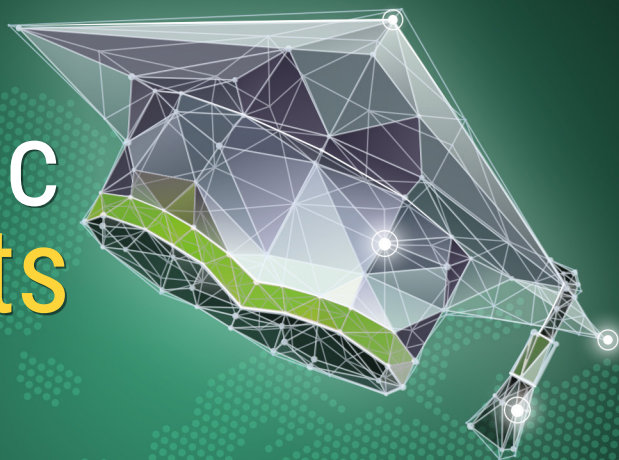




Academic Highlights



REACH project:
Soft Skills training for Palestinian partners

Glance at the Future

AB4Rail Webinar
"Advances in Communication Technologies for Transports"

Spotlight on Research

BRAND4CAREERS – Enhancing career management skills
through the development of personal brand

Academic Highlights

REACH PROJECT: SOFT SKILLS TRAINING FOR PALESTINIAN PARTNERS



In the week 23-27 May 2022 Guglielmo Marconi University provided a workshop on Soft Skills in the framework of REACH - "Reinforcing access to cross border employment at Palestinian higher education institutions".

REACH is a European Commission funded project under the Erasmus Plus Programme, KA2 Capacity Building in the field of Higher Education, started in 2020 and in which the GMU is partner.

More than 25 Professors and University staff from Palestine participated in the workshop, attending several trainings held by GMU professors and project managers, among these Prof. Michele Petrocelli, Arturo Lavallo, Sara Cella, Alfredo Confessore, Luca Del Zotto, Ilaria Reggiani and Alessandra Iaconelli.

Moreover, the Palestinian academics visited the Energy laboratories, the recording studios and recorded 2 videos, in English and Arabic, that will be useful in view of the project dissemination.

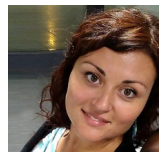


REACH is coordinated by the Islamic University of Gaza and the partnership includes 4 European Universities and 5 Palestinian Universities. The project aims at enhancing the capacity of Palestinian Universities in promoting cross-border employability of their graduates and students.

For more information on the project please contact Sara Cella

s.cella@unimarconi.it

by Sara Cella



PARTNERSHIP AGREEMENT BETWEEN AICAD BUSINESS SCHOOL AND USGM



A partnership agreement between AICAD Business School and Università degli Studi Guglielmo Marconi was made on the 17th of March 2022. The new partnership aims at implementing the promotion of academic and professional training initiatives through official Master programs.

AICAD is a business management school in Las Palmas de Gran Canaria (Spain) specialized in postgraduate training and is characterized by the use of the latest technologies and tools to the new professional demands.

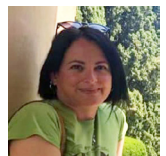
It provides training services such as Master Programmes in agreement with Partner Universities, as well as eLearning courses aimed at companies, institutions, business association and individuals. In order to carry out its own business activities for direct and internet sales, AICAD has several training portals and a main corporate portal, www.aicad.es which uses multimedia elements such as sound, images, animation, videos and other didactic resources.

Specialised technical personnel, commercial teams, consultants, teachers, tutors and students interact in the portal and can access to manage clients, solve practical cases, perform self- evaluation exercises, participate in chats, discussion forums, webinars and videoconferences.

The collaboration between USGM and AICAD regards the delivery of 8 cutting-edge Master Programs that will train more than ten thousand professionals coming from 21 countries between Spain and Latin America.

To know more about the programs and certifications offered by AICAD Business School please visit their official website <https://www.aicad.es/>

by Laura Armanini



MASTER IN INDUSTRY 4.0 – PROJECT MEETING AND DISSEMINATION EVENT IN ROME, ITALY



In the light of the Erasmus+ project “Master in Industry 4.0”, the Guglielmo Marconi University (USGM) hosted the project meeting in its premises in Rome, from 20th to 22nd April.

The agenda also included the participation of the consortium at the event “Innovability (Innovation for Sustainability) - the evolution of the Cluster whereas the digital transition, the sustainability and the human capital become real”, organized by the “Fabbrica Intelligente” Italian hub for innovation.

The project partners from Malaysia, Cambodia and Indonesia discussed about the last deliverables elaborated and all the major actions to undertaken in the next few months, especially regarding the project dissemination part.

For this reason, the group also visit to the Multimedia studios of Marconi University, where two promotional videos were recorded.

by [Alessandra Pezzati](#)



Spotlight on Research

BRAND4CAREERS – ENHANCING CAREER MANAGEMENT SKILLS THROUGH THE DEVELOPMENT OF PERSONAL BRAND

It is undeniable that the job market has become increasingly competitive over the last period. It is no longer enough to possess the solid hard skills, which in the past could easily ensure to a job seeker a high position within his or her professional environment. It appears that in a constantly evolving employment market it is necessary to stand out also in terms of soft skills, uniqueness and self presentation abilities, which make your personal brand convincing and instantly recognizable by your target audience, whether it is a potential client or colleagues in your company.



