



**Unimarconi**  
LA PRIMA UNIVERSITÀ  
DIGITALE ITALIANA

# Academic Highlights

Unimarconi Digital Knowledge Factory

## Glance at the **Future**

The experiences of Italian managers series of meetings

## Spotlight on **Research**

International Contemporary Financial Management Conference



# Academic Highlights

## UNIMARCONI DIGITAL KNOWLEDGE FACTORY



On 13 December, in the splendid Aula Magna of the headquarters in Via Colonna, Guglielmo Marconi University hosted the event Unimarconi Digital Knowledge Factory, attended by representatives of the University and the institutions and dedicated to sharing the results achieved, new projects and the strategic vision of the University.

At the event the University had the honor of hosting by videoconference the Minister of Infrastructure and Transport, Matteo Salvini, the Vice President of the Chamber, Giorgio Mulè, the Under Secretary of State at the Ministry of University and Research, Augusta Anita Laura Montaruli, Antonio Felice Uricchio, President of ANVUR and Elvio Mauri General Director of Fondimpresa. Alessio Acomanni, President and Director General of Unimarconi, outlined the future mission of the University.

International Relations Area of the Guglielmo Marconi University, Mario Morcellini, President of the University Evaluation Unit and Fulvio Gismondi, our Pro Rector, closed the circle of speeches.

The commitment for the near future is clear: to maintain a high level of quality and seriousness of our educational offer, exploring new frontiers and continuing to put focus on their students.

Arturo Lavalle, Head of Research Development and



## UNITEL, E-LEARNING CURRENT AND NEXT CHALLENGES

From 14 to 18 November 2022, Guglielmo Marconi University hosted and led a plenary meeting and workshop within the UNITEL project on the challenges of e-learning. UNITEL - "Modernisation and internationalisation of Iranian HEIs via collaborative TEL-based curriculum development in engineering and STEM" - is a project funded by the European Commission within the Erasmus Plus programme, KA2 Capacity Building in the field of Higher Education, coordinated by the University of Guglielmo Marconi and involving 3 other European partners - University of Turku (Finland), Universidade Aberta (Portugal), Prisma Electronics (Greece) - and 7 Iranian partners - Imam Khomeini International University, University of Sistan and Baluchestan, Shiraz University, University of Isfahan, Shahid Chamran University of Ahvaz, University of Tehran, Namvaran P&T Company.

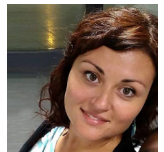


The overall objective of the project is to improve the learning methodologies related to the use of ICT within the Iranian higher education institutions involved and at the same time to encourage the use of new and innovative pedagogical trends in order to increase and enhance all aspects of self-directed and collaborative learning.

During the meeting, the partners defined the last activities to be finalised in view of the delivery of the e-course at the Iranian universities that are partners in the project and participated in the workshop "E-learning current and next challenges" held by Unimarconi professors and staff, including Prof. Matteo Martini, Prof. Ernesto Grande, Prof. Guia Venturoli and Dr. Arturo Lavalle, head of the USGM Research and Development Office.

For more information on the project please visit the website <https://unitelproject.net/> or send an email to [progettieuropesi@unimarconi.it](mailto:progettieuropesi@unimarconi.it).

by Sara Cella



## CLOSING CONFERENCE OF MINERVA PROJECT

On 01 December 2022, in hybrid mode took place the Closing Conference of the ERASMUS+ project "Strengthening research management and open science capacities of HEIs in Moldova and Armenia - MINERVA" (reference number: 597912-EPP-1-2018-1-MD-EPPKA2-CBHE-SP), co-funded by the European Union.

During the MINERVA Conference the results of the project implementation, the next steps to be taken to strengthen the research management and Open Science capacities of HEIs in Moldova and Armenia, as well as their trends, challenges, development perspectives were presented.



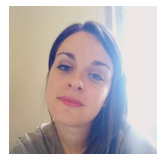
The MINERVA conference was opened with the speech by Olesea SIRBU, Coordinator of the MINERVA project, Pro-rector for International Relations, with a presentation of the objectives, activities and important achievements of the MINERVA project, followed by the speech delivered by the guests of honour of the conference, Alexandru STRATAN, Rector of the Academy of Economic Studies of Moldova, Nadejda VELIȘCO, Secretary General of the Ministry of Education and Research of Moldova, Ani VIRABYAN, Ministry of Education, Science, Culture and Sport of Armenia, Vadim IAȚCHEVICI, Director of the National Agency for Research and Development.

