

LUIGI PIPER

Scientific Curriculum Vitae

June, 2021

University of Salento

Dept of Management and Economics
Ecotekne Campus, Building C, Room 26
via Monteroni
73100 Lecce, Italy

CURRENT ACADEMIC POSITION

- 2020–Present **Adjunct Professor (Professore a contratto)**
Economics and Business Management, University of Bari, Italy
- 2018–Present **Research Fellow (Cultore della materia)**
- *Marketing*
 - *Territorial Marketing* (from 2019)
University of Salento, Italy
 - *Strategic Marketing*
University of Bari, Italy

EDUCATION

- 10/07/2015 **Ph.D. in Economic, Mathematical and Statistical Sciences**
Doctoral Thesis: *Correlation Between Stochastic Differential Equations using P Matrix*
(Thesis Supervisor: Prof Donato Scolozzi)
University of Salento, Italy
- 12/03/2010 **Master's Degree in Finance and Insurance - Summa Cum Laude (LM19/S)**
Master Thesis: *Evaluation of Financial Securities using Jump Processes*
(Thesis Supervisor: Prof Donato Scolozzi)
University of Salento, Italy
- 17/07/2007 **Bachelor's Degree in Business Management**
Bachelor Thesis: *Lévy Processes in Finance*
(Thesis Supervisor: Prof Donato Scolozzi)
University of Salento, Italy
- 04/07/2002 **Pre-Collegiate Degree in Informatics**
"E. Medi" Technological Institute, Italy
-
- 31/05/2021 **Qualified as Associate Professor of Business Management**
National Scientific Qualification (Abilitazione Scientifica Nazionale)
SSN: SECS-P/08

TEACHING & RESEARCH ACTIVITIES

TEACHING ACTIVITIES

- 2020-2021 **Economics and Business Management** (SECS-P/08)
Adjunct Professor
Dept of Economics, Management and Business Law, University of Bari, Italy
- 2019 **Quantitative Methods** (SECS-P/08)
International Doctoral Programme in Intercultural Relations and International
Management, UNINT University, Italy
- 2017–2019 **Mathematics** (SECS-S/06)
Lecturer
Dept of Economics, University of Salento, Italy
- 2016–2019 **Mathematics for Business Economics** (SECS-S/06)
Research Fellow (Cultore della Materia)
Dept of Economics, Management and Business Law, University of Bari, Italy
- 2016–2018 **Marketing** (SECS-P/08)
Research Fellow (Cultore della Materia)
Ionian Department in Legal and Economic Systems in the Mediterranean: Society,
Environment, Culture, University of Bari, Italy
- 2015–2017 **Marketing Analytics** (SECS-P/08)
Adjunct Professor
Dept of Economics, Management and Business Law, University of Bari, Italy
- 2015 **Mathematics for Business Economics** (SECS-S/06) (2CFU)
Adjunct Professor
Dept of Economics, Management and Business Law, University of Bari, Italy
- 2015 **Mathematics** (SECS-S/06)
Lecturer
Dept of Economics, University of Salento, Italy
- 2015 **Mathematics for Business Economics** (SECS-S/06)
Lecturer
Ionian Department in Legal and Economic Systems in the Mediterranean: Society,
Environment, Culture, University of Bari, Italy

OTHER TEACHING ACTIVITIES

- 2018 **Marketing Communication** (SECS-P/08)
Contract professor
Foundation ITS, Italy
- 2016 **Brand Management** (SECS-P/08)
Contract professor
Manni Formazione, Italy

VISITING POSITIONS

2021 *School of Business and Economics in Tromsø*
The Arctic University of Norway

RESEARCH ACTIVITY

- 2013–Present **Research Assistant**
Marketing (SECS–P/08)
Business Management (SECS–P/08)
Market Research (SECS–P/08)
Territorial Marketing (SECS–P/08)
Dept of Economics, University of Salento, Italy
- 2016–2018 **Research Assistant**
Heritage Marketing (SECS–P/08)
Dept of Economics, University of Salento, Italy
- 2016–2017 **Postdoctoral Researcher**
Communication Strategies for Luxury Products through English as International 'Lingua Franca': Sustainability and Emotions as Strategic Leads for the Development of 'Made in Puglia' (L-LIN/12)
Dept of Humanistic Studies, University of Salento, Italy
- 2013–2019 **Research Assistant**
Mathematics (SECS-S/06)
Financial Mathematics (SECS-S/06)
Dept of Economics, University of Salento, Italy
- 2012–2013 **Researcher**
SMAASIS Laboratories
Dept of Innovative Engineering, University of Salento, Italy

