

PERSONAL INFORMATION



Prof. Giuseppe Tardivo

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Sex man | Date of birth 11/04/1948 | Nationality Italian

Full Professor of Business Management at the University of Turin

Honorary Visiting Professor ESCP Europe – London

OTHER ACADEMIC POSITIONS

Director of the University Division of Business Management – University of Turin
 Coordinator of the Campus of Management and Economics – University of Turin, Cuneo Branch
 President of the University Degree in Business Management, Marketing and Strategies (DIMS) (advanced)
 Deputy Director of PhD program in Business and Management at the University of Turin
 Scientific Coordinator for the international cooperation program at the University of Turin (Erasmus) financed by the European Union with 14 other European Universities
 Member of the Assessment Unit at the University of Italian Chambers of Commerce “Universitas Mercatorum”, Rome
 Member of the Board of Directors of the Consorzio Universitario di Economia industriale e manageriale (CUEIM) (the University Consortium for Industrial and Business Economics, an entity that associates 24 Italian Universities – Faculties of Economics – Scientific area: Business Management)
 Coordinator, for the University of Turin, of International University Degree: “Economia e gestione delle imprese-Licence Economie ed gestion” with the University of Nice (France) (Coordinator for University of Nice, Prof. Ludovic Ragni – Director ISEM)
 Director of the Master in “Business Finance and Value Creation” (University of Turin and UBI Bank);

VISITING PROFESSOR AT EUROPEAN AND U.S. UNIVERSITIES

California State University - Pomona,
 University of Nevada – Las Vegas;
 Plekhanov Russian Academy of Economics;
 Academy of National Economy of the URSS – Moscow;
 Poznan Academy of Economics – Poznan;
 University of Tallinn;
 University Jean Moulin Lyon 3;
 University of Nice
 University of Dublin

PERSONAL SKILLS

Mother tongue(s) ITALIAN

Other language(s)

FRENCH

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	
EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT

ENGLISH

GOOD

GOOD

GOOD

GOOD

GOOD

Driving licence

▪ B

ADDITIONAL INFORMATION

RESEARCH AND SCIENTIFIC ACTIVITIES

Editorial board and scientific committees

Member of the Editorial Board of EuroMed International Journal of Business
 Member of the Editorial Board of Journal of «Financial Management and Analysis (JFMA)»;
 Member of the Scientific Committee of «Sinergie»;
 Member of the Scientific Committee of «International Journal of Science, Innovations and New Technology»;
 Chairman of the Scientific Committee «Giorgio Giovando» (UniCredit Group and Fondazione CRT);
 President of the University Committee for the Silver Medal of the University of Turin (Department of Management);
 President of the Scientific Committee of the Master in Business Finance and Value Creation (University of Turin and UBI Academy);
 Member of the Scientific Committee of the Master in Global Marketing & Retail Management
 Referee for the evaluation of the scientific products for the University of Venice «Ca' Foscari»;
 Reviewer for national and international conferences;

HONORS AND AWARDS

Torch-bearer of the "Wisdom light" at the "Universiade" (University Olympic games) Turin - 2007
 Gold Seal for outstanding contributions in the field of culture - Italian Chamber of Commerce – Cuneo
 Honorary member of the Rotary – Cuneo
 Seal of the University of Turin for outstanding academic contributions
 Seal of the Cuneo City for outstanding academy contributions.
 Certificate of Appreciation of the International Business Academy (AIB) West Region – USA
 Certificate of Appreciation of the Academy of National Economy of the URSS
 Certificate of Appreciation of the Plekhanov Russian Academy of Economics
 Certificate of Appreciation of Poznan Academy of Economics
 Certificate of Appreciation of University of Tallinn (Estonia)
 Silver Medal of the Italian Academy of Business Management (AIDEA)

PROFESSIONAL ACTIVITIES

Member of the Advisory Board (ADB – Italy), UniCredit Group
 Member of the Ethical Committee of IDEAFimiT (Italian Investment trust)
 Consultant of significant national and international organizations in the fields of banking, finance, and territory enhancement

LISTING

Who's Who in the World

RESEARCH INTERESTS

Territory Promotion, Enhancement and Development
 Finance and Business Management
 Business Strategy

Publications
 Presentations
 Projects
 Conferences
 Seminars
 Honours and awards
 Memberships
 References

HANDBOOKS AND MONOGRAPHS

Economia e gestione delle imprese, AA.VV., Giappichelli, Torino, 2015.