The programme of the MINERVA project completion conference was divided into working sessions dedicated to the presentation of the results obtained. Partners from the Republic of Moldova, Armenia, Italy, Spain, Belgium presented the activities and results of each work package. Another part of the event was dedicated to the discussion of the open scientific culture as an important element of the new paradigm of conducting research. Guglielmo Marconi University, thanks to Professor Martini, was fully involved in the three-year activities, especially concerning the open science innovation in the EU frame

The most important results of the implementation of the MINERVA project are:

- Adoption of national and institutional policy guidance on research and open science in the Republic of Moldova and Armenia.
- Establishment of digital repositories at all partner educational institutions integrated into the Open Science platforms in each country to develop their infrastructure and interoperability.
- Develop human research capacities to ensure sustainable implementation of open science principles and to enhance social inclusion and accountability of publicly funded research.

by *Alessandra Pezzati*



# Spotlight on Research

## INTERNATIONAL CONTEMPORARY FINANCIAL MANAGEMENT CONFERENCE

TRUST project partners are pleased to support the First International Contemporary Financial Management Conference (CFMCI2022) organized by the University of Belgrade on 7-10 December 2022.

The Conference is designed to be the premier forum for the presentation of new advances in the theory and practice of financial management. European and Asian partners can participate in the conference by submitting papers and presenting interesting articles/speeches on TRUST Financial and Fintech topics.



- **Reasons for research interest -> We focus on SMEs, unlike large companies, they encounter**
- **Research questions**
  - **RQ1 Does the capital structure of SMEs affect their degree innovation degree?**
  - **RQ2 What are the firm-specific factors affecting innovation in SMEs?**

A dedicated session on the TRUST project is arranged the day before the Conference start (6 December) to discuss on the project change of edibility period, the progress on the Master in Fintech accreditation processes in Vietnam and in the Philippines, on the students' enrolment and project next promotional events.

The conference was an important occasion for TRUST partners to debate the next steps and sustainability of the project, as well as to promote the project.

Representatives of TRUST partners organizations participated in the conference: Jove Tapiador, as keynote speakers trustee and former president of the Fintech Philippines association, spoke at the official opening of the Conference, and the choir of the Faculty of Organizational Sciences. Dr Arturo Lavalle, TRUST project manager for Marconi University and director of the Research and development department, as member of the International Program Council.

Researchers and professors of TRUST universities also submitted papers and presented during the conference on Financial and TRUST Fintech topics as follow.

Ph.D. Dane Lukić, Glasgow Caledonian University London, United Kingdom, presented the experience of professors training developed under the TRUST project with the paper "Developing competences of fintech professionals – students, teachers, and leaders".

Ph.D. Alessandro Gennaro, Università Degli Studi Guglielmo Marconi, Rome, Italy presented the paper "Financing policies of innovative Italian SMES: who finances business innovation?".

Ph.D. Thai Hong Le and Minh Hong Nguyen, Vietnam National University Hanoi – University of Economics and Business, presented "Can cryptos hedge against monetary policy risk during Covid-19? evidence from Biwavelet analysis.

Ph.D. Pham Xuan Hung, University of Economics, Hue University, Vietnam submitted the article on "Determinants of investors' satisfaction at industrial zones in the central region of Vietnam"

Ph.D. Minh Tan Le University of Economics, Hue University, Vietnam (together with Franck Martin, University of Rennes and Duc Khuong Nguyen, Ipag Business School, France) submitted the paper "Tail risk transmission in the foreign

exchange market: a quantile lasso regression approach".  
Huong Thi Thu Phung, Anh Tram Luong, Thai Hong Le of Vietnam National University Hanoi – University of Economics and Business, Vietnam and Linh Thi Mai Le of Vietnam Insurance Supervisory Authority, Vietnam drafted the article on "Current situation of investment-linked insurance in the Vietnam insurance market".

Delia Senoro, School of Civil, Environmental and Geological Engineering, Mapua University, Philippines; Kevin Lawrence De Jesus, Affiliation

Yuchengco Innovation Center, Mapua University, Philippines (together with Cris Edward Mon, Department of Civil and Environmental Engineering, University of Western Ontario, Canada) presented "Accounting of acid mine drainage effects to the domestic water resources using gis-based technique".

Hoang Nguye & Le To Minh Tan, University of Economics, Hue University, Vietnam drafted the paper on "The value relevance of intangible assets: evidence from an emerging market Vietnam".

Almost 200 experts and participants from 20 European and international countries, from the higher education, business, government and civil sectors attended the opening of the first international conference on modern management in financial business – CFMC/2022 Contemporary Financial Management Conference, in the rector's building, on 7th of December 2022, organized by the University of Belgrade, Faculty of Organizational Sciences, Faculty of Law and Faculty of Economics. So, the event was be an important occasion for the dissemination and sustainability of the TRUST project also thanks to the opportunity of networking and sharing of experiences among all the conference participants.



by Susanna Correnti



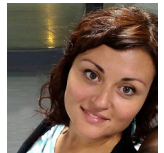
## ONLINE TEACHING METHODS WORKSHOP

From the 3rd to the 5th October, Guglielmo Marconi University conducted a workshop on "Online Teaching Methods" as part of the UNET project - "University Network on PhD programmes in Energy Technology" - funded by the European Commission within the Erasmus Plus programme, KA2 Capacity Building in the field of Higher Education.