SEMINARS

- 2019 **Strategic Marketing: Measurement techniques and quantitative analysis in marketing research.**
Dept of Economics, Management and Business Law, University of Bari, Italy
- 2018 **Strategic Marketing: Marketing Data Analysis**
Dept of Economics, Management and Business Law, University of Bari, Italy
Economics and Business Management: Capitalization and TIR
Dept of Economics, University of Salento, Italy
Financial Mathematics: The Central Limit Theorem
Dept of Economics, University of Salento, Italy
- 2017 **Strategic Marketing: The Fishbein Model**
Dept of Economics, Management and Business Law, University of Bari, Italy
Heritage Marketing: Data Analysis

Dept of Letters, Philosophy, Languages and Cultural Heritage, University of Salento, Italy

2016 **Heritage Marketing: Data Analysis**

Dept of Letters, Philosophy, Languages and Cultural Heritage, University of Salento, Italy

MEMBER OF UNIVERSITY EXAMINING BOARDS

2020–Present **Economics and Business Management**

Member

Dept of Economics, Management and Business Law, University of Bari, Italy

2020–Present **Marketing**

Territorial Marketing

Member

Dept of Economics, University of Salento, Italy

2019–2020 **Production and management of audiovisual formats**

Member

Dept of Human Science, LUMSA University, Italy

2018–Present **Economics and Business Management**

Member

Dept of Economics, University of Salento, Italy

2018–Present **Strategic Marketing**

Member

Dept of Economics, Management and Business Law, University of Bari, Italy

2015–2017 **Marketing Analytics**

President

Dept of Economics, Management and Business Law, University of Bari, Italy

2017–2019 **Mathematics**

Mathematics for Finance

Financial Mathematics

Member

Dept of Economics, University of Salento, Italy

2016–2018 **Heritage Marketing**

Member

Dept of Letters, Philosophy, Languages and Cultural Heritage, University of Salento, Italy

REFEREE ACTIVITIES

2021 - Present *Journal of Business Research*

2021 - Present *Current Issue in Tourism*

2021 - Present *Technovation*

2021 - Present *Journal of Men's Health*

2020 - Present *Sustainability*

2020 - Present *International Journal of Business and Economics Research*

2013 - 2014 *IEEE Sensors Journal*

EDITORIAL BOARD MEMBERHIP

2020 - 2021 *Sustainability*

2020 - Present *International Journal of Business and Economics Research*

MEMBERSHIP

2021 - Present *Association for Mathematics Applied to Social and Economic Sciences (AMASES)*

2020 - Present *Accademia Italiana di Economia Aziendale (AIDEA) - Italian Academy of Business Economics*

2019 - Present *Società Italiana di Marketing (SIM) - Italian Society of Marketing*

2019 - Present *Società Italiana di Management (SIMA) - Italian Society of Management*

TRAINING COURSES

2010 **Bank Teller** (104hrs)
Cod. P0451000010676
Metis S.p.A. and Popolare Pugliese Bank, Italy.

2010 - 2011 **Training Internship**
Finance Head Office
Popolare Pugliese Bank, Italy

2013 **Financial Engineering and Risk Management**
Coursera.org
Martin Haugh (Co-Director, Center for Financial Engineering)
Department Of Industrial Engineering & Operations Research, *Columbia University*
Prof Garud Iyengar (Department of Industrial Engineering & Operations Research),
Columbia University, USA.

RESEARCH PROJECTS

PARTICIPATION IN INTERNATIONAL RESEARCH PROJECTS

2018–2022 **Consultant**
“REMEDIA Life - REmediation of Marine Environment and Development of Innovative Aquaculture: exploitation of edible/not edible biomass”.
Project Budget: 2,476,304 EURO
Three-year project co-funded by the European Union and the European Regional Development Fund (ERDF) under the LIFE 2016 program.
Scientific Director: Prof. Adriana Giangrande, University of Salento, Italy.

2012–2015 **Research Unit**

“MEDESS-4MS - Mediterranean Decision Support System for Marine Safety”.

