

# MARTINA MANZO

**Date of birth:** 11/12/1996

**Nationality:** Italian

**Located in:** Rome, Italy

**Driving licence:** B



## Education

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### **Ph.D.** in *Governance and Management - Market, Enterprise and Consumers*

University of Roma Tre - Department of Business Administration, Rome, Italy

*Nov 2020 – 04th June 2024*

Thesis: *The role of Relational Capital in the innovation process of Women-led Innovative Startups*

Main research topics: Human Capital, Relational Capital, Open Innovation, Gender Diversity Management, Innovative Start-ups.

### **Master's Degree** in *Business Administration- LM 77*

University of Roma Tre - Department of Business Administration, Rome, Italy

*20 July 2020*

*110 cum laude*

Thesis: *Technological and Strategic Innovation in the Digital Economy- Soundreef and the music business evolution*

### **Bachelor's Degree** in *Economics and Business Management - L 18*

University of Roma Tre - Department of Business Administration, Rome, Italy

*23 October 2018*

*110 cum laude*

Thesis: *The recognition of Intangible Assets in financial statements according to International Accounting Standards*

### **High School Diploma**

Classical High School M. Buratti, Viterbo (RM), Italy

*2015*

## Further Training and Certifications

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- Licensed to practice as a Certified Auditor  
*from 21 March 2024*
- Licensed to practice as a Certified Accountant  
*from 07 March 2024*
- LETSGEPS Summer School in Gender Budgeting and Gender Equality Measurement  
University of Messina, Messina, Italy  
*28-30 June 2023*
- International Green Summer School in Sustainable Design and Process in Textiles for Higher Education  
University of Aveiro, Portugal  
*04-08 September 2023*
- Advanced training course in Management and valorisation of Non Performing Loans  
University of Roma Tre - Department of Business Administration, Rome, Italy  
*from March 2022 to July 2022*
- Advanced Course in Blockchain Technology & Management  
University of Roma Tre - Department of Business Administration, Rome, Italy  
*from March 2021 to July 2021*

## Current Professional Role

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### **Research grant** in *Innovation, Circular Economy and Sustainable Mobility*

University of Torino - Department of Economics and Statistics Cogneetti De Martiis, Torino, Italy  
*from February 2024 to February 2025*

### **Adjunct Professor of:**

- *Applied Economics*  
International Medical University of Rome - UniCamillus, Rome, Italy
- *Budgeting*  
Roma Tre University – Department of Business Studies, Rome, Italy
- *Startup e Spinoff*  
Pegaso Digital University – Department of Management, Rome, Italy

## Other Roles

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### **Corresponding member of SIDREA**

SIDREA is the Italian Society of Teachers of Accounting and Business Administration  
*since June 2022 (ongoing)*

### **Member of Ipazia Gender Observatory**

Scientific Observatory on Gender Research to support the culture of equality and equal opportunities, and counter all forms of violence or discrimination.  
*since September 2021 (ongoing)*

## Previous Professional Roles

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2023/2024

**Adjunct Professor of:**

- *Knowledge Management*

Link Campus University – Department of Human Sciences, Rome, Italy

- *Global Strategic Management*

Link Campus University – Department of Human Sciences, Rome, Italy

**Lecturer at the MBA in *Management, Marketing & Finance* for the modules:**

- *Behavioral Economic and Complexity Management*
- *Digital Marketing*
- *Neuromarketing*

Link Campus University, Rome, Italy

**Lecturer at the Master in *Smart Public Administration* for the module:**

- *Knowledge management e Open Innovation in Public Administration to manage participatory processes*