Il ruolo economico del turismo culturale nella regione transfrontaliera, (co-authored with M. Viassone and M. Vico), Franco Angeli, Milan, 2014.

La creazione di valore (The value creation)- Vol. I: La creazione di valore per l'impresa (the value creation for the firm); Vol. II: La Creazione di valore per il territorio (The value creation for the territory) – (co-authored with G. Quaglia), FrancoAngeli, Milan, 2013

La gestione dei mercati finanziari internazionali (International Financial Markets)(co-authored with M. Damilano and M. Viassone), FrancoAngeli, Milan, 2013

Il turismo montano come vantaggio competitivo territoriale (The mountain tourism as territorial competitive advantage), (co-authored with M. Viassone, M.A. Ferri and M. Deandreis), Giappichelli, Torino, 2012.

Corporate Finance (co-authored with R. Schiesari and N. Miglietta), Isedi, Turin, 2012.

Il Sistema Family Business. Un patrimonio da valorizzare (The Family Business system. A heritage to be improved) (co-authored with M. Cugno), Osservatorio Famiglia e Impresa, FrancoAngeli, 2011.

Finanza Aziendale Internazionale (International Managerial Finance) (co-authored with M. Viassone), ISEDI, 2011.

Finanza Aziendale (Managerial Finance) (co-authored with R. Schiesari and N. Miglietta), ISEDI, 2010.

I sistemi Enterprise Resource Planning (ERP) nel processo di generazione del valore. Strumenti avanzati per la gestione dell'innovazione imprenditoriale e per le decisioni di impresa (The ERP systems in value generation process. Advanced instruments in management of entrepreneurial innovation and decision making), Giappichelli, Turin, 2002.

L'Activity-Based Costing nella concreta realtà aziendale. Principi, Tecniche, Esperienze, (The Activity-Based Costing in concrete enterprise reality. Principles, techniques, experiences), Giappichelli, Turin, 1997.

Innovazione finanziaria e mercati internazionali dei capitali, (Financial innovation and International financial markets), Giappichelli, Turin, 1990.

Analisi finanziaria e decisioni d'impresa (Financial analysis and decisions of the enterprise), Giappichelli, Turin, 1989.

I servizi di informatica. Strumenti per una analisi di settore (The informatics services. Instruments for the sector analysis), Giappichelli, Turin, 1989.

NATIONAL AND INTERNATIONAL JOURNALS

Alpine tourism as an economic development factor. A market perspective, (2015), Journal of investment and management, Vol. 4, No.1.

Rethinking target's private equity process in turnaround situations, (co-authored with M. Viassone and M. Vulpiani), (2014), Journal of Investment and Management, Vol. 3, No. 3, pp. 42-50, Science Publishing Group, New York.

Young customers' perception of the quality of m-banking services, (co-authored with M. Viassone and G.L. Gola), (2014), Universal Journal of Industrial and Business Management, Vol. 2, No. 8, pp. 200-209, Horizon Research Publishing Corporation, Alhambra, CA, USA.

How to become a benchmark sustainable tourist destination? A descriptive model, (co-authored with A. Scilla and M. Viassone), (2014), Business Systems Review, Special Issue - Selected papers of the 2nd B.S.Lab International Symposium, Vol. 3, Issue 2, pp. 207-230.

A new frontier in the satisfaction of the cultural tourist: the QR code, (co-authored with A. Scilla and M. Viassone), (2014), In Aiello L., Handbook of Research on Management of Cultural Products. E-Relationship Marketing and Accessibility Perspectives, Business Science Reference, IGI Global, Hershey, pp. 348-366.

Sviluppo economico ed infrastrutture: un'analisi empirica delle Province italiane (2013), (co-

authored with S. Bresciani and M. Cugno), Sinergie, Vol. 92.

Turismo montano e sviluppo locale: un binomio vincente (2012), Rassegna Economica, n. 1.

Managing cultural diversity in international business: the case of an Italian consulting company for Computer Science on the Polish market, (co-authored with K. Lipinska and M. Viassone), (2012), International Journal of Science, Innovation and New Technology, 1(3).