20 academics from Norway, Ethiopia, Tanzania, Uganda and Mozambique actively participated in the training, which consisted of lectures by USGM Professors, Prof. Matteo Martini, Prof. Enrico Bocci and Prof. Ernesto Grande, and activities held at the University's premises. They visited the physics laboratories, the recording studios and a promotional video of the project was recorded.

UNET is coordinated by the Norwegian University of Science and Technology (NTNU) and involves 2 European partners (NTNU and USGM) and 8 sub-Saharan universities. The project aims to establish a university network of excellence in the field of renewable energy technology by creating a common catalogue of doctoral courses, sharing access to specialised laboratories and working closely in a pilot phase with doctoral students from the partner universities.

For more information on the project please visit the website <https://www.ntnu.edu/uneterasmus> or send an email to [progettieuropci@unimarconi.it](mailto:progettieuropci@unimarconi.it).



by Sara Cella

# Glance at the Future

## The experiences of Italian managers series of meetings

**Interview with Pietro Santoro (Head of HR - Johnson & Johnson, Southern Europe) by Prof. Tommaso Saso as a part of the series of meetings "The management of ideas - The experiences of Italian managers". Interesting insight into the management of HR activities operating in a multinational company.**

*- You are in charge of human resources relations pretty much all over the world, especially in the southern European area. Are there differences in relations with the human resources in the various countries?*

- Johnson and Johnson actually pays a lot of attention to diversity.

I can share with you my direct experience in the position I have been holding for about four years now. Southern Europe covers Spain, Italy, Greece and Israel, countries that are very different in terms of language and culture, so I have to admit that putting colleagues together is sometimes not easy.

The most interesting experience I had was with Israel, which was the culture associated with Southern Europe even if it is a somewhat unique reality.

The thing that struck me the most is the need to create an environment of trust, without which it is difficult to build work relationship.

The Israeli people are extraordinary, there is a very high level of innovation.

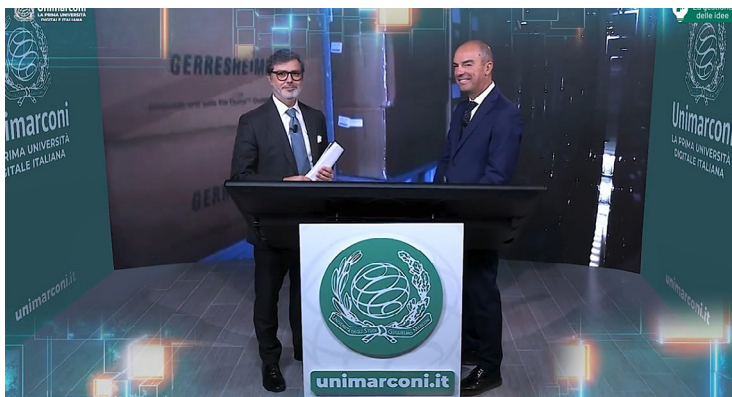
But there is one cultural aspect that particularly struck me: they are very vocal during the meetings, they argue, it seems that at a very heavy level.

One day I asked them why they behaved in this way and if something happened? They told me: Well, we live with the spirit of survival, so for us it is important to always find the right and the most innovative idea.

Therefore, we must find the best solution without thinking who is in front of us, and this leads us to act in the way, that for those who see us from the outside might look like a heavy argument, even though afterwards we go for a coffee as friends. This example gives a little idea of this sector.

So, understanding this situation at the cultural level in order to be able to decide how to build the action was one of the main learnings I've had in my role over the years.

**We will come back to the topic of diversity, because it is something which many of us have to face, since the globalization leads to moving not only within and outside one's own country, but also outside one's own limits and therefore the ability to find the right way to build work relationship will certainly be an interesting topic to explore.**





## AB4Rail and international Transport Research Arena conference



AB4Rail participated in the international Transport Research Arena (TRA) conference, held in Lisbon Portugal from 14th to 17th November 2022.

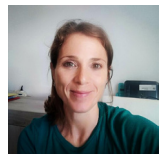
Alessandro Vizzarri (Università degli Studi Guglielmo Marconi) presented the AB4Rail latest achievements entitled "Future Communication Systems for Railway: the AB4Rail project in H2020 Shift2Rail Programme".

The authors of the paper are the following: Romeo Giuliano (Università degli Studi Guglielmo Marconi), F. Mazzenga (University of Rome Tor Vergata and CTO Radiolabs), A. Vizzarri, A.M. Vegni (University of ROMA TRE).

The Eu-Rail JU H2020 AB4Rail project (Alternative Bearer For Rail) investigated the possibility of extending the set of communication bearers that can be integrated into the Future Railway Mobile Communications (FRMCS) and Adaptable Communication System (ACS) systems.

According to the presentation of Alessandro Vizzarri emerged that the most promising candidates as alternative bearers are: Free Space Optics (FSO) and innovative aerial communication technologies including Low Earth Orbit High-Throughput Satellites (LEO HTSs) and High-Altitude Platform Stations (HAPSSs).

by **Ilaria Reggiani**





**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](mailto:d.chesheva@unimarconi.it)