



Fondazione
Compagnia
di San Paolo

Nicoletta Buratti

CURRICULUM VITAE



Nicoletta Buratti

Professional experience

2024

General Council

Fondazione Compagnia di San Paolo

Education and Training

1985 - 1986

Degree in Economics and Business

Awarded at the University of Genoa. Thesis on Market Research and General Distribution Techniques entitled "Market Policies in the Energy Sector in Italy". Score achieved 110/110 *cum laude*.

1988 - 1989

Scholarship holder at the L. Bocconi University, Milan, for an educational/scientific study and training path.

Programme "The Introduction of New Telecommunications Networks and Services", Stet - Istituto Javotte Bocconi Manca di Villahermosa - Associazione Amici della Bocconi Scholarship

1995

Strategic Marketing Programme.

Business Administration School of L. Bocconi University, Milan.

2004

"Dynamic Capabilities in High- Uncertainty Markets, Advanced International Summer School eBusiness Management" Programme

Isufi - University of Lecce



2005 Programma “The Emergence of Novel Organizational Forms in the Globalizing Planet: Toward the Business Ecosystem, Advanced International Summer School eBusiness Management”.

Isufi - University of Lecce.

2015 “Qualitative Research Methodologies” Programme, School of Social Research Methodology.

Department of Business and Legal Sciences, University of Calabria.

Academic Position

2002 - OGGI Associate Professor of Economics and Business Management (Subject Sector SECS-P/08).

Department of Economics, School of Social Sciences, University of Genoa.

1995 - 2002 Confirmed Researcher in Economics and Business Management (Subject Sector SECS-P/08).

Faculty of Economics, University of Genoa.

1992 - 1995 Researcher in Economics and Business Management (Subject Sector SECS-P/08).

Faculty of Economics, University of Genoa..

Teaching courses

DAL 2008 - OGGI Marketing (code 64372) Degree Course - Business Administration

DAL 2013 - OGGI Innovation Management and Marketing (code 80426) Master’s Degree Course - Management

DAL 2020 - OGGI Innovation Management and technologies in maritime logistics (code 102011) Master’s Degree Course - maritime and port economics and management



HER COURSES HELD AT
THE UNIVERSITY OF GENOA

- 1996 - 2016: Marketing (Degree Course in Business Administration, Imperia Teaching Centre).
- 2001-2007 Business Administration and Management (Degree Course in Business Administration).
- 2003 - 2005: Customer Satisfaction Analysis (Degree Course in Business Administration).
- 2004 - 2006: Customer Relationship Management Applications (Degree Course in Business Administration).
- 2004 - 2007: Commercial Distribution Marketing (Postgraduate Degree Course in General Management).
- 2004 - 2011: **Marketing Strategico (Corso di Laurea Specialistica General Management)**

PLANNING, COORDINATION
AND TEACHING IN SPECIALISED
AND POSTGRADUATE TRAINING
ACTIVITIES

Has continuously carried out design, educational coordination and teaching activities in the context first and second level Master's degree courses and post-graduate specialisation courses in collaboration with the Lifelong Learning Service of the University of Genoa (PerForm) and with external bodies and institutions, including: Fondazione Istituto Italiano di Tecnologia (IIT); Fondazione Edoardo Garrone (FEG); Scuola Superiore S. Anna di Pisa - Management Department.

RESEARCH PROJECTS
(SELECTION)