Link Campus University, Rome, Italy

**Teaching Assistant of:**

- *Budgeting*

Roma Tre University – Department of Business Studies, Rome, Italy

- *Economics of Business Groups and Mergers*

Roma Tre University – Department of Business Studies, Rome, Italy

- *Fundamentals of Management*

Link Campus University – Department of Human Sciences, Rome, Italy

2022/2023

**Lecturer at the Master in *Sustainable Human Resource Management* for the module:**

- *Accounting and budgeting: Management accounting for sustainability*

European University of Rome- Department of Human Sciences, Rome, Italy

**Teaching Assistant at:**

- *Budgeting*

Roma Tre University – Department of Business Studies, Rome, Italy

- *Business Economics*

European University of Rome- Department of Human Sciences, Rome, Italy

- *Business Economics*

Roma Tre University – Department of Business Studies, Rome, Italy

- *Corporate Governance and Business Scenarios*

Roma Tre University – Department of Business Studies, Rome, Italy

- *Economics of Business Groups and Mergers*

Roma Tre University – Department of Business Studies, Rome, Italy

- *Strategic Analysis of Business Decisions*

La Sapienza University, Rome - Department of Law and Economics of Productive Activities, Rome, Italy

**Technical-scientific consultant of *Training 4.0- Cyber Security***

Next4 Production S.r.l.

2021/2022

## Teaching Assistant at:

- *Budgeting*

Roma Tre University – Department of Business Studies, Rome, Italy

- *Business Economics*

Roma Tre University – Department of Business Studies, Rome, Italy

- *Corporate Governance and Business Scenarios*

Roma Tre University – Department of Business Studies, Rome, Italy

- *Economics of Business Groups and Mergers*

Roma Tre University – Department of Business Studies, Rome, Italy

- *Strategic Analysis of Business Decisions*

La Sapienza University, Rome - Department of Law and Economics of Productive Activities, Rome, Italy

## Experience Abroad

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- Visiting at the Zhejiang University of Finance and Economics, Hangzhou, Zhejiang, China, Department of Economy  
*July 2024*
- Visiting at the University of Aveiro, Aveiro, Portugal  
Departamento de Economia, Gestão, Engenharia Industrial e Turismo (DEGEIT)  
*from February 2023 to June 2023*
- Participation in International Academic Conferences to present the results of research conducted and contribute to the evolution of studies on various topics including mainly Knowledge Management, Gender Diversity Management, and Open Innovation (details at p.7)

## Publications

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### Journal articles

#### 2024

- Arduini, S., Manzo, M., & Beck, T. (2024). Corporate reputation and culture: the link between knowledge management and sustainability. *Journal of Knowledge Management*, 28(4), 1020-1041 DOI 10.1108/JKM-02-2023-0139, ISSN: 13673270
- Tutino, M., Paoloni, N., Manzo, M., & Santolamazza, V. (2024). Building tourism's resilience through relational capital. *International Journal of Digital Culture and Electronic Tourism*, 4(3), 231-251, DOI:10.1504/IJDCET.2023.10056540.

#### 2023

- Paoloni, P., Manzo, M., & Procacci, V., (2023), The impact of the pandemic crisis on the digital transition process of Italian SMEs, *Management Control*, 2 – Special Issue, pp 83-107, DOI: 10.3280/MACO2023-002-S1-005
- Paoloni, P., Modaffari, G., & Manzo, M. (2023). Non-Fungible Token valuation: State of the art and future insight. *Financial Reporting*, 2(2023), pp. 39-70, ISSN 2036-671X.
- Modaffari, G., Paoloni, N., & Manzo, M. (2023). Intellectual capital's contribution to innovative female agri-start-ups: a multiple case study. *Journal of Intellectual Capital*. DOI 10.1108/JIC-07-2022-0150, ISSN 14691930.
- Cavazza, A., Dal Mas, F., Paoloni, P., & Manzo, M. (2023). Artificial intelligence and new business models in agriculture: a structured literature review and future research agenda. *British Food Journal*, 125(13), 436-461, DOI 10.1108/BFJ-02-2023-0132, ISSN 0007070X.
- Fait, M., Palladino, R., Mennini, F. S., Graziano, D., & Manzo, M. (2023). Enhancing knowledge brokerage

drivers for dynamic capabilities: the effects on sustainable supply chain ecosystem. *Journal of Knowledge Management*, DOI 10.1108/JKM-07-2022-0601, ISSN 1367-3270.

