

Curriculum Vitae – Spring 2024

Family name: Morgante
 Given name: Lorenzo
 Gender: male
 Date of birth: 22/03/1997
 Citizenship: Italian
 email address: lorenzo.morgante@phd.unibocconi.it

Qualifications

Bocconi University, Milan, Italy

Ph.D. in Business Administration and Management - Marketing Curriculum 2023-present

Bocconi University, Milan, Italy

MSc in Marketing Management 2018-2021

Bocconi University, Milan, Italy

BSc in Business and Economics 2015-2018

Awards and Scholarships

Full Ph.D. fellowship

2023-

Bocconi University, Milan, Italy

Research Interests

Sustainability, Artificial Intelligence, User Generated Data, Web Scraping, Econometric

Work Experience

Research and Teaching Assistant

2022-2023

Bocconi University, Milan, under the supervision of Prof. S. Hong and V. Schoenmueller

Procurement Administrator

Unilever Italy, Rome

2021

Acquisition Marketing Intern

Now – Sky Italy, Milan

2019

Teaching Experience

Strategic Marketing and Marketing Analytics, Teaching Assistant

Spring 2023

| | |
|--|-------------|
| Marketing, Teaching Assistant | Spring 2023 |
| Channel Marketing, Teaching Assistant | Fall 2022 |
| Innovation and Marketing Analytics, Teaching Assistant | Fall 2022 |

Studies abroad

| | |
|--|------|
| Maastricht University , Maastricht, Netherlands | 2020 |
| Erasmus+ Scholarship | |

Language Skills

Italian
English (C1)
Spanish (B1)

IT Skills

Advanced in **Microsoft Office** Suite and **Stata**
Familiar with **R, Python, Latex**

Other Activities

Student Representative

| | |
|--|-----------|
| in the Faculty Council and the Disciplinary Committee, Bocconi | 2019-2021 |
| in the ISU Administrative Board | 2017-2021 |

Event Hosting and Managing

Academic Conferences

| | |
|---|------|
| - Living for working or working for living? | 2018 |
| The role of independent music labels in the Italian music industry, with "Lo Stato Sociale" and Garrincha Dischi label | |
| - Flexibility vs Austerity. | 2017 |
| A dialogue with Elsa Fornero, former Italian Labour and Social Policy Minister and Prof. Marco Leonardi, from Università degli Studi di Milano. | |

Book Presentations

| | |
|---|------|
| - Presentation of "Fore de Capu". | 2024 |
| I had a pleasure to organize a dialogue with the author of the novel, dr. Giunio Panarelli, journalist. 2024. | |

Other Events

| | |
|--|-------|
| - Vivilart Festival | 2015- |
| Music festival in Lecce (Italy), currently at the 8th Edition. Creator and Director. | |