- NRRP (2022) Mission 4 "Education and Research", Member 2 "From research to enterprise", intervention area 4. "Digital, Industry, Aerospace" - Research and Innovation Programme: RAISE - Robotics and AI for Socio-economic Empowerment (MUR Decree 0001053. 23-06-2022) [Work Package Leader].
 - Fondazione Cariplo (2022) The needs of the local innovation ecosystem in terms of knowledge transfer: focus on Third Sector entities [Scientific Manager].
 - Interreg Italy France - Maritime 2014-2020 Programme (Call II, Axis 4, Lot 1): Me.Co.
 - Mentoring and Community for Eco-Sustainable Development (2018) (Tuscany Region Decree no. 15796/2017): [Lead Partner].
 - Confindustria Imperia and Imperia Chamber of Commerce (2015): Technological clusters and ICT-based innovation poles: analysis of training and development factors through the identification of best practices, Research contract [Scientific Manager].
 - Fondazione Amga - University of Genoa (2013): Corporate foundations in Italy: analysis of value creation processes for companies and the local context, Co-financing Research Grant [Scientific Manager].
 - Municipality of Genoa - Culture and Tourism Department, Office for Relations with Companies and Fundraising and Genova Palazzo Ducale Foundation for Culture (2013): Propensity to support cultural and social projects of the Municipal Administration: focus on Genoese companies, Research Collaboration Executive Determination No. 2013-138.0.-106 [Scientific Responsible].
 - Interdepartment Committee for Nautical Research (CIRN) (2013): North Sardinia Strategic Development Plan - Nautical [member of the research group coordinated by A. Quagli].
 - University of Genoa, University Research Project for Technology Transfer (2012) Technology transfer and spin-offs at the University of Genoa: valorisation, economic impact on the territory and critical success factors [member of the research group coordinated by A. Quagli].
 - University of Genoa, UNITI (2012) Project: Market survey for a spin-off project of the Department of Earth Sciences (DIPTERIS) - Faculty of Natural Sciences [responsible].
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- Imperia Chamber of Commerce - Special Company for Studies and Research (2011), Analysis of the socio-economic dynamics of the province of Imperia [Member of the Technical-Scientific Working Group of the Special Company for Studies and Research].
 - Fondazione Carige - University of Genoa (2011): The financing of cultural projects in Italy. Analysis of the problems of evaluating investments in culture and the usefulness of a reference model, (Research grant, D.R. n. 709 of 10.10.2011) [Scientific Manager].
 - University of Genoa, University Research Project (PRA) (2011) Spin-off of research in Liguria: development conditions, relationships with the market and with stakeholders, communication and control tools [member of the research group coordinated by P.M. Ferrando].
 - Fondazione Carige - Department of Economics (2008): Management analysis of tourist ports in pleasure boating [member of the research group coordinated by A. Quagli].
 - Gruppo di Attenzione e Studio (G.S.A.) - AIDEA: Private and public services: evolving trends (2007) [member of the research group coordinated by S. Cherubini].
 - University of Genoa, University Research Programme (2006-2008), Tourist ports in the Province of Imperia [member of the research group coordinated by A. Quagli].
 - Società Italiana di Marketing (2006), Italian medium-sized enterprises in the global era [member of the working group coordinated by R. Varaldo, D. Dalli, R. Resciniti, A. Tunisini].
 - Ministry of University and Scientific Research, FIRB Programme 2003: Innovative e-learning applications for the understanding and economic enhancement of the cultural and territorial heritage of the Mediterranean (2005-2008) code RBNE03TZY9 [member of the University of Genoa O.U. coordinated by A. Quaini].
 - Parco Scientifico e Tecnologico della Liguria (2004), Measure 3.7 submeasure d) Dissemination and transfer of innovation, Ob. 2 (2000-2006), Analysis of regional innovation strategies: comparative evaluation, identification of best practices and policy suggestions [Scientific Manager].
 - Liguria Region, Trade Directorate (2003), Preparatory studies for the drafting of the Regional Trade Plan [member of the research group of the Department of Business Technology and Economics coordinated by G. Cozzi].
 - University of Genoa, University Research Programme (2002), Competitive strategy, management of business processes and business culture in the transition between old and new economy [Scientific director].
 - University of Genoa, University Research Programme (2001), Effects of the new economy on the governance and management of businesses [Member of the research group coordinated by P. Genco].
 - National Research Council (CNR), Finalised Project Special Materials for Advanced Technologies II (1998-1999), Technological innovation as a competitiveness factor in the ceramic industry: managerial and organisational implications, contract no. 97.00849. PF34 [Scientific Manager].
 - National Research Council (CNR), Coordinated Project "Innovative processes in business to business relationships and marketing strategies" (1997-1999) contract 97.01301. CT10 [member of the Department of Economics O.U. - University of Genoa, National Coordinator G. Cozzi].
 - Institute of Economics of Energy Sources (IEFE) - Economics and Technology Division, L. Bocconi University Milan (1992-1993), Innovation in the pharmaceutical industry: scientific-technological evolution and relations between companies [member of the coordinated research group by A. Gambardella].
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- National Research Council (CNR), Internationalisation Finalised Project (1991-1992), Subproject 2-Theme 2: The demand for services originating from the diffusion of information technologies in the internationalisation processes of companies [member of the Department of Economics O.U., Institutions and Society, Tor Vergata University, Rome coordinated by R. Cafferata].
- Scientific Institute of Tumors (IST), Genoa and Center for Advanced Biotechnology (CBA) (1990-1991), The transfer of scientific discoveries in the biotechnology field from academic research centres to industry. Comparing international models [member of the research group coordinated by A. Gambardella].
- Institute of Economic and Commercial Technology (ITEC), University of Genoa (1989-1990), Cooperation and competition between companies in the IT sector (MURST 40%) [member of the research group coordinated by G. Cozzi].
- Institute of Economics of Energy Sources (IEFE) - Economics and Technology Division, L. Bocconi Commercial University of Milan (1988-1989), The Introduction of New Telecommunications Networks and Services [scholarship holder].
- Institute of Business Studies, University of Trento (1988-1989) Non-competitive relationships between companies (MPI 60%) [member of the research group coordinated by V. Gandolfi].
- Institute of Economic and Commercial Technology (ITEC), University of Genoa (1988-1989), Telematic networks as a support for the internationalisation of companies (CNR) [member of the research group coordinated by G. Cozzi].
- International Data Corporation (1987-1988), National survey on value-added telematic services, [member of the research group of the Iefe-Economy and Technology Division, L. Bocconi University, Milan].
- Institute of Economic and Commercial Technology (ITEC), University of Genoa (1987-1989), Diffusion of telematics and new relationships between supply and demand (MPI 40%) [member of the research group coordinated by G. Cozzi].

