

Debora Sarno

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S.S.D: SECS-P/08 (Economia e Gestione delle Imprese)

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Short Bio

Graduated magna cum laude in Management Engineering from the University of Salerno, she earned a PhD in Engineering and Economics of Innovation and she worked as a research assistant in Operations Management at the same university. She has been an adjunct professor and a lecturer in Service Marketing, Project Management, and Operations Management for several Universities – Epoka (Albania); Masaryk (Czech Republic); Ancona, Catanzaro, Foggia, Genova, and La Sapienza of Rome (Italy) – and highly trained courses for companies.

Her scientific interests are service management and marketing, particularly in the fields of healthcare, tourism, and energy. The main scientific frameworks adopted are Service-Dominant Logic, Viable Systems Approach, and Systems Theories.

She is a Project Management Professional (PMP) certified by the Project Management Institute (USA) and she has supervised several research and start up projects in tourism and facility management. She has been the co-founder of two academic spin-offs (nanotech and ICT) from the University of Salerno (Italy).

Among other recognitions, she is the winner of the First Prize of the Italian competition for innovative start up (PNI-Cube) and Start Up Campania in 2012, and the winner of the best paper in Marketing Theory from the Italian Marketing Society (SIM) in 2018.

Graduate Education:

University of Salerno	Engineering and Economics of Innovation	2011-13	PhD	2014
University of Salerno	Management Engineering	2008-10	MBA	2010

Undergraduate Education:

University of Salerno	Management Engineering	2005-08	BS	2008
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Main research interests:

- Service Management
- Service Marketing
- Service-Dominant Logic
- Viable Systems Approach

Main teaching:

University of Naples Parthenope	Project Management for Innovation Business Management International Marketing and Brand Management; Operations & Logistics	2020-present
University of Genova	Project Management	2017-19
University of Foggia	Project Management	2017-19
Masaryk University	Marketing Strategy in Service Business	2018-19
University of Rome La Sapienza	Planning and Strategic Management	2017-18
University of Catanzaro Magna Graecia	Project Management	2018
Epoka University	Visiting Professor in Management and Organization Studies	2017
Business Schools; Masters; Advanced Education for Employees of Companies	Operations Management; Project Management	2014-18

Honors and Awards:

Organizer of the **Doctoral Workshop, The 7th Naples Forum on Service**, University of Salerno and University of Naples Federico II, Capri, 2021.

Member of the Organization of the Conference, The 7th Naples Forum on Service, University of Salerno and University of Naples Federico II, Capri, 2021.

Plenary Speaker at The 7th Naples Forum on Service, University of Salerno and University of Naples Federico II, Capri, 2021.

Plenary Invited Speaker at the International Conference on Renewable Energy, Virtual conference, 2020.

Organizer of the Virtual Workshop "Dinamiche imprenditoriali, manageriali e sociali dopo il Covid-19", SIMAS e ASVSA, University of Salerno, Ms TEAMS, 2020.

Member of the Organization of the Conference, The 10th year Naples Forum on Service, University of Salerno and University of Naples Federico II, Ischia, 2019.

Plenary Speaker at The 10th year Naples Forum on Service, University of Salerno and University of Naples Federico II, Ischia, 2019.

Member of the Editorial Board, **Human Resources Management and Services**, 2018-2019.

Member of the Organization of the Workshop, Smart Technologies and Big Data Management for Competitiveness - The fourth Industrial Revolution, University of Salerno, 2019.

Winner, Selected Paper, XV **SIM Conference** (Società Italiana Marketing) held in Bari, 2018.

Member of the Organization of the Workshop, Service Ecosystems, Marketing e Retail tra Teoria e Pratica, University of Salerno, 2018.

Member of the Editorial Board, **Intelligent Industrial Systems**, 2014, 2015, 2016, 2017.

Winner, Award of highly cited original paper, **Applied Energy**, 2017.

Member of the Organization of the Conference, **The 5th Naples Forum on Service**, University of Salerno, Sorrento, 2017.

Member of the Organization of the Conference, International Conference on Environment, Manufacturing Industry and Economic Development, Wuhan, 2015.

Associate Editor, **Journal of Management Science and Practice**, 2014.

Member of the Organization of the Conference, International Summit on Industrial Engineering, San Francisco, 2014.

Certified, Project Management Professional, **Project Management Institute**, 2013.

Winner, First Prize for the Best Start Up, Italian competition for innovative start up (**Premio Nazionale per l'Innovazione**), Bari, 2012.

Winner, First Prize for the Best Start Up, Italian regional competition for innovative start up (Start Cup Campania), Salerno, 2012.

Winner, Finalist for the Best Start Up, International competition for innovative start up in the field of nanotechnologies (**Nanochallenge & Polimerchallenge**), Padua, 2012.

Winner, Best Paper Award, XVII Summer School 'F. Turco'. Breaking down the barriers between research and industry, University of Padua, 2012.

Invited Speaker, Conference Politiche Regionali e Innovazione Gestionale in Sanità: lo Sviluppo dell'Operations Management, Florence, 2012.

Research grants:

National Operational Programme (PON) for Research and Competitiveness 2007-13, Social Innovation, PON04a3_00117, Project “**SMARTOUR**: innovative ICT platform for cultural tourism promotion”, Principal investigator, 540.000 € 2012-15.