

# LUIGI PIPER

*Scientific and Didactic Curriculum Vitae*  
October 2018

University of Salento  
via Monteroni  
73100 Lecce, Italy

## CURRENT ACADEMIC POSITION

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2015–Present **Research Fellow**

- *Marketing* (SECS-P/08)  
- University of Salento, Lecce,  
- University of Bari, Bari, Italy
- *Economics and Business Management* (SECS-P/08)  
University of Salento, Lecce, Italy
- *Mathematics for Business Economics* (SECS-S/06)  
University of Bari, Bari, Italy
- *Financial Mathematics* (SECS-S/06)  
University of Salento, Lecce
- *Mathematics* (SECS-S/06)  
University of Salento, Lecce, Italy

## EDUCATION

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- 10/07/2015 **Ph.D. in Economic Science and Mathematical Statistics**  
Doctoral Thesis: *Correlation Between Stochastic Differential Equations using P Matrix*  
(Thesis Supervisor: Prof Donato Scolozzi)  
University of Salento, Lecce, Italy
- 12/03/2010 **Master's Degree in Finance and Insurance - Summa Cum Laude (LM19/S)**  
Master Thesis: *Evaluation of Financial Securities using Jumping Processes*  
(Thesis Supervisor: Prof Donato Scolozzi)  
University of Salento, Lecce, Italy

- 17/07/2007 **Bachelor's Degree in Business Management**  
Bachelor Thesis: *Lévy Processes in Finance*  
(Thesis Supervisor: Prof Donato Scolozzi)  
University of Salento, Lecce, Italy
- 04/07/2002 **Pre-Collegiate Degree in Informatics**  
"E. Medi" Technological Institute, Galatone (Le), Italy

## **DIDACTIC & RESEARCH ACTIVITIES**

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### **DIDACTIC ACTIVITIES**

- 2015–2017 **Marketing Analytics (SECS-P/08)**  
*Adjunct Professor*  
Dept. of Management, Economics, and Business Law  
University of Bari, Bari, Italy
- 2016 **Brand Management (SECS-P/08)**  
*Adjunct Professor*  
Manni Formazione  
Lecce, Italy
- 2015 **Mathematics for Business Economics (SECS-S/06)**  
*Adjunct Professor*  
Dept. of Management, Economics, and Business Law  
University of Bari, Bari, Italy
- 2015 **Mathematics (SECS-S/06)**  
*Lecturer*  
Dept. of Economics  
University of Salento, Lecce, 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, Taranto, Italy

### **RESEARCH ACTIVITY**

- 2016–2018 **Researcher and Didactic Collaborator**  
*Heritage Marketing (SECS-P/08)*  
Dept. of Economics, Università of Salento, Lecce, 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)*  
Department of Humanistic Studies

University of Salento, Lecce, Italy

- 2013–2017 **Researcher and Didactic Collaborator**  
*Territorial Marketing* (SECS–P/08)  
Dept. of Economics, University of Salento, Lecce, Italy
- 2013–Present **Researcher and Didactic Collaborator**  
*Marketing* (SECS–P/08)  
Dept. of Economics, Università of Salento, Lecce, Italy
- 2013–Present **Researcher and Didactic Collaborator**  
*Economics and Business Management* (SECS–P/08)  
Dept. of Economics, University of Salento, Lecce, Italy
- 2013–Present **Researcher and Didactic Collaborator**  
*Market Research* (SECS–P/08)  
Dept. of Economics, University of Salento, Lecce, Italy
- 2013–Present **Researcher and Didactic Collaborator**  
*Mathematics* (SECS–S/06)  
Dept. of Economics, University of Salento, Lecce, Italy
- 2013–Present **Researcher and Didactic Collaborator**  
*Financial Mathematics* (SECS–S/06)  
Dept. of Economics, University of Salento, Lecce, Italy
- 2012–2013 **Researcher**  
SMAASIS Laboratories  
Dept. of Innovative Engineering  
University of Salento, Lecce, Italy

## SEMINARS

- 2018 **Economics and Business Management**  
*Member*  
Dept of Economics  
University of Salento, Lecce, Italy
- 2018 **Financial Mathematics**  
Dept of Economics  
University of Salento, Lecce, Italy
- 2017 **Strategic Marketing**  
Dept of Marketing and Business Communication  
University of Bari, Bari, Italy
- 2017 **Heritage Marketing**  
Faculty of Letters, Philosophy, Languages and Cultural Heritage  
University of Salento, Lecce, Italy

2016            **Heritage Marketing**  
Faculty of Letters, Philosophy, Languages and Cultural Heritage  
University of Salento, Lecce, Italy

#### MEMBER OF UNIVERSITY EXAMINING BOARDS

2018            **Economics and Business Management**  
*Member*  
Dept of Economics  
University of Salento, Lecce, Italy

2015–2017    **Marketing Analytics**  
*President*  
Dept. of Management, Economics, and Business Law  
University of Bari, Bari, Italy