Titles

Partecipazione in prestigiose accademie

In the sector/Affiliations with scientific institutions

2002 TO DATE

Member of Società Italiana di Marketing (SIM)
with coordination duties in the “Technology and Innovation Marketing” Section.

2018 TO DATE

Member of the Scientific Committee of the University Marketing Award

2013 TO DATE

Member of Società Italiana di Management (SIMA)
since its establishment

2005 TO DATE

Member of Accademia Italiana di Economia Aziendale (AIDEA)



Other titles

INSTITUTIONAL POSITIONS IN PRIVATE LAW ENTITIES FINANCED/REGULATED BY P.A.

- Since 14.06.2022 - Director of R.A.I.S.E. S.c.a.r.l. (Robotics and AI for Socio-economic Empowerment), an investee company of the University of Genoa.
- From 22.03.2021 to 30.11.2022 - Director of A.M.T. S.p.A. (Azienda Metropolitana Trasporti) appointed by the Mayor of Genoa).

INSTITUTIONAL POSITIONS AT HER HOME UNIVERSITY

- Member of the University Technology Transfer Commission (from 01.28.2021, for the three-year period 2021-2024 and confirmed for the three-year period 2024-2027).
- Member of the Board of Directors of the Italian Center of Excellence on Logistics, Transport and Infrastructure - CIELI (2004 to date).
- Member of the CIELI Board from 2017 to 2020.
- Member of the Council of the School of Social Sciences from 2016 to 2018.
- Member of the Board of the Department of Economics (DIEC) from 1.11.2015 to 2021, acting as Chair of the Communication Commission from 1.11.2015 to 2018 and Chair of the Spin-off Commission from 2018 to 2021).
- Member of the Scientific Technical Committee of the School of Social Sciences Library from January 2013 to 2018.
- Member of the Scientific Technical Committee of the Library Services Centre of the Faculty of Economics (now Department of Economics) at the University of Genoa from 2004 to 2018.
- Member of the Employment Guidance Committee of the Faculty of Economics (now Department of Economics), with the tasks of organising initiatives/events for guidance to departing students from 2005 to 2017.
- Teacher and tutor on the Master's Degree course in Management at the School of Social Sciences of the University of Genoa (from 2010 to today).
- Contact person for the initiatives undertaken within the Nokia University Programme (2008 to 2011).
- Contact person for the initiatives undertaken in the context of the Philip Morris Award for Marketing (now Marketing Award for the University of the Italian Marketing Society) from 2002 to today.
- Contact person for the initiatives undertaken as part of the Samsung Innovation Camp (from 2018 to 2021).