Project Budget: 6,146,317.75 EURO

Three-year project co-funded by the European Union and the European Regional Development Fund (ERDF) under the MED program: Objective Priority: 2-3; Axis 2: Protecting the environment and promoting the development of sustainable territory; Objective 2.3: Preventing Marine Risks and Strengthening Maritime Security.

Scientific Director: Prof. Alberto Marcati, LUISS Guido Carli, Italy.

PARTICIPATION IN NATIONAL RESEARCH PROJECTS

- 2020 **Research Unit - Member**
"Who spreads fake news about Italian brands? A predictive model based on the social and cultural proximity of social users"
Project Budget: 11,000 EURO
Project funded by the SIM (Società Italiana di Marketing).
Other Members: Prof. Marco Visentin, University of Bologna, Italy.
Annamaria Tuan, University of Bologna, Italy.
- 2019–2020 **Research Unit - Member**
"The impact of major sporting events in Puglia"
Project Budget: 40,000 EURO
Project co-funded by the Apulia Region, University of Bari Aldo Moro and Centro interdipartimentale di ricerca di eccellenza sulle tecnologie innovative per la rivelazione e l'elaborazione del segnale" (TIRES).
Scientific Director: Prof. Luca Petruzzelis, University of Bari, Italy
- 2013–2015 **Research Unit - Member and Project Promoter**
"CUIS 2015 - Implementing a Territorial Marketing Model for the Identification, Creation and Management of a Metropolitan District"
Project Budget: 27,000 EURO
WU Project for the Comparative Evaluation by the Consorzio Universitario Interprovinciale Salentino (CUIS), co-funded by the Department of Economics (University of Salento, Lecce), Consortium for the Industrial Development Area (ASI, Lecce), and the Municipality of Galatina (Le).
Scientific Director: Prof. Gianluigi Guido, University of Salento, Italy.

AWARDS AND GRANTS

- 2020 *SIM Grant 2020*
Amount EUR 11,000
Società Italiana di Marketing, Italy.
- 2017 *Grant for Neuromarketing instruments*
Amount EUR 1,000
Dept of Humanistic Studies, University of Salento, Italy.
- 2015 *Best Paper in Political Marketing Award. 2015 Academy of Marketing - The Magic of Marketing with “Political Disengagement and Political Hypocrisy: A Hidden Connection.”* Sponsored by Kemmy Business School, University of Limerick, Ireland.

- 2013–2015 *Research scholarship* - Ph.D. in Economics and Mathematics-Statistics, XXVII Cycle (2013-2015).
Amount EUR 48,000.
Regione Puglia, Italy.
- 2013 *Grant*: Implementing a Territorial Marketing Model for the Identification, Creation and Management of a Metropolitan District
Amount EUR 27,000
CUIS, Lecce, Italy.
- 2010 *Scholarship* - Master's Degree in Finance and Insurance
Amount EUR 2,500.
University of Salento, Italy.
- 2006 *Scholarship* - Bachelor's Degree in Business Management
Amount EUR 2,500.
University of Salento, Italy

OTHER WORK EXPERIENCE

- 2020–Present **CEO**
ExAqua srl, Lecce, Italy.
Business Management
- 2008–2020 **Business Consultant**
Sterimed srl, Revi Srl, GST srl, Z.I Surbo (Le), Milan, Italy.
Business Management and Marketing strategies
- 2018–present **Project Developer**
Foerstel Design Inc., Boise, USA.
Development of marketing infographics
- 2018–2019 **Account Executive**
PiperAnalytics LLC, Meridian, USA.
Marketing, Communication, Market Research
- 2017 **Financial Manager**
Salento Sud Immobiliare, Lecce, Italy.
Direct investment activities, develop strategies and plans for the long-term financial goals
- 2016–2017 **Account Executive**
ICare S.R.L., Lecce, Rome, Italy.
Marketing strategies, production management and services
- 2013-2015 **Ph.D in Economic, Mathematical and Statistical Sciences**
University of Salento, Italy.
- 2012 **Account Executive**
Piper&Piper LLC, Boise, USA.
Management of administrative and financial activities. Customer management, preparation of quotes and invoices.

- 2010–2011 **Bank Teller & Personal Banker**
Banca Popolare Pugliese, Matino, (Le), Italy.
Bank Teller various banking branches (2010). Portfolio Manager, Market and Economic Analysis, Finance Area (2011).

OTHER ACTIVITIES

Session co-chair:

International Marketing Trends Conference 2015, Paris, Paris-Venice Marketing Trends Association (with Chandon Jean Louis).