- Mattei, G., Paoloni, N., Strologo, A. D., & Manzo, M. (2022). Does gender influence the companies' financial strategies choices? An analysis of the food & beverage Italian industries. *Piccola Impresa/Small Business*, (2), <https://doi.org/10.14596/pisb.2862>, ISSN 0394-7947.
- Paoloni, P., Cosentino, A., Arduini, S., & Manzo, M. (2022). Intellectual capital and knowledge management for overcoming social and economic barriers in the health-care sector. *Journal of Knowledge Management*, DOI 10.1108/JKM-05-2022-0349, ISSN 13673270.

## **Book chapters**

### 2024

- Mattei, G., Santolamazza V. & Manzo, M. (2024). Digitalisation and citizen engagement: a comparative analysis of the impact on participatory budgeting in Rome and Barcelona, in Grossi, G., & Vakkuri, J. Introduction to the Handbook of Accounting and Public Governance. In *Handbook of Accounting and Public Governance* (pp. 1-9). Edward Elgar Publishing, DOI:10.4337/9781800888456.00020.
- Manzo, M. (2024). Gender Budgeting: a Structured Literature Review in Lombardi, R. (Ed.). (2024). *Mixing Accounting Regulation and Corporate Accountability in the Era of Non-Financial Information, Intangibles and Digitalization: Tornado or SUNshine?*. Sapienza Università Editrice.
- Paoloni, N., Modaffari, G., & Manzo, M. (2024). Gender Bond: An Innovative Financial Tool to Reduce Gender Gap. In *Gender Issues in the Sustainable Development Era: Emerging Evidence and Future Agenda* (pp. 123-144). Cham: Springer Nature Switzerland, DOI:10.1007/978-3-031-57193-0\_8
- Paoloni, P., Cosentino, A., & Manzo, M. (2024). Gender Diversity Management and Gender Disclosure: Current Trends and Future Stream of Research. In *Gender Issues in the Sustainable Development Era: Emerging Evidence and Future Agenda* (pp. 73-94). Cham: Springer Nature Switzerland, DOI:10.1007/978-3-031-57193-0\_5.

### 2023

- Paoloni, N. & Manzo, M., Women-led startups: a literature analysis, In *When the Crisis Becomes an Opportunity: The Role of Women in the Post-Covid Organization* (pp. 89-104). Cham: Springer International Publishing, DOI 10.1007/978-3-031-21932-0\_6, ISSN 26629879.
- Modaffari, G. & Manzo, M., Relational Capital to revamp the pink side of agri-food, In *When the Crisis Becomes an Opportunity: The Role of Women in the Post-Covid Organization* (pp. 75-87). Cham: Springer International Publishing, DOI 10.1007/978-3-031-21932-0\_5, ISSN 26629879.

### 2022

- Ricci, F., della Corte, G., & Manzo, M. (2022). Gender Budgeting in Italian Universities. In *Organizational Resilience and Female Entrepreneurship During Crises: Emerging Evidence and Future Agenda*, pp. 225-266. Springer, Cham, DOI 10.1007/978-3-030-89412-2\_16, ISSN 26629879.
- Paoloni, M., Celli, M., Manzo, M., & Santolamazza, V. (2022). Relational Capital's Support in Innovating a Female-Run Business: The Case of an Italian Organic Farm, in *Organizational Resilience and Female Entrepreneurship During Crises*, pp. 267-282. Springer, Cham, DOI 10.1007/978-3-030-89412-2\_17, ISSN 26629879.

### 2020

- Manzo, M., Digital disruption: l'impatto della rivoluzione digitale nel sistema aziendale, in Paoloni, P. (2020). *Elementi di governo d'azienda*, Giappichelli, pp. 120-130.

## **Conference proceedings**

### 2024

- Pereira, E. T., & Manzo, M. (2024, April). The Education Impact on the Innovativeness of Female Entrepreneurship: A Systematic Literature Review. In International Conference on Gender Research (Vol. 7, No. 1, pp. 303-311), DOI:10.34190/icgr.7.1.2314.

