

curriculum vitae

Personal information

Surname	Di Paolo
Name	Francesco

Education and training

Date (from – to)	October 2022 – October 2025
Institution	Politecnico di Milano
Duration of the program of study	3
Title of qualification awarded	PhD in Management Engineering

Date (from – to)	October 2019 – October 2021
Institution	Politecnico di Milano
Duration of the program of study	2
Principal subjects/occupational skills covered	Management Engineering – Digital Business and Market Innovation
Title of qualification awarded	Master of Science degree
Final mark obtained	103/110

Date (from – to)	October 2016 – October 2019
Institution	Politecnico di Milano
Duration of the program of study	3
Principal subjects/occupational skills covered	Management Engineering
Title of qualification awarded	Bachelor's degree
Final mark obtained	89/110

Date (from – to)	September 2011 – June 2016
Institution	Liceo Scientifico A. Romita - Scientific High School
Duration of the program of study	5
Title of qualification awarded	Scientific High School degree
Final mark obtained	92/100

Publications

Bibliographic references	Di Paolo, F., Di Dalmazi, M., Mandolfo, M., Bettiga, D. (2024). Exploring the Factors Influencing the Adoption of Wrist-Worn Wearable Devices for Well-Being Monitoring Among End Users. In: Wei, J., Margetis, G. (eds) Human-Centered Design, Operation and Evaluation of Mobile Communications. HCII 2024. Lecture Notes in Computer Science, vol 14737. Springer, Cham. https://doi.org/10.1007/978-3-031-60458-4_2
	Di Paolo, F., Bettiga, D., & Lamberti, L. (2025). Leveraging social capital for destination promotion in the metaverse: The Enoverse case. <i>Tourism Management</i> , 107, 105072. https://doi.org/10.1016/j.tourman.2024.105072

Teaching experience

Academic Year	2024/2025 - ongoing
Institution	POLIMI Graduate School of Management
Type of employment	Adjunct Faculty Member

Academic Year	2022/2023 – 2023/2024
Institution	POLIMI Graduate School of Management
Type of employment	Lecturer and Tutor

Academic Year	2022/2023 - ongoing
Institution	Politecnico di Milano
Type of employment	Assistant Lecturer
Courses	Omnichannel Marketing Management Economia e Organizzazione Aziendale C

Work experience

Date (from – to)	2022 – ongoing
Organization	POLIMI School of Management - Metaverse Marketing Lab
Type of employment	Research coordinator and Project Manager

Date (from – to)	Apr 2022 – October 2022
Organization	Politecnico di Milano - Department of Management, Economics and Industrial Engineering.
Type of employment	Research Fellow
Main activities and responsibilities	Scientific research, experimental testing, managerial consulting. Member of PHEEL (Physiology Emotion Experience Lab) research team.

Date (from – to)	Jan 2022 – Apr 2022
Organization	Politecnico di Milano - Department of Management, Economics and Industrial Engineering.
Type of employment	Research Collaborator
Main activities and responsibilities	Scientific research, experimental testing, managerial consulting. Member of PHEEL (Physiology Emotion Experience Lab) research team.

Date (from – to)	Mar 2018 – Sep 2018
Organization	Politecnico di Milano – Career Service
Main activities	Administrative Assistant

Studies abroad

Academic Year	2024/2025 - ongoing
Institution	University of Illinois Chicago
Type of employment	Visiting Research Scholar

Volunteering

Date (from – to)	Aug 2023 - ongoing
Organization	American Marketing Association
Type of business or sector	Education
Type of employment	Assistant Vice Chair of Online Engagement at DocSIG
Description	DocSIG is the AMA special interest group designed for marketing doctoral students.

Date (from – to)	Sep 2019 – Sep 2021
Organization	Enactus PoliMi - Politecnico di Milano
Type of business or sector	Social impact
Type of employment	Social Media Manager and Project Founder
Description	Co-founder of the project “Shea Matters”. Enactus is a global based no-profit association dedicated to the development of innovative projects to generate a positive impact on society and the environment.

Certifications

Certifications of language knowledge	TOEIC Certification B2 (2018)
Other Certifications	<ul style="list-style-type: none"> Career Service Award (2021 - issued by Politecnico di Milano) Enactus student 20/21 (2021 - issued by Randstad Italy) Participation to Youth Academy (2021 - issued by Cesvi1Planet4All) Enactus National Champion (2020 - issued by Randstad Italy), Project Management - Introductory Level (2019 - issued by International Project Management Association).

Languages

Italian	Mother tongue
English	Proficient
Assessment	EF SET C1 Advanced Level (2021)
Spanish	Intermediate

IT Skills

Softwares	<ul style="list-style-type: none"> Microsoft Office 365 iMotions Survey tools Creative Cloud Express AI Tools IBM SPSS NVivo
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Autorizzo al trattamento dati ai sensi del GDPR 2016/679 del 27 aprile 2016 (Regolamento Europeo relativo alla protezione delle persone fisiche per quanto riguarda il trattamento dei dati personali).

Autorizzo la pubblicazione del Curriculum Vitae sul sito istituzionale del Politecnico di Milano e della POLIMI GSOM in ottemperanza al D. Lgs n. 33 del 14 marzo 2013 (e s.m.i.).