Member of the organizing committee:

1. *4th IMEKO TC19 Symposium 2013, on Environmental Instrumentation and Measurement, 2013*, Lecce, Italy.
2. *EAJIS International Conference 2008, European Association for Japanese Studies, 2008*, Lecce, Italy.

PUBLICATIONS

ARTICLES PUBLISHED IN NATIONAL AND INTERNATIONAL JOURNALS

- [1] “The role of attitude toward chatbots and privacy concern on the relationship between attitude toward mobile advertising and behavioral intent to use chatbots”, (de Cosmo L.M., Piper L., Di Vittorio A.), *Italian Journal of Marketing*, <https://doi.org/10.1007/s43039-021-00020-1>
- [2] “Gluttony as predictor of compulsive buying behavior”, (authors: Piper L, Sestino A, Guido G), (2020). *British Food Journal*, 123(4), pp. 1345-1361. (**Classe A - ASN**).
- [3] “Internet of Things and Big Data as enablers for business digitalization strategies“, (authors: Sestino A., Piper L., Prete M.I., Guido G.), (2020), *Technovation*, 98, 102173. (**Classe A - ASN**).
- [4] “Measuring internalized versus externalized luxury consumption motivations and consumers’ segmentation”, (authors: Guido G., Amatulli C., Peluso A.M., De Matteis C., Piper L., Pino G.), (2020), *Italian Journal of Marketing*, 1, pp. 1-23.
- [5] “Identity processes in marketing: Relationship between image and personality of tourist destination, destination self-congruity, and behavioral responses”, (authors: A. Di Vittorio, L.M. de Cosmo, N. Iaffaldano, L. Piper), (2019), *Mercati e Competitività*, 2, pp. 13-40.
- [6] “Exploring the Perceived Image of Energy Efficiency Measures in Residential Buildings: Evidence from Apulia, Italy”, (authors: Rizzo C., Piper L., Prete M.I. Pino G., and Guido G.), (2018), *Journal of Cleaner Production*, 197(1), pp. 349-355. (**Classe A - ASN**)
- [7] “The Emotions Evoked by English as 'Lingua Franca' in the communication of Luxury Products “Made in Puglia”: The influence of the cultural context”, (authors: Piper L., Prete M. I. and Capestro M.), (2017), *Lingue Linguaggi*, 20, pp. 125-150.
- [8] “Determinants of Southern Italian Households’ Intention to Adopt Energy Efficiency Measures in Residential Buildings”, (authors: Prete M. I., Piper L., Rizzo C., Pino G., Capestro M., Mileti A., Pichierrri M., Amatulli C., Peluso A. M., and Guido G.), (2017), *Journal of Cleaner Production*, 153, pp. 83-91. (**Classe A per ASN**)
- [9] “Effects of Blue Lighting in Ambient and Mobile Settings on the Intention to Buy Hedonic Products,” (authors: Guido, G., Piper, L., Prete, M. I., Mileti, A., and Trisolini, C. M.), (2017), *Psychology & Marketing*, 34(2), pp. 215-226. (**Classe A - ASN**)
Selected Media Coverage: [Psychology Today](#), [Quirk's](#).
- [10] “Distortions on the Perception of Monetary Values and Quantities”, (authors: Guido G., Piper L., Prete M. I., and Mileti, A.), (2016), *Perceptual and Motor Skills*, 123(1), pp. 175-189.
- [11] “Design of Buoy Station for Marine Pollutant Detection”, (authors: Griffio G., Piper L., Lay-

- Ekuakille A., and Pellicanò D.), (2014), *Measurement*, 47, pp. 1024-1029.
- [12] "Geostatistical Approach for Validating Contaminated Soil Measurement", (authors: Pelillo V., Piper L., Lay-Ekuakille A., Lanzolla A., Andria G., and Morello R.), (2014) *Measurement*, 47, pp. 1016-1023.
- [13] "Incidence of Risk Factors on the Onset of Gestational Diabetes Mellitus: an Empirical Research in Southern Italy", (authors: De Franchis E., Ferramosca A., Zara V., and Piper L.), (2012), *International Journal of Measurement Technologies and Instrumentation Engineering*, 2(3), pp. 8-22.
- [14] "Control of Wireless Networks of Sensors for Air Pollution Monitoring", (authors: Lay-Ekuakille A., Vergallo P., Piper L., Pelillo V., Postolache O., Urooj S., and Cacciola M.), (2012), *Micro and Nano Sensing Journal*, 1, pp. 11-21.

