

CURRICULUM VITAE

Lucio Lamberti, Ph.D.

Lucio Lamberti (Como, 1981) is:

- Full Professor in SSD ING-IND/35 – Ingegneria Economico-Gestionale at the Politecnico di Milano Department of Management, Economics and Industrial Engineering (since 2020), where he teaches “Marketing Analytics”, “Omnichannel Marketing Management” and “Analytics for Business Lab” at the Master of Science in Management Engineering
- Coordinator of Ph.E.E.L. (Physiology, Emotions and Experience Lab), an interdepartmental lab at Politecnico di Milano studying individual behavior and User Experience at the intersection between applied neuroscience, market research, and experimental economy;
- Scientific Director of the AXD Lab (Automotive Experience Design), a joint research center involving the departments of Management, Economics and Industrial Engineering, Mechanics and Design at Politecnico di Milano, in collaboration with Huawei Milan Aesthetics Research Center.
- Delegate to the Development of China Operations at MIP Politecnico di Milano Graduate School of Business (in the following, MIP);
- Member of the Usability Workgroup in the Dipartimento della Funzione Pubblica at the Italian Ministry for Public Administration;
- Delegate to Communication and media relations at Politecnico di Milano – School of Management;
- Founder and Director of the International Master in Omnichannel Marketing Management (IM4), and of the International Master in Media & Communication Management (IMMCM) at Politecnico di Milano, delivered by MIP;
- Editorial board member at the Journal of Strategic Marketing;
- Associate Editor of Frontiers in Communication;
- Ad hoc reviewer for (among the others): Journal of Product Innovation Management, Journal of Business Ethics, Journal of Business Research, R&D Management, Journal of the Academy of Marketing Science, International Journal of Web-based Communities, European Journal of Innovation Management, European Management Journal, Journal of Services Marketing, Journal of Strategic Marketing, Business Process Management Journal
- Guest editor (together with Margherita Pero) of the special Issue “Managing the supply chain management–marketing interface” in Business Process Management Journal (Vol 25(2), 2019)
- Visiting professor at Solvay Business School, Shanghai Tongji University and ad-hoc lecturer at Hong Kong PolyU;
- Member of the UPA (Italian advertiser association) committee drawing the guidelines on audience measurement (adopted also by UNA, the Italian communication agency association);
- Honorary fellow at ANSO-BIDI, the Belt & Road International Development Institute of the University of the Chinese Academy of Science.

Lucio Lamberti authored an international book and over 80 publications on conference proceedings, book chapters, and scientific journals.

Beyond base research, Lucio Lamberti has broad experience in project direction and organization (with over 40 research projects in which he has been researcher, PI, director, or PM since 2006).

His research interests regards four main streams:

- User behavior in immersive experiences and the metaverse, with a special focus on impulse actions and especially impulse buying determinants and consequences;
- Reflective-affective models in new product encounter, with a focus on eliciting anticipated emotions in order to better understand the adoption processes by users;
- Quantitative models for marketing, including models for market basket analysis, survival analysis for churn prediction and prevention in non-subscription contexts;

- Omnichannel marketing management, with a special focus on the emerging organizational solutions to manage omnichannel communication and omnichannel customer experience.

The main research projects and roles include:

- *Driving experience* experience analysis and sound engineering using biometrical analysis - Automobili Lamborghini (2019-...)
- Interface design user testing with multimodal biometrical analysis - Huawei Aesthetic Center (2019 – oggi)
- Interactive advertising in smart TV - Publitalia '80. (2018)
- Technology forecasting and envisioning for the application of machine learning and AI in Italian SMEs - Google Italia (2018 – 2020).
- Analysis of the editorial context in *native advertising* effectiveness and performances through a multimodal biometrical analysis - Teads (2018)
- Interface redesign for the RaiPlay app - Rai RadioTelevisione Italiana (2017-2019)
- Physiological and behavioral reactions to online and offline gaming to contrast gambling addiction - Snaitech and Agenzia per le Dogane e i Monopoli (2017-2019)
- Program Manager of the framework research agreement between Politecnico di Milano and RAI Radiotelevisione Italiana on TV audience behavior analysis (2016-2019);
- Innovative approaches to customer profitability analysis - Sorgenia (2013)
- Market research for Apulia furniture and interior design - Federlegno Arredo Eventi (2015)
- Commerce sustainability practices analysis – Regione Lombardia, D.G. Commercio, Turismo e Terziario (2015-2016)
- Omnichannel marketing strategy for Almirall Group - Price Waterhouse Coopers Spain (2016)
- Robotics market analysis in the ASEAN area - Comau (2019)
- Analysis of digital transformation practices in Italian SMEs operating in different industries - SAP Italia (2018)
- eCommerce business plan and design - CRAI SeCom (2016)
- Multichannel assessment e solution design in Prada retail innovation – Prada (2019 – ...)
- Assessment of the economic impact of the Italian participation to Dubai 2020 - Commissariato per la partecipazione italiana a Expo Dubai 2020 (2018-2021).
- GenZ needs and behaviors with respect to mobile devices and envisioning for future applications and frameworks - Huawei Milan Aesthetic Research Center (2019 - 2021)
- Project leader e Coordinator of the research project n. 1708: “Espandere il valore della Mela di Valtellina I.G.P. - EVA” - Regione Lombardia, Piano per la ricerca e lo sviluppo in campo agricolo 2010 (d.g.r. 29 dicembre 2010, n. IX/1180) (2013-2014)
- PI of a project by Eupolis - Regione Lombardia entitled "Definizione di strumenti e metodi per l'accompagnamento delle imprese commerciali e turistiche verso l'innovazione e l'uso di nuove forme distributive basate su multicanalità ed e-commerce", within the research framework “attuazione strategie europee 2014/2020: individuazione priorità e linee di azione ed evento di confronto sulle tematiche del commercio tra le regioni dei quattro motori” (CODE ECO14013) (2015)
- Co-PI (with Anna Maria Bianchi, Dipartimento di Elettronica, Informazione e Bioingegneria at Politecnico di Milano) of the project SAMM – Stress Awareness Monitoring & Management Research - Huawei Technologies Co., LTD within the open call “HIRP” – Huawei Innovation Research Program (2018 - 2021)

Since 2006 Lucio Lamberti has coordinated and directed programs and courses for several national and international companies including Vodafone, Nestlé, Edison, Shangtex, Telecom Italia, Cattolica Assicurazioni, Alstom, Ferrari, Acer, CRAI SeCom, CRIF, Adecco, ABB, Bvlgari, Indesit, Novartis, Astrazeneca, IREN, Gruppo Mediamarket, Rai Pubblicità, Sorgenia, Olympus, Forge Monchieri, SAP, Forgiatura Mamé, M&M Forgings, RCS, Bureau of Shanghai World Expo Coordination.

He is columnist on marketing and digital transformation for the main Italian media (RAI, Mediaset, IlSole24Ore, Corriere della Sera, La Stampa, Repubblica, RaiNews24, SkyTG24, Class-CNBC, among the others).