time exploring the role that Instagram influencers and celebrities play in the process of deconstruction of stereotypes and consensus building on genderless fashion. In particular, the following contributions were produced: Kulaga, B., Cedrola, E., "Gender Segmentation in Fashion: Instagram Reactions to Genderless Collections" in XVIII Annual Conference of the Italian Marketing Society, ISBN 978-88-943918-6 -2; Kulaga, B., Cedrola, E., "From gender to genderless segmentation: what is happening in the luxury fashion industry?" in 2021 Global Fashion Management Conference GFMC / KSMS International conference (Seoul). DOI: 10.15444 / GFMC2021.03.03.01. Kulaga, B., Cedrola E., "Gender Stereotype and Influencers' Role in Genderless Fashion" in 5th International Conference on Gender Research, Vol. 5 No. 1 (2022). ISBN: 978-1-914587-29-0

INTERNATIONAL EU FUNDING PROJECTS

IN.K.A.M.S. (International Key Account Management and Sales) November 2017 - october 2019	Project manager, research staff and reporting manager of intermediate and final Project reporting. Erasmus + KA203 project (2017-1-IT02-KA203-036707) on teaching sales in university contexts, with partners from 5 European countries (universities and chambers of commerce) (Italy, Spain, Bulgaria, Poland, Slovenia).
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	<p>Research, organization, drafting of partnership reports, participation in international meetings (Ljubljana, Tarragona and Sofia in 2018, Poznan and Ancona in 2019), participation in transnational mobility.</p> <p>Support to communication activities and teaching for experimental methodologies.</p> <p>http://www.inkams.eu</p>
<p>S.M.I.Le. (Sales Management, Inter-culture, Learning) January 2018 – December 2021</p>	<p>Project manager, research staff and reporting manager of intermediate and final Project reporting.</p> <p>Erasmus + KA202 project (2018-1-IT01-KA202-006854) with Partners from 4 European countries (universities and chambers of commerce) (Italy, Poland, Greece, Bulgaria).</p> <p>Support activities in the research work and in the drafting of the reports of the partnership and organization, participation in international meetings (Ancona, Sofia, Poznan and other meetings conducted online due to the Covid-19 Pandemic), participation in transnational mobility.</p> <p>Support to communication activities and teaching for experimental methodologies.</p> <p>https://www.smilearning.eu</p>
<p>B.I.G. (Businesses' International Growth) November 2019 - Today</p>	<p>Project manager, research staff and reporting manager</p> <p>Erasmus + KA202 project (2019-1-IT01-KA202-007423), with Partners from 4 European countries (universities and chambers of commerce) (Italy, Poland, Spain, Greece, Slovenia) for digital and international training.</p> <p>Support activities in the research work and in the drafting of the partnership reports.</p> <p>Participation in international meetings (Poznan, 2019 and other meetings conducted online due to the Covid-19 Pandemic).</p> <p>https://www.businessesinternationalgrowth.eu</p>
<p>S.PLA.S.H. (Sales Platform Studies for Higher education) September 2020 – Today</p>	<p>Proposal writer, Project manager, research staff and reporting manager of intermediate and final Project reporting.</p> <p>Erasmus + KA203 project (2020-1-IT02-KA203-079882), with Partners from 4 European countries (universities and chambers of commerce) (Italy, Denmark, Finland, Austria) for university education in the sales, international and digital area.</p> <p>Support for research activities and coordination of the international work team, participation in international meetings conducted online due to the Covid-19 Pandemic.</p> <p>http://www.saleseducation.eu</p>
<p>ELPT (Expert on Local Public Transport) November 2020 - Today</p>	<p>Co-responsible for writing the project proposal, project manager and research staff.</p> <p>Erasmus + KA202 project (2020-1-IT01-KA202-008445), with Partners from 5 European countries (public transport managers, universities and chambers of commerce) (Italy, Spain, Slovenia, Croatia, Cyprus) for professional education in area of local public transport.</p>

	<p>Support for research activities and coordination of the international work team, participation in international meetings conducted online due to the Covid-19 Pandemic.</p> <p>https://www.elptransport.eu</p>
<p>CEnTOUR (Circular Economy in Tourism) October 2020 - Today</p>	<p>Co-responsible for writing the project proposal, project manager and research staff.</p> <p>COSME project (COS-TOURCOOP-2019-3-01 COSME-GA 951076) aimed at promoting sustainable tourism development and the capacity of tourism SMEs through transnational cooperation and knowledge transfer</p> <p>Support to research activities participation in international meetings conducted online due to the Covid-19 Pandemic.</p> <p>https://circulartourism.eu</p>
<p>ReTOURn (Recovery Tourism after Natural disasters) December 2021 – Today</p>	<p>Co-responsible for writing the project proposal, project manager and research staff.</p> <p>Erasmus + KA202 project, Project code: 2021-1-IT01-KA220-VET-000025918, with 4 European partners (universities and chambers of commerce) (Italy, Denmark, Finland, Austria) for university education in the sales, international and digital.</p> <p>Support to the research and coordination activities of the international work team.</p> <p>https://retourn.eu</p>
<p>Hi teach (A new trainer teaching framework in the post-covid era) June 2021 – Today</p>	<p>Project manager, research staff and reporting manager</p> <p>Erasmus + KA202 project (Agreement n.2020 - 1 - IT02 - KA226 - 095528) through the creation of a strategic partnership between higher education institutions and training centers on methodological and technological innovation, it focuses on the development of digital and methodological skills of a pool of teachers from 5 EU countries belonging to 10 higher education institutions (IT, EL, ES, SI, PL) favoring its evolution towards the role of Hi-Teacher, able to supervise high-tech teaching equipment and to apply inclusive web based teaching methodologies.</p> <p>Support to the research and coordination activities of the international work team.</p> <p>https://hi-teach.unisa.it</p>