CONTRIBUTIONS IN EDITED BOOKS

- [1] "L'atteggiamento dei consumatori nei confronti dell'Intelligenza Artificiale. Uno studio degli effetti della messaggistica mobile via chatbot sulle risposte comportamentali del consumatore" (authors: L. de Cosmo, L. Piper) 2020, In book: *Intelligenza Artificiale tra etica e diritti. Prime riflessioni a seguito del libro bianco dell'Unione europea* (a cura di Antonio Felice Uricchio, Giuseppe Riccio, Ugo Ruffolo). Cacucci Editore. ISBN: 978-88-6611-968-5. In italian.
- [2] "Dinamiche del prezzo del petrolio e della benzina considerando variazioni nelle tasse", (authors: Piper L., Scolozzi D. and Tolomeo A.), 2013, in Book: *Lo Sviluppo Sostenibile Ambiente, Risorse, Innovazione, Qualità – Scritti in memoria di Michela Specchiarello* (a cura di: G. Guido, S. Massari), Milano: FrancoAngeli. ISBN: 9788820447496. In italian.

NATIONAL AND INTERNATIONAL CONFERENCES

- [1] "From Home to the Store: Combined Effects of Music and Traffic on Consumers' Shopping Behavior" (authors: L. Piper, L.M. de Cosmo, M.I. Prete, G. Guido), 2021 Global Conference on Services and Retail Management (GLOSERV 2021), 10-13 May 2021, Virtual.
- [2] "Heritage personality as determinants of destination loyalty and the mediating role of satisfaction" (authors: L. Piper, L.M. de Cosmo, M.I. Prete, G. Guido), 4th International Scientific Conference "Restarting tourism, travel and hospitality: The day after" (TOURMAN 2021), 21-23 May 2021, Virtual.
- [3] "Push and pull factors as determinants of destination loyalty" (authors: M.I. Prete, L. Piper, L.M. de Cosmo, A. Mileti, L. Barlettano, G. Guido), 4th International Scientific Conference "Restarting tourism, travel and hospitality: The day after" (TOURMAN 2021), 21-23 May 2021, Virtual.
- [4] "How to mitigate the effects of negative events in transport sector on tourism destination" (authors: L.M. de Cosmo, L. Piper, A. Mileti, G. Guido), 4th International Scientific Conference "Restarting tourism, travel and hospitality: The day after" (TOURMAN 2021), 21-23 May 2021, Virtual.
- [5] "The effectiveness of textual and visual statements in alcohol warnings", (authors: L. Piper, A. Mileti, M. I. Prete, L. M. de Cosmo, G. Sergio, G. Guido), 2021, *Proceedings of the XX International Marketing Trends Conference*, 2021, Venice (Italy), Paris-Venice Marketing Trends Association. ISBN 978-2-490372-11-9.
- [6] "L'influenza della personalità degli elettori e dei candidati sull'impegno politico", (authors: L. Piper, L. de Cosmo, M. I. Prete, F. Di Carne), 2020, *XVI SIM Conference "Marketing 4.0: Le sfide della multicanalità"*, Varese (Italy), 28-30 October 2020.
- [7] "Experiencing the place or enjoying the event? The mediated path between travel motivation and revisit intention and word-of-mouth", (authors: L. Petruzzellis, L. Piper, A. Rubino, M. Visentin), 2019, *XVII SIM Conference "Il marketing per una società migliore"*, Piacenza (Italy), 24-25 October 2019.
- [8] "Mobile Messaging Chatbots: Attitudes and Internet Privacy Concern as determinants of Behavioral Intent to Use", (authors: L. M. de Cosmo, L. Petruzzellis, L. Piper, A. Di Vittorio), (2019), *XVI SIM Conference "Marketing 4.0: Le sfide della multicanalità"*, Piacenza, Italy, 24-25 Ottobre 2019.
- [9] "A Stochastic Model for the Evaluation of Intention to Purchase EEMs", (authors: Luigi Piper,

Luca Petruzzellis, Donato Scolozzi, Gianluigi Guido, Christian Rizzo) *41st Annual ISMS Marketing Science Conference*, Rome (Italy), June 20-22, 2019.