INSTITUTIONAL PARTICIPATION IN HIGHLY PRESTIGIOUS NATIONAL AND INTERNATIONAL RESEARCH INSTITUTES OR INSTITUTES

- Member of the Board of Directors of the Italian Centre of Excellence on Logistics, Transport and Infrastructure (CIELI) since 2004 and member of the CIELI Board from 2017 to 2020.
- Member of the Inter-university Center for Nautical Research (CIRN) - Participating universities: Genoa, Pisa, Sassari.
- Member of the technical-scientific working group of the Special Company "Studies and Research" of the Imperia Chamber of Commerce, from 2011 to 2013, with the task of analysing the socio-economic dynamics of the province of Imperia.

PARTICIPATION IN DOCTORATE TEACHING COMMITTEES

- Member of the Tuition Board of the Doctorate in Security, Risk and Vulnerability, Management and Security curriculum (XXXV cycle), University of Genoa.
- Member of the Tuition Board of the Doctorate in Logistics and Transport (XXXIII, XXXIV, XXXVI, XXXVII, XXXVIII, XXXIX cycle), University of Genoa.
- Member of the Tuition Board of the Doctorate in Economics and Management of Services (XV cycle), University of Genoa, Faculty of Economics, Department of Business Technology and Economics (DITEA).



INVOLVEMENT IN EDITORIAL
COMMITTEES OF MAGAZINES

- Mercati e Competitività (ISSN: 1826-7386) 01/2007 to date.
- International Journal of Technology and Management (ISSN: 1927-9000) 05/2012 to 05/2014).
- Impresa Progetto (ISSN: 1824-3576): 2004 to date.

REFERENCING AND REVIEWING
ACTIVITY

- Carries out referencing activities for the following national journals:
 - Economia e Diritto del Terziario (ISSN: 1593-9464)
 - Impresa Progetto - Electronic Journal of Management (ISSN: 1824-3576)
 - Mercati e Competitività (ISSN: 1826-7386)
 - Micro e Macro Marketing - Italian Journal of Marketing (ISSN: 1121-4228)
 - Piccola Impresa - Small Business Journal (ISSN: 0394-7947)
 - Scienze Regionali - Italian Journal of Regional Science (ISSN: 1720-3929)
- Ad-hoc reviewer for:
 - Economia e Management (ISSN: 1120-5032)
 - Economia e Politica Industriale, Journal of Industrial and Business Economics (ISSN 0391-2078)
 - Entrepreneurship and Regional Development (ISSN: 0898-5626)
 - Journal of Business Research (ISSN: 0148-2963)
 - Journal of Small Business Management (ISSN: 1540-627X)
 - Technovation (ISSN: 0166-4972)
 - European Academy of Management
 - European Association for Education and Research in the Commercial Distribution Conference
 - European Marketing Conference
 - Swiss National Science Foundation

Publications

SCIENTIFIC PUBLICATIONS

Author of scientific publications (monographs, book chapters, articles in national and international scientific journals) on topics consistent with her teaching assignments and research interests

MONOGRAPHS

- Buratti N. (2000). Lo sviluppo di nuovi prodotti, Modelli ed Esperienze nei Mercati Industriali. p. IX-228, Turin: Giappichelli Editore, ISBN: 88-348-0559-3.
- Buratti N., Benassi M, Torrisi S. (1989). La diffusione dei servizi telematici. p. 197-312, Milan: Franco Angeli, ISBN: 9788820434908.

CURATORSHIPS

- Buratti N. (edited by) (2011). La valorizzazione del patrimonio di prossimità tra fragilità e sviluppo locale. Un approccio multidisciplinare. p. 1-204, Milan: Franco Angeli, ISBN: 9788856835946.
 - Buratti N., Ferrari C. (edited by) (2003), La valorizzazione del patrimonio di prossimità tra fragilità e sviluppo locale. p. 1-162, Milan: Franco Angeli, ISBN: 8846457080.
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MAGAZINE ARTICLES