PUBLICATIONS

<p>Kulaga, B. (2021). “Il ruolo dei network e dei finanziamenti europei nel processo di internalizzazione delle invs”. KS Omniscriptum Publishing, ISBN - 13: 9786200839824</p> <p>Giovannetti, M., Cardinali, S., Kulaga, B., Amadio, G., “State of Art of HEI Sales Education in Digital Age: A Literature Review”, in “Fostering digital skills and competencies in Higher education” in</p>

collaboration con Pietrzykowski, M., Cardinali, S., Mühlmann, K. (2021). Editor: Bogucki Wydawnictwo Naukowe. ISBN 978-83-7986-376-1.

Kulaga, B., Cardinali, S. (2022), "The role of networks to access european funds aimed at the international development of INVs: an analysis of cases", Piccola impresa (in press) doi: 10.14596/pisb.2948

Kulaga, B. and Cardinali, S. (2022) Are Networks a Gateway to European Funding? Considerations from a Systematic Literature Review. Open Journal of Business and Management, 10, 281-296. doi: 10.4236/ojbm.2022.101017.

Kulaga, B., Cedrola, E., "La Segmentazione di Genere nella moda: Reazioni Instagram alle Collezioni Genderless" in XVIII Convegno Annuale della Società Italiana Marketing, ISBN 978-88-943918-6-2

Kulaga, B., Cedrola E., "Gender Stereotype and Influencers' Role in Genderless Fashion" in 5th International Conference on Gender Research, Vol. 5 No. 1 (2022). ISBN: 978-1-914587-29-0

Kulaga, B., Cedrola, E., "From gender to genderless segmentation: what is happening in the luxury fashion industry?" in 2021 Global Fashion Management Conference GFMC/KSMS International conference (Seul). DOI: 10.15444/GFMC2021.03.03.01

Cardinali, S., Giovannetti, M. and Kulaga, B. "Using film process for Sales Education: the results of EU projects", International Journal of Management Cases 23(3) 2021.

Kulaga, B., Cinti, A., Mazzocchini, F.J. "The Dark Side of Tourism's Implications on the 2016 Italian Earthquake: Results From a Structural Equation Modeling Study", Journal of Strategic Innovation and Sustainability Vol. 15(7) 2020

Cardinali, S., Giovannetti, M., Kulaga, B., Forzoni, L. (2021). "Sales Tech Infusion: a case study in the medical device industry", in 17th International Circle Conference 2021.

Cardinali, S., Kulaga, B. and Giovannetti, M. (2021). "Using the Film Process for Sales Education" in 17th International Circle Conference 2021.

Cardinali, S., Giovannetti, M. and Kulaga, B. (2020), "Movie Education for Sales Education: the results of an EU project" Virtual Sales Educators' Academy Conference (SEA), Aston Business School (Online).

Kulaga, B., Cinti, A., Mazzocchini, F.J. "The dark side of Tourism's Implications: SEM study of 2016 Italian Earthquake", ICTR2020 Conference Proceedings, DOI: 10.34190/IRT.20.089

Cardinali, S., Giovannetti, M. and Kulaga, B. (2019). "The role of sales stereotypes in students' perception", 7th SGBED Symposium (Dubai). ISBN - 13: 978-0-9797659-4-0

Cardinali, S., Hautamaki, P., Giovannetti, M., Kulaga B., Burgdoff, K., Weisenger, S., "A tornado swept us to OZ: challenges and success stories of sales education in the digital era", in GSSI Conference 2021.

Kulaga, B. "Cybersecurity dans le secteur sanitaire", Atti di Congresso CALASS, Rivista elettronica ISSN N° 1988-7914

Kulaga, B., Cristino, B., Piunti, E., Silvestri, S. "Prevenir le declin Cognitif avec un Robot" Atti di Congresso CALASS, Rivista elettronica ISSN N° 1988-7914

Kulaga, B., Cristino, B. "Cybersecurity: perception de le risque informatique dans le secteur sanitaire" Atti di Congresso CALASS, Rivista elettronica ISSN N° 1988-7914

Kulaga, B., Cristino, B. "Cybersecurity: IT risk perception in the healthcare. Marche Region Case Study" 29th Conference of international Society for Medical Innovation Proceedings

Kulaga, B., Cristino, B. "TJBOT: a Robot to prevent the cognitive decline", 29th Conference of international Society for Medical Innovation Proceedings

OTHER RESEARCH PRODUCTS REALISED IN THE FIELD OF EU FUNDED PROJECTS

Silvio Cardinali, Barbara Kulaga, Anna Laura Eusebi, Giulia Cipolletta (2021) "CE related skills and business support gap in the tourism sector assessment" e "best practices dell'economia circolare nel settore del turismo" (https://circulartourism.eu/it/resources-2/manuali/#dearflip-df_14522/1/),

Silvio Cardinali, Barbara Kulaga, Anna Laura Eusebi, Giulia Cipolletta (2021) "Gestire la transizione verso l'economia circolare delle imprese del turismo" (https://circulartourism.eu/it/resources-2/manuali/#dearflip-df_14529/1/).