- [10] "Cultural thematic routes and creation of value for the territory. Proposal for a managerial model", (authors: Palmi P., Esposito M., Prete M. I., L.Piper), *EURAM 2019 - Exploring the future of management*, 26-28 June, 2019, Lisboa, Portugal.
- [11] "Evaluation of luxury consumption experiences in the tourism sector" (authors: L.Piper, Mileti A., Prete M. I., Palmi P., De Rinaldis L. and Guido G), *Book of Abstracts of the Global Management Perspectives 4 th International Annual Conference 2019* in Lecce, Italy 1-2 March, 2019.
- [12] "Effects of Disvalues and Negative Traits on Compulsive Shopping Behaviour" (authors: Guido G., Button A. E., Palmi P., Piper L., Prete M. I.), 2019, *Proceedings of the XVIII International Marketing Trends Conference*, Venice (Italy), Paris-Venice Marketing Trends Association. ISBN 978-2-9532811-2-5 9782953281125.
- [13] "Identity Paths in Marketing - I Percorsi Identitari nel Marketing" (authors: Amatulli C., De Cosmo M.L., Divittorio A., Girone F., Iaffaldano N., Passaro P., Petruzzellis L., Piper L, Santamato V. R.), 2018, Plenary Session, *XV SIM Conference*, 18-19 October 2018, Bari, Italy.
- [14] "Creating satisfying visitors' experience in cultural organizations" (authors: Prete M. I., Palmi P., Piper L. and Guido G), *13th IFKAD conference on the theme of "Societal Impact of Knowledge and Design"*, 4-6 July 2018, Delft, Netherlands.
- [15] "Modeling Local Development Using Fuzzy Logic and Gis: The Case of a Southern Italian Province" (authors: Rizzo C., Pino G., Pirotti T., Prete M. I., Piper L. and Guido G.), *International Geographical Union, Local Governance in the New Urban Agenda Conference*, 19-21 October 2017, Lecce, Italy.
- [16] "Decline or Survive. A Field Study in Two Italian Footwear Districts" (authors: Capestro M., Mileti A., Prete M.I., Piper L. and Guido G.), *International Geographical Union, Local Governance in the New Urban Agenda Conference*, 19-21 October 2017, Lecce, Italy.
- [17] "Negative Emotions in Visual and/or Textual Information Contents: A Food Neuromarketing Study" (authors: Piper L., Prete M.I., Pagano S., Mileti A., Guido G., Trianni G., and Harris P.) *Workshop - Making people feel bad: What is the role of negative appeals in marketing?*, 24 April 2017, Queen Mary University of London, London, UK.
- [18] "Political Disengagement and Political Hypocrisy: A Hidden Connection?" (authors: Prete M. I., Guido G., Harris P., and Piper L.), *Academy of Marketing Conference, The Magic of Marketing*, (Best paper in Track - Political Marketing), 7-9 July 2015, Limerick, Ireland.
- [19] "Effetti dell'Esposizione alla Luce Blu sullo Stato Motivazionale e sull'Intenzione d'Acquisto dei Beni Edonistici e Utilitaristici" (authors: Guido G., Piper L., Prete M. I., Mileti A., Pichierri M., Trisolini C.M., and Capestro M.), (2015), *Proceedings of the XIV International Marketing Trends Conference*, 2015, Paris, Paris-Venice Marketing Trends Association. ISBN: 978-2-9532811-2-7.
- [20] "La Percezione del Contenuto di Grassi nei Cibi: Differenze nelle Informazioni Verbali o Visive" (authors: Piper L., Prete M. I., Mileti A., Pichierri M., De Franchis E., Guido G., and Pagano S.), (2015), *Proceedings of the XIV International Marketing Trends Conference*, Parigi, a cura di Jean-Claude Andreani e Umberto Collesei, Paris-Venice Marketing Trends Association. ISBN: 978-2-9532811-2-7.
- [21] "Distortion in Consumers' Money Perception: A Study on Values and Quantity," (authors: Guido G., Piper L., Prete M I., and Mileti A.), (2014), *10 NeuroPsycoEconomics Conference Proceedings*, a cura di E. Poeppl e K. Fehse, Munich, Germany.
- [22] "How sweet taste changes when we see what we drink", (authors: Guido G., Piper L., Pichierri, Prete M. I., Mileti A., and De Franchis E.), (2014), *EuroSense 2014: A Sense of Life*, Copenhagen, Denmark.
- [23] "Sampling Optimization for Monitoring Contaminated Soiled", (authors: Pelillo V., Piper L., Lay-Ekuakille A., Griffo G., Lanzolla A., and Andria G.), (2013), *Proceedings of 4th IMEKO TC19 Symposium*, Lecce, Italy.
- [24] "Cost Minimization of Waste Recycling for Lowering Environmental Impact", (authors: Piper L., Pelillo V., Griffo G., De Franchis E., and Lay-Ekuakille A.), (2013), *Proceedings of 4th IMEKO TC19 Symposium*, Lecce, Italy.
- [25] "Modelling a Buoy For Sea Pollution Monitoring Using Fiber Optics Sensors" (authors: Griffo G., Piper L., Lay-Ekuakille A., Pellicanò D., Scolozzi D., and De Franchis E.), (2013),