- Buratti N., Vitellaro F. (2024), "Unveiling the role of Marketing in the opportunity identification and framing of Deep Tech Startups", *Micro & Macro Marketing*, No. 1, DOI: 10.1431/108974 (early access).
 - Buratti N., Albanese M. (2023), "Community entrepreneurship. From genesis to legitimization", *Piccola Impresa Small Business Journal*, No.3, DOI: 10.14596/pisb.3887 (forthcoming).
 - Buratti N., Sillig C., Albanese M. (2022), "Community enterprise, community entrepreneurship and local development: a literature review on three decades of empirical studies and theorizations", *Entrepreneurship and Regional Development*, Vol. 34, Issue 5-6, pp. 376-401, <https://doi.org/10.1080/08985626.2022.2047797>.
 - Buratti N., Albanese, M., Sillig, C. (2022), "Interpreting community enterprises' ability to survive in depleted contexts through the Humane Entrepreneurship lens: evidence from Italian rural areas", *Journal of Small Business and Enterprise Development*, Vol. 29 No. 1, pp. 74-92, <https://doi.org/10.1108/JSBED-05-2021-0167>.
 - Buratti N., Albanese M., Sillig C. (2021) "Impresa di comunità si nasce o si diventa? Analisi di un caso- studio esemplare", *Impresa Progetto - Electronic Journal of Management*, vol. 1, DOI: 10.15167/1824-3576IPEJM2021.1.1329.
 - Buratti, N., Profumo, G., Persico, L. (2021) "The impact of market orientation on university spin-off business performance", *Journal of International Entrepreneurship*, vol. 19, pp. 104-129, <https://doi.org/10.1007/s10843-020-00282-4>.
 - Parola F., Satta, G., Buratti N., and Francesco Vitellaro (2020) "Digital technologies and business opportunities for logistics centres in maritime supply chains", *Maritime Policy & Management*, DOI: 10.1080/03088839.2020.1802784.
 - Buratti N., Parola F., Satta G. (2018) "Insights on the adoption of social media marketing in B2B services", *The TQM Journal*, Vol. 30 Issue: 5, pp.490-529, <https://doi.org/10.1108/TQM-11-2017-0136>.
 - Buratti N., Parola, F., Satta, G. (2017). "Social media marketing nei servizi B2B. Un'indagine esplorativa". *Impresa Progetto*, vol. 3, pp. 1-26, ISSN: 1824-3576.
 - Buratti N., Lanzara R., Simoni M. (2016). "Technological Innovation and Marketing. A multi-perspective analysis", *Mercati e Competitività*, p. 19-44, ISSN: 1826-7386, doi: 10.3280/MC2016-001003.
 - Buratti N., Derchi F., Profumo G. (2015). "The Blurred Boundary between Empowered and Working Consumers: Insights from the Winner Taco Case", *Mercati e Competitività*, p. 131-153, ISSN: 1826-7386.
 - Buratti N., Ferrando P. M., Siria S. (2015). "Percorsi di sviluppo e performance delle imprese spin off della ricerca: risultati di una analisi longitudinale sugli spin off dell'Università di Genova", *Economia e Diritto del Terziario*, p. 373-400, ISSN: 1593-9464, doi: 10.3280/ED2015-003001.
 - Buratti N., Ferrando P. M., Siria S. (2014). "Spin-off della ricerca come strumento di sviluppo locale? Primi risultati di una ricerca empirica sugli spin-off in Liguria", *Sinergie Quaderni*, vol. n.17, June. p. 175-194, ISSN: 0393-5108, doi: 10.7433/q17.2014.11.
 - Buratti N., Scarsi R. (2012). "Le imprese italiane della nautica di lusso di fronte alla crisi", *Impresa Progetto*, vol. 2, p. 1-20, ISSN: 1824-3576.
 - Buratti N., Cepolina S. (2008). "Marketing e Usabilità dei prodotti high tech: analisi dei contributi teorici e problemi aperti", *Mercati e Competitività*, vol. 3, p. 17-44, ISSN: 18267386 2008.