Internal Dealing And Insider Trading: Focus On Financial Market In Italy Research Findings, (con S. Bresciani e F. Fabris), (2011), Journal of Financial Management and Analysis, Vol. 24, No.1.

Strategic Management Policy into Small Areas: an Exploratory Spatial Data Analysis – ESDA –, (co-authored with M. Cugno), (paper accepted), in: «International Journal for Applied Industrial Engineering», Special Issue.

Creating an Innovative Social Assistential Performance Management System. Beyond the Economic Financial Perspective: Empirical Research Findings (co-authored with M. Viassone), (2011), Journal of Financial Management and Analysis, 23(2).

La misurazione del livello d'internazionalizzazione delle regioni italiane (The measurement of internationalization level of the Italian regions), (co-authored with F. Bradley and M. Viassone) (2010), «Sinergie», 83.

Il Bilancio Socio-economico del Piemonte sud-occidentale, (The socio-economic Budget of the South-west Piedmont), (co-authored with M. Cugno) (2010), Itaca, Research workbooks UniCredit, Baldini & Castaldi Dalai Editore.

How attractive are the Italian regions for foreign investments?, (co-authored with M. Viassone), (2009), Journal of Financial Management and Analysis, 22(1).

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L'evoluzione degli studi sul Knowledge Management (The Knowledge Management studies evolution), (2008); Sinergie, n.76, May-August, monographic number devoted to the National Conference in Turin, 22th-23th November 2007 "L'impresa e la conoscenza (The Enterprise and the Knowledge)".

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International Conference Acts organized together with the University of Turin, University of Nice, Ministero per le Finanze del Principato di Monaco, Polo grafico. Monaco-Montecarlo, Hotel Des Bains, 8 October 1999), (2003), Sinergie, Research Reports, 15.

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La Customer Satisfaction. L'esperienza della Banca Popolare di Milano, (The Customer Satisfaction. The experience of Banca Popolare in Milan), (1997), Sinergie, 42.

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The research was awarded with a grant from the First Interstate Bank of the Nevada Institute for Business Leadership and was recommended as significant by the Editorial Board.

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4/95 (monographic number containing the Conference Proceedings).

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L'Activity-Based Management. Una sintesi interpretativa, (The activity-Based Management. An interpretative summary), (Co-authored with J. Brimson, G. Golinelli and P. Zanenga), (1994), paper presented on the international Conference on Activity Based Management. Principi, Tecniche, Esperienze, organized by the Sinergie, University of Turin and the Arthur Andersen Consulting, Turin, 16 June 1993, Sinergie, 34.

La pianificazione fiscale nelle imprese, (The tax planning in companies), (1993), Amministrazione e Finanza Oro, IPSOA, Milano, 3/94.

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Le fonti del valore, (The value sources), (1993), Amministrazione e Finanza Oro, IPSOA, Milan, 1/93.

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Il controllo dei flussi economico-finanziari. La gestione della tesoreria, (The economic and financial flows/traffic control. The treasury Management), (1985), Cronache Economiche, 1.

Il controllo dei flussi economico-finanziari. Lineamenti essenziali e aspetti procedurali della programmazione economica, (The economic and financial flows/traffic control. Essential outlines and aspects of the economic planning), (1985), Cronache Economiche, 4.

Leasing, (1985), Cronache Economiche, 2.

Aspetti procedurali della programmazione finanziaria: uno schema di attuazione, (Procedural aspects of financial planning: an implementation scheme), (1985), Cronache Economiche, n. 5/6.

Investimenti esteri e Mezzogiorno, (Foreign Investments and the Italian Mezzogiorno), (1978),

Cronache Economiche, 3/4.

BOOK CHAPTERS

Lo scenario di riferimento per l'economia piemontese. Sfide e opportunità per l'impresa di domani, in: Il settore delle costruzioni in Piemonte e Valle d'Aosta. Mercati, dinamiche e strutture, (2014), a cura di F. Monge e G. Provisiero, Egea, Milano.

L'economia cuneese in cifre, in: L'imprenditorialità cuneese e il sistema produttivo della «Provincia Granda». Studi e testimonianze, (2014), a cura di G. Tardivo e P. Gibello, Il Mulino, Bologna.

Ripensare il futuro. Il processo di segmentazione della clientela bancaria in funzione delle strategie di marketing. La segmentazione della clientela private, in: Scritti in onore di Pellegrino Capaldo, (2014), a cura di Laghi E. and Zanda G., Egea, Milano.