Proceedings of 4th IMEKO TC19 Symposium, Lecce, Italy.

- [26] “Modeling a Microinfusor Transients for Glucose Delivering in T1DM Using Retarded Impulsive Differential Equations”, (authors: Piper L., Scolozzi D., Lay-Ekuakille A., Vergallo P., and De Franchis E.), (2013), *Proceedings of MeMeA Symposium*, Gatineau, Canada.
- [27] “Oil and Gasoline Price Dynamics Considering Tax Variation”, (authors: Piper L., Scolozzi D., and Tolomeo A.), (2012), *XXXVI AMASES Conference*, Foggia, Italy.
- [28] “A Novel Pseudo-Stationary Modeling of Pollutant Measurement Prediction from Industrial Emissions” (authors: Piper L., Lay-Ekuakille A., Vergallo P., and Pelillo V.), (2012), *Proceedings of XX IMEKO World Congress*, Busan, Korea.

WORKSHOP

- [1] “Negative Emotions in Visual and/or Textual Information Contents: A Food Neuromarketing Study”, (Piper L., Prete M.I., Pagano S., Mileti, A., Guido G., Trianni G., Harris P.), *Workshop: “Making People Feel Bad: What is The Role of Negative Appeals in Marketing?”* Queen Mary University of London, 23 April 2017, Charterhouse Square Campus, London.

STATISTICS SOFTWARE

MATHEMATICA Wolfram	Symbolic and numerical calculation software and programming language. The main use of software derives from the simulation of ordinary and stochastic differential equations used in many models adopted in researches published in scientific journals.
SPSS/STATA	Software for basic, inferential and multivariate descriptive statistical analysis (such as reliability analysis, correlation analysis, simple and multiple regression analysis, cluster analysis, exploratory factor analysis and multi-dimensional scaling). The skills learned in this field result from the use of these analysis in many of the published studies and didactic activities on research methods and analysis techniques with SPSS.
AMOS	Software for statistical analysis of structural equation models (SEMs).
PROCESS	Software for basic, inferential and multivariate descriptive statistical analysis

LANGUAGES

English	Advanced Level - Written and Spoken
Japanese	Basic Level - Written and Spoken <ul style="list-style-type: none">• Class of Language and Translation - Japanese I• Class of Translation Japanese-Italian I Degree in Science and Technique of Linguistic Mediation University of Salento
Italian	Mother Tongue

Lecce, June 21st 2021

Luigi Piper

Il sottoscritto, consapevole delle sanzioni penali previste dall'Art. 76 del D.P.R. 445/2000 e successive modificazioni e ai sensi degli artt. 46 e 47 del D.P.R. 28 dicembre 2000, per le ipotesi di falsità in atti e dichiarazioni mendaci, dichiara sotto la propria responsabilità che quanto sopra indicato corrisponde al vero. Il sottoscritto autorizza il trattamento dei dati personali in conformità alla Legge sulla privacy (D.Lgs. 196/2003).

Academic References

- Prof Gianluigi Guido** *Full Professor of Marketing*
University of Salento
Dept of Economics
Via Monteroni, 73100 Lecce, Italy
gianluigi.guido@unisalento.it
+39.0832.298601
- Prof Donato Scolozzi** *Full Professor of Mathematics*
University of Salento
Dept of Economics^[1] and Dept. of Mathematics
Via Monteroni, 73100 Lecce, Italy
donato.scolozzi@unisalento.it

Other References

- Tom Foerstel** *CEO*
Foerstel Design Ltd
249 S 16th St, Boise, ID 83702, United States
tom@foerstel.com
+1.208.287.4485