2017–Present **Mathematics**  
*Member*  
Dept of Economics  
University of Salento, Lecce, Italy

2017–Present **Mathematics for Finance**  
*Member*  
Dept of Economics  
University of Salento, Lecce, Italy

2017–Present **Financial Mathematics**  
*Member*  
Dept of Economics  
University of Salento, Lecce, Italy

2016–Present **Heritage Marketing**  
*Member*  
Faculty of Letters, Philosophy, Languages and Cultural Heritage  
University of Salento, Lecce, Italy

#### TRAINING COURSES

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06/2010            **Bank Teller (104hrs)**  
Cod. P0451000010676  
*Metis S.p.A., Formetis s.r.l., Forma.Temp and Popolare Pugliese Bank*

11/2010 - 02/2011 **Training Internship**  
Finance Head Office  
Popolare Pugliese Bank

05/2013 **Financial Engineering and Risk Management**  
Corsera.org

*Martin Haugh*<sup>[1]</sup><sub>[SEP]</sub>  
Co-Director, Center For Financial Engineering  
Department Of Industrial Engineering & Operations Research<sup>[1]</sup><sub>[SEP]</sub>  
*Columbia University*

*Prof Garud Iyengar*  
Department Of Industrial Engineering & Operations Research<sup>[1]</sup><sub>[SEP]</sub>  
*Columbia University*

## RESEARCH PROJECTS

### PARTICIPATION IN INTERNATIONAL RESEARCH PROJECTS

2012–2015 **Research Unit - Member**  
“MEDESS-4MS - Mediterranean Decision Support System for Marine Safety”.

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, Rome.*

The MEDESS-4MS Project aims to integrate the various national oil spill detection systems in the Mediterranean to ensure preparedness and prevention as well as emergency and recovery interventions related to them. Work is done in partnership with LUISS, leader of the Work Package 3 (WP3) Project, which ensures the long-term sustainability of the forecasting system and works to enhance its long-term effects. In particular, the research activity concerned WP3.2, which aimed to develop an exploitation plan for communication participation and promotion of the project.

### PARTICIPATION IN NATIONAL RESEARCH PROJECTS

2013–2015 **Research Unit - Member and Project Promoter**  
“Implementing a Territorial Marketing Model for the Identification, Creation and Management of a Metropolitan District”. 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, Lecce.*

The project proposes the creation and management of a Meta-District: A network of companies not belonging to the same territory but rooted in

different but complementary territorial contexts, in the context of the integration of the supply chain and of the competencies - for energy efficiency. Programming, planning, design, and implementation actions that reduce energy consumption by the same result. The ultimate aim of the research is to target the territorial marketing policies of the municipalities involved in the formulation of development strategies and the strategic management of a meta-district for energy efficiency, according to a systemic logic, without neglecting the peculiarities, competencies, the resources, and the expectations of the users.

## WORK EXPERIENCE

- 2018–present **Account Executive**  
*PiperAnalytics LLC, Boise (USA)*  
*Marketing, Communication, Market Research*
- 2008–present **Business Consultant**  
*Revi Srl, Sterimed srl, GST srl, Z.I Surbo (Lecce), Milan, Italy*  
Business Management and Marketing strategies
- 2017 **Financial Manager**  
*SalentoSud 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
- 2012 **Account Executive**  
*Piper&Piper Ltd, 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, (Lecce) Italy*  
Bank Teller various banking branches (2010). Portfolio Manager, Market and Economic Analysis at Headquarters, Finance Area (2011).

## PUBLICATIONS

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### ARTICLES PUBLISHED IN NATIONAL AND INTERNATIONAL JOURNALS

- [1] “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.

- [2] "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<sup>11</sup><sub>SEP</sub>
- [3] "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., Pichierri M., Amatulli C., Peluso A. M., and Guido G.), (2017), *Journal of Cleaner Production*, 153, pp. 83-91.
- [4] "Effects of Blue Lighting in Ambient and Mobile Settings on the Intention to Buy Hedonic Products," (authors: Guido, G., Piper, L., M. I. Prete, Mileti, A., and Trisolini, C.M.), (2017), *Psychology & Marketing*, 34(2), pp. 215-226.  
Selected Media Coverage: [Psychology Today](#), [Quirk's](#).
- [5] "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.
- [6] "Design of Buoy Station for Marine Pollutant Detection", (authors: Griffo G., Piper L., Lay-Ekuakille A., and Pellicanò D.), (2014), *Measurement*, 47, pp. 1024-1029.
- [7] "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.
- [8] "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.
- [9] "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] "Oil and Gasoline Price Dynamics Considering Tax Variation" (Dinamiche del prezzo del petrolio e della benzina considerando variazioni nelle tasse), (2013) (authors: Piper L., Scolozzi D. and Tolomeo A.), in *Lo Sviluppo Sostenibile Ambiente, Risorse, Innovazione, Qualità – Scritti in memoria di Michela Specchiarello*, Milano: FrancoAngeli. ISBN: 9788820447496. In Italian.