La gestione dei rischi delle imprese multinazionali, (co-authored with E. Battisti), in: La gestione dei mercati finanziari internazionali (International Financial Markets) (co-authored with M. Damilano and M. Viassone), FrancoAngeli, Milan, 2013

Il ruolo della Fondazione CRT nella creazione di valore per la collettività, (The role of the CRT Foundation in creating value for the community), (2011), in: «Bermond C., Puddu L. (ed.), La Fondazione CRT - Promotore della crescita delle comunità subalpine (The CRT Foundation- Promoting the growth of subalpine communities)», Artistica Savigliano, Cuneo.

Preface, (2011), in: «Bermond C., Puddu L. (ed.), La Fondazione CRT - Promotore della crescita delle comunità subalpine (The CRT Foundation- Promoting the growth of subalpine communities)», Artistica Savigliano, Cuneo.

Preface, (2011), in: «Bermond C., Fari S. (ed.), La Banca CRT – Protagonista della trasformazione del sistema creditizio (The Bank CRT - The protagonist of the transformation of the credit system)», Artistica Savigliano, Cuneo.

Preface, (2011), in: «Miglietta N., Battisti E., Impresa, Management e Distorsioni comportamentali. Un approccio cognitivo alla gestione dell'impresa: l'Ego Biased Learning Approach (EBLA)(Firm, Management and behavioral distortions. A cognitive approach to the management: the Ego Biased Learning Approach-EBLA)», Giappichelli, Torino.

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Anziani e disabili. Analisi del sistema socio-assistenziale piemontese e prospettive di sviluppo (Elderly and disabled. Analysis of the welfare system in Piedmont and development prospects), (co-authored with S. Cimino, S. Crudo, E. Olivetta, M. Viassone), (2009), Fondazione CRT, Turin.

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Il settore edile nella Provincia di Cuneo: l'andamento e gli effetti sul tessuto imprenditoriale locale (The building industry in the Province of Cuneo: trends and effects on local business), (co-

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Il Bilancio socio-economico di area del Piemonte sud-occidentale. Volume III – Riflessioni conclusive, (2008), (The socio-economic Budget of the South-west Piedmont. 3rd Volume – Conclusions), Comitato territoriale UNICREDIT 'Alpi del Mare'.

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L'Europa verso il 2000: la globalizzazione tra sfide e opportunità, (The Europe towards the 2000: the globalization between challenges and opportunities), (1992), "Russian Academy of Economics, Institute for Foreign Affairs", October.

Italian Economic Growth 1978-1988. A comparative study, Lesson given to the Nevada University students, 10.4.1990, Las Vegas, USA (stage in Business Finance at the School of Management, University of Turin-Scuola di Amministrazione Aziendale of University of Turin), (1990), Scuola di Amministrazione Aziendale, Turin, April 1990.

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Trieste.

Il Factoring. Uno strumento per l'impresa (The Factoring. An instrument for the enterprise), (3rd chapter: "I Servizi di Factoring (Factoring services)" and 7th: "Principi per una strategia di marketing (Principles for a marketing strategy)", (1989), "Il Sole 24 Ore", Milan.

Per gli "Scritti in onore di Luigi Guatri" (For the "Written in honour of Luigi Guatri"), (edited by Prof. Stefano Podestà): Il controllo economico-finanziario del mercato nelle imprese di servizi: uno schema di attuazione, (1988), Bocconi Comunicazione, Milan.

NATIONAL AND INTERNATIONAL CONFERENCE PROCEEDINGS

Tardivo G., Santoro G., Ferraris A., (2015), "A new paradigm: open social innovation. The case of googleglass4lis", 8th Annual EuroMed Conference of the EuroMed Academy of Business. Conference Readings Book Proceedings.

Tardivo G., Scilla A., Viassone M. (2014), "The path of sustainability starts from benchmark destinations". In Vrontis D., Weber Y., Tsoukatos E. 7th Annual EuroMed Conference of the EuroMed Academy of Business. Conference Readings Book Proceedings. The Future of Entrepreneurship, Kristiansand, Norvegia, 18-19 Settembre 2014, Euromed Press, Nicosia, Cipro, pp. 1809-1819, ISBN: 978-9963-711-27-7.

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Debates in national and local TV.

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