## 2023

- Paoloni, N.; Modaffari, G.; Manzo, M. (2023). Gender Bond, Innovative Financial Tools in Woman Enterprises, presented in International Forum on Knowledge Asset Dynamics, 7-9 June 2023, Matera, Italia, ISBN 978-88-96687-16-1.
- Paoloni, P.; Cosentino, A.; Manzo, M. (2023). Gender Diversity Management in a Decade of Research: A Structured Literature Review, presented in International Forum on Knowledge Asset Dynamics, 7-9 June 2023, Matera, Italia., ISBN 978-88-96687-16-1.
- Paoloni, P.; Cosentino, A.; Manzo, M. (2023). Gender budgeting as a dynamic monitoring tool for gender diversity management in universities, presented in International Conference on Gender Research (ICGR), 6° edition, 20-21 April 2022, Derry - Londonderry, Northern Ireland

## 2022

- Paoloni, P., Manzo, M., & Procacci, V. (2022). The impact of the pandemic crisis on the digital transition process of Italian SMEs, presented at Conference SIDREA, 20- 21 Ottobre 2022, Lucca, Italia.
- Paoloni, N., Modaffari, G., & Manzo, M. (2022). Innovation as a Resilience Opportunity for Female Agro-Startups, presented at International Forum on Knowledge Asset Dynamics (IKFAD), 17° edizione, 20-22 Giugno 2022, Lugano, Svizzera.
- Paoloni, N. & Manzo, M., (2022). Women-led startups: a literature analysis, presented at 7th workshop on gender issues- Ipazia, 8 Aprile 2022, Roma, Italia
- Modaffari, G. & Manzo, M. (2022). Relational Capital to revamp the pink side of agri-food, presented at 7th workshop on gender issues- Ipazia, 8 Aprile 2022, Roma, Italia
- Modaffari, G., & Manzo, M. (2022). Innovation against gender inequalities in agri-food industry, presented at International Conference on Gender Research (ICGR), 5° edizione, 28-29 Aprile 2022, Aveiro, Portogallo and published in proceeding ICGR 2021, Vol. 5, No. 1, pp. 155-162.

## 2021

- Paoloni, N., & Manzo, M. (2021). The role of Relational Capital in innovative female start-ups, presented at IEEE International Conference on Technology Management, Operations and Decisions (ICTMOD) 2021, 24-26 Novembre 2021, online and published in proceeding IEEE ICTMOD 2021, DOI 10.1109/ICTMOD52902.2021.9739238, ISBN 978-166541654-2.
- Mattei, G., Paoloni, N., Manzo, M., (2021). Food & Beverage Female' companies financial strategies: How their choices influence the crises' reaction?, presented at 6th workshop on gender issues- Ipazia, 9 Aprile 2021, Roma, Italia.
- Tutino, M., Mattei, G., Paoloni, N., Manzo, M., (2021). Food & Beverage Female' companies financial strategies: How their choices influence the crises' reaction?, presented at International Forum on Knowledge Asset Dynamics (IKFAD), 16° edizione, 1-2 Settembre 2021, Roma, Italia.

## **Scientific awards**

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- 18th International Forum on Knowledge Asset Dynamics (IFKAD) 2023- Best Paper Award Ipazia Chapter 2023 for the paper "Gender Bond, Innovative Financial Tools in Woman Enterprises" co-authored with Giuseppe Modaffari and Niccolò Paoloni
- IEEE ICTMOD 2021 - *PhD Student Encouragement Award* for the paper "Recovery and resilience of innovative start-up: the pink side of the agri-food" co-authored with Niccolò Paoloni.

## International conferences organization

- Chair of Virtual Session and Parallel Session *Knowledge and Innovation for Sustainable Gender Equality*  
International Forum on Knowledge Asset Dynamics, 19<sup>o</sup> edition, 12-14 June 2024  
Polytechnic University of Madrid, Madrid, Spain
- Organizer and Chair of the special track *Diversity Management as a Sustainable Governance Strategy in the Private and Public Sector*  
International Forum on Knowledge Asset Dynamics, 18<sup>o</sup> edition, 7-9 June 2023  
University of Basilicata, Matera, Italy.
- Chair of the Virtual session  
International Forum on Knowledge Asset Dynamics, 18<sup>th</sup> edition, 07-09 June 2023  
University of Basilicata, Matera, Italy.
- Organizer and Chair of the special track *Female Entrepreneurship's Capacity for Resilience and Transformation*  
International Forum on Knowledge Asset Dynamics, 17<sup>th</sup> edition, 20-22 June 2022,  
SUSPI, Lugano, Switzerland.