BRAND4CAREERS

After definition of the most important actions for developing the personal branding skills through the identification of relevant courses in partners' countries, an important research milestone aimed at identifying the most significant competencies in terms of personal branding was reached through the interaction with a significant number of recruiters HR departments, job agencies, and recruiters from Cyprus, Greece, Italy, Romania, Spain, Switzerland, United Arab Emirates, United Kingdom. The data was used to develop specific guidelines for career counselors to assist young people in their unique career path.

Another important phase of the implementation of the B4c project, which has been completed was the Key traits definition carried out through the survey among young individuals ready to enter the job market, designed to develop a professional orientation based on the association between skills and traits that are necessary to build a successful Personal Brand.

On 8 April 2022 the transnational meeting of BRAND4CAREERS project partners was organized in Thessaloniki, Greece. During the meeting, the partners presented the progress of the international research carried out since the beginning of the project, sharing the valuable ideas and the vision on the future goals to be reached, and defined the actions to complete the next important phases of the project, the CV generator, an innovative tool able to create the unique profiles of the users, based on their specific skills, emphasizing their strong characteristics in a visually appealing CV.

Since its beginning, BRAND4CAREERS, a 2-year Erasmus+ project, has been focusing on assisting young individuals in creating a "professional profile" and present their knowledge and competences in an innovative method to enter the workplace with a solid professional statement. It's foreseen that the project will help people who start their career to define their strong skills and characteristics and identify the most suitable job market area.

While developing their personal brand, young prospective employees will acquire important soft skills, which will positively impact their employability status, their salary and work environment.

One of the most significant innovations of the project is the fact that it is being addressed also to career guidance and counselors working in tertiary education institutions, aiming to help them confront the issues arising from the shift to online learning, introducing at the same time a new topic in career management and education field.

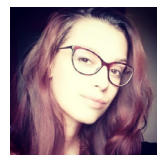


The next key milestone to be achieved is the development of a Guide, which provides the training material, directed to each individual's needs, enabling them to carry out online activities relevant to personal brand through a series of strategies. It will contain information about the most suitable online tools which can be used in personal branding training (e.g. personality tests), soft skills training material, in combination with Web-Conferencing Tools and Virtual classrooms for group sessions or individual counseling.

All these actions will lead to the creation of a CV generator which will assist young people at the beginning of their career path in creating a powerful CV, helping them to define their strong skills through a personalized approach and later successfully present them in the labor market.

For more information please visit <http://www.brand4careers.eu/>.

by Darina Chesheva



ERASMUS+ CAPACITY BUILDING IN HIGHER EDUCATION PROJECT U-SIA. WORKSHOP AND PROJECT MEETING ORGANIZED BY USGM IN ROME, ITALY



On May 2-6, 2022, the Guglielmo Marconi University (USGM) organized a face-to-face workshop in the framework of the WP4, led by USGM.

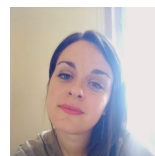
The workshop aimed the presentation and elaboration of ideas on the Quadruple Helix platform and it was held to bring together the U-SIA project partners to discuss on the most suitable solutions for the platform to be used and developed. Mr. Mikail Feituri explained all the major features of the plugins chosen so far, presenting also the possible integration with paid subscriptions. The consortium opted for the E-Library, the Events and the Database pages.

During the days, the group had also the chance to visit the Guglielmo Marconi premises and meet Prof. Enrico Bocci who presented the Laboratory of Applied Science and Renewable Energy research activities.

Moreover, every partner participated in the recording of a marketing video for dissemination purposes at the Guglielmo Marconi recording studios, in which every partner presented the WPs they are leading and their status.

Finally, the steering committee took place, where the progress of the project was highlighted; in particular the aspects related to dissemination and involvement of stakeholders.

by **Alessandra Pezzati**



The Cluster Fabbrica Intelligente National INNOVABILITY Assembly



The evolutionary vision of CFI where digital transition, sustainability and human capital become reality, organized by CFI and Unimarconi, was successfully held in the Auditorium of the university.

The event was joined by important representatives of industry, public administration and research such as the Confindustria Vice President Maurizio Marchesini, the DITET CNR Director Emilio Campana, the R&D Manager of the iron and steel group ORI Martin Maurizio Zanforlin and the Cluster President Luca Manuelli.

The discussion helped outline the future strategies of the national economic system for the manufacturing sector in relation to the ongoing digital and green transition.

The Cluster Fabbrica Intelligente is a recognized organization with the aim of implementing the strategy based on research and innovation for the competitiveness of Italian manufacturing.

It is the only table at which all the stakeholders involved in the fate of Italian industry sit at the same time: companies, business associations, universities, research bodies and institutions.



GMU Magazine has been released with the contribution of all academic staff and partners around the world, if you wish to contribute highlighting any important news in accordance with the line of the release, please do not hesitate to contact us sending an email to d.chesheva@unimarconi.it