#### REPORTING FOR NATIONAL AND INTERNATIONAL CONFERENCES

##### ARTICLES IN PROCEEDINGS OF NATIONAL AND INTERNATIONAL CONFERENCES

- [1] "I Percorsi Identitari nel Marketing" (authors: Amatulli C., De Cosmo L., Divittorio A., Girone F., Iaffaldano N., Passaro P., Petruzzellis L., Piper L., Santamato V. R.), Plenary Session, *XV SIM Conference*, 18-19 October, Bari, Italy.
- [2] "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.
- [3] "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.
- [4] "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.
- [5] "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.
- [6] "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.
- [7] "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.
- [8] "Distortion in Consumers' Money Perception: A Study on Values and Quantity," (authors: Guido G., Piper L., Prete M I., and Mileti A.), (2014), *10a NeuroPsycoEconomics Conference Proceedings*, a cura di E. Poeppel e K. Fehse, Munich, Germany.
- [9] "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.
- [10] "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.
- [11] "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.
- [12] "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.
- [13] "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.
- [14] "Oil land Gasoline Price Dinamics Considering Tax Variation", (authors: Piper L., Scolozzi D., and Tolomeo A.), (2012), *XXXVI AMASES Conference*, Foggia, Italy.
- [15] "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.

## RESEARCH CURRENTLY IN PREPARATION

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- [1] "The 'Circular Store': the Effects of Circularity on Brand Retail Experience and Store Patronage", (authors: de Cosmo L. M., Petruzzellis L., Piper L., and Passaro P.), *Journal of Retailing and Consumer Service* (Accepted).
- [2] "A Stochastic Model of the Intention to Purchase EEMs", (authors: Piper L., Scolozzi D., Petruzzellis L., and Prete M. I.), *Nature Energy*.
- [3] "Effects of Disvalues on Consumer Orientation and Compulsive Shopping Behaviour" (authors: Guido G., Piper L., Prete M. I., Trisolini C. M.), *Journal of Consumer Psychology*.
- [4] "The Use Of Visual and/or Textual Statements in Alcohol Warnings", (authors: Piper L., Prete M. I., Guido G.), *Marketing Science*.
- [5] "EEG Analysis of Perception of Fat Content in Foods", (authors: Piper L., Prete M. I., De Cosmo L.M., Petruzzellis L., and Guido G.).
- [6] "How sweet taste changes when we see what we drink: a Neuromarketing Study", (authors: Piper L., Prete M. I., De Cosmo L.M., Petruzzellis L., and Guido G.).

## CHAired SYMPOSIA

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

## ORGANISING COMMITTEE MEMBER

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

## AWARDS AND GRANTS

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- 2006            Scholarship - Bachelor's Degree in Business Management  
University of Salento  
Amount EUR 2,500.
- 2010            Scholarship - Master's Degree in Finance and Insurance  
University of Salento  
Amount EUR 2,500.
- 2013            Grant: Implementing a Territorial Marketing Model for the Identification,  
Creation and Management of a Metropolitan District  
CUIS, Lecce  
Amount EUR 27,000
- 2013–2015      Research scholarship - Ph.D. in Economics and Mathematics-Statistics, XXVII  
Cycle (2013-2015) Department of Economic.  
Regione Puglia.  
Amount EUR 48,000.
- 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, Irlanda.
- 2017            *Grant for Neuromarketing instruments*  
Amount EUR 1,000  
Department of Humanistic Studies  
University of Salento, Lecce, Italy

## REFERENCE ACTIVITIES

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### INTERNATIONAL JOURNALS

- 2013            *IEEE Sensors Journal*

## STATISTICS SOFTWARE

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- MATHEMATICA    Symbolic and numerical calculation software and programming  
Wolfram            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

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

Lecce, 01 September 2018

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

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- Prof Gianluigi Guido** *Full Professor of Marketing*  
University of Salento  
Dept. of Economics<sup>[1]</sup>  
Via Monteroni, 73100 Lecce, Italy  
gianluigi.guido@unisalento.it<sup>[1]</sup>  
+39.0832.298601
- Prof Luca Petruzzellis** *Full Professor of Marketing*  
University of Bari  
Dept. of Management, Economics, and Business Law  
Largo Abbazia Santa Scolastica 53, 70121 Bari, Italy  
luca.petruzzellis@uniba.it  
+39.080.5049186
- Prof Antonio Leaci** *Full Professor of Mathematics*  
University of Salento  
Dept. of Mathematics<sup>[1]</sup>  
Via Monteroni, 73100 Lecce, Italy  
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- Prof Donato Scolozzi** *Full Professor of Mathematics*  
University of Salento  
Dept. of Economics<sup>[1]</sup> and Dept. of Mathematics  
Via Monteroni, 73100 Lecce, Italy  
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