 - Buratti N. (2008). "Nuove tecnologie e percorsi di innovazione in ambito museale", *Economia e Diritto del Terziario*, vol. 2, p. 345-376, ISSN: 1593-9464.
 - Buratti N., Cepolina S. (2007). "La gestione dei rapporti Università-Impresa in un'ottica di valorizzazione della ricerca pubblica", *Economia e Diritto del Terziario*, vol. 3, p. 207-235, ISSN: 1593-9464.
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- Buratti N. (2005). "La valorizzazione del potenziale tecnologico secondo una prospettiva market oriented: c'è qualcosa di nuovo nella cassetta degli attrezzi del marketing high tech?", *Mercati e Competitività*, vol. 4, p. 43-66, ISSN: 1826-7386.
- Buratti N. (2005). "De Rerum Pareti. On Power Laws and Organization Science, ovvero: Riflessioni sul contributo della teoria della complessità alla ricerca in campo manageriale", *Impresa Progetto*, vol. 2, p. 1-9, ISSN: 1824-3576.
- Buratti N. (2005). "New Product Development as Knowledge Management in the Italian Auto Industry: How Many Goals Have Been Scored?", *Research in Competence-Based Management*, vol. 2, p. 289-323, ISSN: 1744-2117.
- Buratti N. (2004). "Il coinvolgimento del consumatore nei processi di creazione del valore: nuove sfide per il marketing nell'era dell'immaterialità", *Impresa Progetto*, vol. 1, p. 1-27, ISSN: 1824-3576.
- Buratti N., Genco P. (2002). "Il management d'impresa fra old e new economy: nuovi principi o nuove soluzioni?", *Economia e Diritto del Terziario*, vol. 3, p. 781-810, ISSN: 1593-9464.
- Buratti N., Penco L. (2001). "Assisted technology transfer to SMEs, Lessons from an Exemplary Case", *Technovation*, vol. 20, p. 35-43, ISSN: 0166-4972.
- Buratti N. (1994). "I gruppi di imprese minori: una realtà ambivalente che merita di essere indagata con maggiore sistematicità", *Economia e Politica Industriale*, vol. 83, p. 49-59, ISSN: 0391-2078.
- Buratti, N. (1994). "Le relazioni fra grande impresa e soggetti minori innovativi nell'industria farmaceutica", *Economia e Politica Industriale*, vol. 81, p. 147-175, ISSN: 0391-2078.
- Buratti N., Gambardella A., Orsenigo L. (1993). "Scientific gatekeepers and Industrial Development in Biotechnology" In: Blakely E.J., Willoughby K.W. (eds), "The Management and Economic Potential of Biotechnology", *International Journal of Technology Management*, Special Issue, p. 59-75, ISSN: 0267-5730.
- Buratti, N., Della Valle, R. (1992). "Analisi di strategie innovative nel settore farmaceutico", *Economia e Politica Industriale*, vol. 74-76, p. 159-184, ISSN: 0391-2078.
- Buratti N. (1991). "Comunicazioni elettroniche e relazioni fra imprese", *Economia e Diritto del Terziario*, vol. 2, p. 449-479, ISSN: 1593-9464.
- Buratti, N. (1991). "Conoscenza pubblica e opportunità tecnologiche nello sviluppo delle biotecnologie", *Economia e Politica Industriale*, vol. 69, p. 53-82, ISSN: 0391-2078.
- Buratti, N. (1990). "Quadro istituzionale e comportamenti reali nel settore delle telecomunicazioni in Italia", *Economia e Diritto del Terziario*, vol. 2, p. 393-408, ISSN: 1593-9464.
- Buratti, N. (1989). "La diffusione dei servizi telematici nel terziario: considerazioni di metodo in margine al caso italiano", *Economia e Diritto del Terziario*, vol. 1, p. 155-170, ISSN: 1593-9464.