## Conference attended

CONFERENCE	DATE	LOCATION	GOALS AND TOPICS
IFKAD 2024	12-14 June 2024	Universidad Politécnica de Madrid	Explore the theory and practice of how organizations translate knowledge into innovation dynamics and technologies to enhance organizational value creation capacity and improve business performance through innovative processes, products and digital transformation.
KNOWLEDGE MANAGEMENT IN THE DEVELOPMENT OF A GLOBAL SCIENTIFIC COMMUNITY 2 <sup>o</sup> ED.	17 May 2024	Tor Vergata University, Rome, Italy	Get together scholars from different streams of management research aiming at reading their research studies from different angles of view and perspectives: Knowledge Management, Intellectual Capital, Technology Transfer, Entrepreneurship, R&D Management, Technology Innovation
ICGR 2024	25-26 April 2024	Universitat Autònoma de Barcelona, Barcelona, Spain	Promote new insights and discussions on current global perspectives, considering the differences in theoretical and thematic approaches among different times, countries and economic sectors, with their implications and with the aim of improving and sharing scientific knowledge on gender research.



IPAZIA 2024	19 April 2024	La Sapienza University, Rome, Italy	Investigate the intrinsic connection between sustainable development and gender equality.
AIDEA 2023	5-6 October 2023	University of Fisciano, Salerno, Italy	Defining the role of academia in the challenges of society, economy, and institutions.
KNOWLEDGE MANAGEMENT IN THE DEVELOPMENT OF A GLOBAL SCIENTIFIC COMMUNITY 1° ED.	11 July 2023	Marche Polytechnic University, Ancona, Italy	Get together scholars from different streams of management research aiming at reading their research studies from different angles of view and perspectives: Knowledge Management, Intellectual Capital, Technology Transfer, Entrepreneurship, R&D Management, Technology Innovation.
IFKAD 2023	7-9 June 2023	University of Basilicata, Matera, Italy	Develop an understanding of the new knowledge management and innovation approaches, models, tools and practices needed to effectively address the emerging opportunities arising from the "sustainability agenda"
ICGR 2023	20-21 April 2023	Ulster University Magee Campus, Derry - Londonderry, Northern Ireland	Promote new insights and discussions on current global perspectives, considering the differences in theoretical and thematic approaches among different times, countries and economic sectors, with their implications and with the aim of improving and sharing scientific knowledge on gender research.
IPAZIA 2023	13 January 2023	University La Sapienza, Rome, Italy	Analysing Entrepreneurship, Governance and Digitalisation for Gender Sustainability.
SIDREA 2022	20-21 October 2022	IMT School, Lucca, Italy	Understanding how digital technologies can support business management
IFKAD 2022	20-22 June 2022	SUPSI, Lugan, Switzerland	Understand the knowledge factors that influence an organisation's resilience and transformation capacity
IPAZIA 2022	8 April 2022	University la Sapienza, Rome, Italy	Studying how the crisis can turn into an opportunity for those women's enterprises that are able to interpret change,
ICGR 2022	28-29 April 2021	University of Aveiro, Aveiro, Portugal	Study, management and development of gender issues in business, the public sector and education.



IEEE ICTMOD 2021	24-26 November 2021	Online	Deepening the management of technology, operations and decisions in times of crisis
IPAZIA 2021	9 April 2021	University La Sapienza, Rome, Italy	Observing the gender issue in the Italian and European context from an interdisciplinary perspective
IFKAD 2021	1-2 September 2021	University of Roma Tre, Rome, Italy	Understanding knowledge management strategies, projects and tools to navigate critical scenarios

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*Martina Manzo*

*Last update November 2024*

*The undersigned, aware that - pursuant to art. 76 of Presidential Decree 445/2000 - false declarations, falsity in deeds and the use of false deeds are punishable under the penal code and special laws, declares that the information provided is true.*

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