Silvio Cardinali, Marta Giovannetti, Barbara Kulaga (2018) "Design of the new international sales & key account management skills training curriculum – Research", IN.K.A.MS. E+ project

Silvio Cardinali, Marta Giovannetti, Barbara Kulaga (2018) "Design of the new international sales & key account management skills training curriculum – Curriculum design", IN.K.A.MS. E+ project

Silvio Cardinali, Marta Giovannetti, Barbara Kulaga (2019) "Movie education", IN.K.A.MS. E+ project Mobility 02/04/19

Silvio Cardinali, Marta Giovannetti, Barbara Kulaga (2019) "Sales education: State of art and Research", IN.K.A.MS. E+ project Final Event 16/10/2019

Silvio Cardinali, Marta Giovannetti, Barbara Kulaga (2019) "Desk research report - GENERAL REPORT AND COMPARATIVE ANALYSIS", S.M.I.Le. E+ project

Silvio Cardinali, Marta Giovannetti, Barbara Kulaga (2019) "Introduction to movie education", S.M.I.Le. E+ project Mobility 19/04/20

Silvio Cardinali, Marta Giovannetti, Barbara Kulaga, Giulia Amadio (2021) "A literature review on sales education", S.PLA.S.H. E+project

Silvio Cardinali, Marta Giovannetti, Barbara Kulaga, Giulia Amadio (2021) "State of art of sales education", S.PLA.S.H. E+project

Silvio Cardinali, Marta Giovannetti, Barbara Kulaga, Giulia Amadio (2021) "Survey on sales education", S.PLA.S.H. E+project

Silvio Cardinali, Marta Giovannetti, Barbara Kulaga, Giulia Amadio (2021) "Focus group on sales education", S.PLA.S.H. E+project

TEACHING ACTIVITIES

2021-2022	Contracr Lecturer of Territorial Marketing Laboratory (3 CFU), second semester a.y. 2020/2021, pursuant to call 4/2021 of the Department of Economics and Law of the University of Macerata
2019-2022	<p>Speaker at the seminar organized by the Polytechnic University of Marche "UNIVPM: ErasmusDays2020", online, October 16, 2020 https://www.orienta.univpm.it/erasmus-days-2020/</p> <p>Speaker at the seminar organized by the INDIRE National Agency "Kick off Meeting Strategic Partnerships for Higher Education CALL 2019", Rome, 2 October 2019</p> <p>Speaker at the International Seminar - VII International Congress Grupo UNIS, online, May 28, 2021</p>
November 2017	<p>Visiting Staff – Teaching assistant Commerciële Economie of the Saxion University of Applied Science International Tax Week 2017 was organized by Saxion University of Applied Sciences, Finance and Economics Department, Enschede, The Netherlands. It is an international and collaborative training project, which has been taking place every year for over 25 years.</p>
November 2016	<p>Visiting Staff – Teaching assistant HENALLUX - Haute École de Namur-Liège-Luxembourg International Tax Week 2016 was organized by HENALLUX - Haute École de Namur-Liège-Luxembourg. It is an international and collaborative training project, which has been taking place every year for over 25 years.</p>
2019-2020 2018-2019 2017-2018	<p>Didactic tutor of Political Economy II Marche Polytechnic University Reception of students and tutoring activities at the Department of Economics</p>
2016-2017	<p>Didactic tutor of the History of Economic Thought Marche Polytechnic University Reception of students and tutoring activities at the Department of Economics and Social Sciences</p>

2015-2016	Didactic tutor of Financial Mathematics Marche Polytechnic University Department of Management
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LANGUAGES

Italian

English Level C1

PROFESSIONAL COMPETENCES

Research activities, production of papers for scientific publications, edition of publications, teaching support, writing, management and coordination of international competitive calls.

DIGITAL COMPETENCES

Information processing, communication, content creation, security, troubleshooting. Experience in the use of Office Wordpress, Marketing automation software.

AWARDS

Especial Estudiante Prize 2017

Issued by ALASS

#Hackaging winner "wellness has no age"

Cash prize issued by the Marche Foundation, ISSNAF - Italian Scientists and Scholars in North America - and Ibm Research and Business

Winner of a scholarship for the training week: “Isf- Informatici senza Frontiere”, University of Trento, Sessions and Workshops on Information Technologies.

Scholarship winner for the Training Week: "Green Week 2016", University of Trento, Sessions and Workshops on the Green Economy

DRIVING LICENSE B

Ancona, 20.04.2022