CONTRIBUTIONS TO BOOKS
(CHAPTER OR ESSAY)

- Buratti N., Vitellaro F. (2023), *Creare valore sostenibile e competere con successo nell'era dell'intelligenza artificiale*. In: Penco L., Profumo G. (edited by), *Strategie e governo dell'impresa*. p. 373-386, Turin: Giappichelli Editore, ISBN: 9791221104011.
- Buratti N., Fortezza F., Savelli E., Vitellaro F. (2023), *La produzione del valore. Politiche di prodotto e innovazioni*. In: Ferrero G. (edited by), *Marketing e creazione del valore*, Turin: Giappichelli Editore, ISBN: 9791221102567.
- Buratti N., Fortezza F., Savelli E. (2018), *Progettazione del valore, politiche di prodotto e innovazioni*. In: G. Ferrero (edited by), *Marketing e creazione del valore*, Turin: Giappichelli Editore, ISBN: 9788892117488.



- Buratti N., Ferrerò G., Fortezza F, Savelli E. (2018), L'identificazione del valore. I cambiamenti nell'ambiente socio-economico e nei comportamenti dei consumatori. In: G. Ferrero (edited by), Marketing e creazione del valore, Turin: Giappichelli Editore, ISBN:9788892117488.
 - Buratti N., Domenichini G. (2013). Il rapporto impresa-cultura nel panorama italiano: una ricostruzione in chiave storico-evolutiva. In: Negri G., Clementi Stabile S. (edited by), Il diritto dell'arte. La circolazione delle opere d'arte. p. 37-50, Milan: Skira, ISBN: 9788857221434.
 - Buratti N. (2013). Innovazione di prodotto e di mercato. La gestione della gamma. In: Ferrero G. (edited by), Marketing e creazione del valore. p. 177-205, Turin: Giappichelli Editore, ISBN: 9788834888681.
 - Buratti N., Scarsi R. (2013). La nautica di lusso nel triennio 2009-2012: analisi di casi di medie imprese italiane. In: Tola A. (edited by) Il settore della nautica nel Nord Sardegna. p. 52-71, Milan: Franco Angeli, ISBN: 9788820438838.
 - Buratti N. (2011). Patrimonio culturale come risorsa per lo sviluppo locale. Processi di valorizzazione e ruolo del marketing. In: Buratti N., Ferrari C. (edited by), La valorizzazione del patrimonio di prossimità tra fragilità e sviluppo locale. p. 35-60, Milano: Franco Angeli, ISBN: 9788856835946.
 - Buratti N. (2009). La gestione dei prodotti esistenti e lo sviluppo di nuovi prodotti. In: Cristini G. (edited by), Marketing. p. 421-442, Milano: Il Sole 24 Ore, ISBN: 9788863450699.
 - Buratti N., Quagli A., Scarsi, R. (2009). Progettazione, immagine e competenze integrative: Baglietto. In: Varaldo R., Dalli D., Resciniti R., Tunisini A. (edited by), Un tesoro emergente: le medie imprese italiane dell'era globale. p. 201-220, Milan: Franco Angeli, ISBN: 9788856807646.
 - Buratti N. (2008). La formazione manageriale in ambito culturale. In: Cherubini S. (a cura di), Scritti in onore di Giorgio Eminente. p. 666-676, Milan: Franco Angeli, ISBN: 9788846492210.
 - Buratti N., Persico L. (2008). Servizi portuali e soddisfazione del diportista: risultati di una indagine pilota. In: Quagli A. (edited by), Analisi gestionale dei porti turistici nella nautica da diporto. Il caso di Imperia. p. 179-211, Milan: Franco Angeli, ISBN: 9788856804454.
 - Buratti N. (2007). Eventi culturali: da strumento a oggetto di comunicazione. In: Gabardi E. (edited by), Event Marketing culturale. p. 206-217, Milan: Franco Angeli, ISBN: 9788846488381.
 - Buratti N. (2006). Comprendere i problemi e le specificità gestionali dell'impresa minore: brevi note a margine dell'opera: "Il Governo della Piccola Impresa". In: Cesaroni F.M., Ciambotti M., Ferrero G. (edited by), Studi in onore di Isa Marchini. p. 116-128, Milan: Franco Angeli, ISBN: 8846479971.
 - Buratti N., Simoni M. (2003). Marketing e innovazione nell'impresa: un rapporto di complementarità funzionali e culturali. In: Buratti N., Simoni M. (edited by), Il marketing della ricerca e dell'innovazione. p. 19-50, Milan: Franco Angeli, ISBN: 8846457080.
 - Buratti N. (1997). Sviluppo internazionale e fabbisogno di informazioni delle PMI. In: Cafferata R. , Genco P., Competitività, informazioni e internazionalizzazione delle PMI. p. 75-124, BOLOGNA: Il Mulino, ISBN: 8815061169.
 - Buratti N. (1996). Il lancio di un prodotto a marchio commerciale: il caso Conad. In: Cozzi G., Ferrero G. (a cura di), Le applicazioni del marketing nelle imprese italiane. p. 91-102, TURIN: Giappichelli, ISBN: 8834860543.
 - Buratti N. (1995). L'analisi strategica dell'ambiente competitivo. In: Caselli L. (edited by), Le parole dell'Impresa. p. 369-397, Milan: Franco Angeli.
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CONTRIBUTIONS TO CONFERENCE
DOCUMENTS (WITH ISBN)

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Personal details

I consent to the processing of personal data contained in this Curriculum Vitae pursuant to GDPR 2016/679 and to the dissemination of the same through the website and social media channels of Fondazione Compagnia di San Paolo for reasons of transparency related to my office.

Turin, December 2023
Nicoletta Buratti
