

## Stimați potențiali beneficiari ai Programului ESPON 2013,

Vă transmitem mai jos șase propuneri de parteneriat formulate de către instituții din Italia și Belgia în vederea identificării de parteneri pentru participarea în cadrul apelului pentru propuneri de proiecte ESPON, **Prioritatea 1 - Cercetare aplicată în domeniul dezvoltării teritoriale, competitivității și coeziunii teritoriale**, pentru următoarele tematici:

<b>Tematica</b>	<b>Buget €</b>
<b>European Regions: Potential Contribution to the EU 2020 Strategy</b> (Contribuția regiunilor din Europa la Strategia 2020)	<b>400.000</b>
<b>Territorial Scenarios and Visions for Europe</b> (Scenarii teritoriale și viziunea asupra Europei)	<b>1.200.000</b>
<b>Territorial Potentials for a Greener Economy</b> (Potențialul teritorial pentru o economie mai verde)	<b>750.000</b>
<b>Territorial Governance – Best Practices for New Perspectives</b> (Governanță teritorială – Bune practici pentru perspective noi)	<b>750.000</b>

Dacă sunteți interesat de o viitoare colaborare în cadrul tematicilor menționate, vă recomandăm să contactați direct instituțiile la datele de contact de mai jos. Este indicat să transmiteți o scurtă prezentare a instituției dumneavoastră (1 pagina - maxim 2), tematica de care sunteți interesați, rolul în cadrul parteneriatului și datele de contact. În acest sens, vă recomandăm să utilizați formularul de prezentare a propunerii pe care îl puteți accesa pe site-ul web [www.esponromania.ro](http://www.esponromania.ro) la secțiunea formare de parteneriate sau direct [AICI](#).

Cu acest prilej, va invităm să accesați pagina de [formare de parteneriate](#) unde puteți găsi informații utile privind condiții de formare a parteneriatelor și alte [surse de indentificare a partenerilor](#), pe care vă recomandăm să le utilizați. Este foarte important de reținut faptul că secțiunea formarea de parteneriate va fi actualizată frecvent cu noi propuneri de parteneriat. Din acest motiv, vă invităm să accesați periodic aceasta pagină pentru a fi la curent cu toate propunerile de parteneriat active în cadrul viitorului apel ESPON.

Va reamintim faptul că noi oportunități de finanțare a cercetării teritoriului ESPON au fost lansate pe data de 24 ianuarie 2011 iar **termenul limită de depunere a proiectelor este 21 martie 2011**. Mai multe informații privind apelurile puteți accesa la [www.esponromania.ro](http://www.esponromania.ro) secțiunea apeluri sau direct [AICI](#).

**Datele și persoanele de contact ale instituțiilor interesate de o viitoare colaborare sunt următoarele:**

**1. Institutul Resource SRL**

Date de contact:

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Tel. : 0039 0817511676

Tel. mobil: 0039 3398888652

Fax: 0039 0817511676

**2. Geocart srl – Engineering Society**

Date de contact:

**Lucia Trivigno (persoană de contact pentru 2 instituții)**

Viale del Basento 120, 85100 Potenza

Tel/fax: +39 0971 56671

Email: [l.trivigno@geocart.net](mailto:l.trivigno@geocart.net); [geocart@geocart.net](mailto:geocart@geocart.net);

[www.geocart.net](http://www.geocart.net)

**3. Center for Geo-Morphological Integrated Analysis in Mediterranean Area – CGIAM**

Date de contact:

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**4. Department of Management and Accounting of the Second University of Naples**

Date de contact:

Mario Mustilli, Professor of Management

Filomena Izzo, Assistant Professor of Management

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**5. Institutul Energie Rinnovabili Spadaro**

Date de contact:

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[www.energiesinnovabilispadaro.net/](http://www.energiesinnovabilispadaro.net/)

**6. IGEAT, Université Libre de Bruxelles**

Universitatea Liberă din Bruxelles a fost partener în proiectul ESPON 2006 2.3.2 privind guvernarea teritorială, partener și lider de proiect în mai multe proiecte ESPON 2006 și ESPON 2013 (FOCI, TIGER, TERCO).

**Instituția este interesată de tematica privind guvernarea teritorială, cu rol de partener.**

Date de contact:

Valérie Biot, Chargée de recherches

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Echipa de implementare din cadrul Ministerului Dezvoltării Regionale și Locuinței și a Punctului de Contact ESPON din România vă stă la dispoziție pentru alte informații suplimentare.

Alte surse de informare

[www.espon.eu](http://www.espon.eu) - site-ul web al Programului ESPON 2013

[www.mdrtr.ro](http://www.mdrtr.ro) - [site-ul web al Autorității Naționale ESPON din România](#)

## **PUNCTUL DE CONTACT ESPON din ROMÂNIA**

**Universitatea „Alexandru Ioan Cuza”**

**Departamentul de Geografie**

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### **AUTORITATEA NAȚIONALĂ PENTRU PROGRAMUL ESPON 2013**

**Ministerul Dezvoltării Regionale și Turismului**

**Direcția Generală Dezvoltare Teritorială**

**Serviciul Strategie și Coeziune Teritorială**

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**Website:** [www.mdrtr.ro](http://www.mdrtr.ro)

**Suport științific**

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**Geocart srl – Engineering Society - [www.geocart.net](http://www.geocart.net)**

**Geocart** was founded in 1995 to carry out engineering activities as well as services regarding environment, health and energy, to give technical assistance to bodies and business concerns in the sustainable management of environmental resources and in promoting the overall quality of processes and products, through consulting activities and assistance, planning activities, development and transfer of innovative technologies.

The collecting and analysis of geographical data-base and the building-up of **GIS-based systems** represent the nucleus which the activities are developed around. Geocart at present employs approximately 23 people, in addition to consultants with experience in International co-operation, and is organised into five different Divisions which deal with Information Technology, Earth Observations and Environmental Analysis, Research&Development, engineering and International Co-operation.

Among the principal clients and partners we can distinguish private and public administration as Ministries, Local Authorities, Regions, National Council of Research (CNR), Italian National Institute of Health (ISS) and with several Universities.

Geocart, during these years, has developed activities aimed to:

1. **remote sensing campaign by using satellite and aerphotographic data** for environmental monitoring;
2. airborne **LiDAR surveys** in order to produce large-scale topographic maps and very accurate and dense 3-D data over the ground (bare-earth and vegetation as well);
3. RTD Projects aimed to set up integrated system aimed to arrange database, analysis and delivering environmental data and GIS as experimental GISs for environmental monitoring and related WEB-site;
4. Standardizing and developing of methodologies for the monitoring of the earth's crust deformations with the use of interferometric technical from SAR data (ERS1, ERS2, ENVISAT);
5. Definition of a multi-source approach for coastline mapping and identification of shoreline changes by using cartographic data, satellite imagery (SPOT-PX, Landsat-TM, Corona) and aerial photo.

Morover, Geocart has realized a integrated **Airborne Multi-sensors Platform (MAPPING)** installable **both helicopter and fixed wings aircraft** that integrates a **full waveform laser scanner**, an **high resolution digital camera** and **two hyper-spectral heads** operating in **VNIR** and **SWIR**.

At last, Geocart has acquired a strong experience in the management of complex international Co-operation projects, funded by national and/or EU Programmes such as Phare/Tacis/Meda, aimed to support the transition countries towards the implementation of European Directives into environmental, civil protection and health sectors. In such context, Geocart was and is in charge of different project activities such as technical and scientific support, logical and



financial management and coordinating role between the International Organization, the Partners of project and the local beneficiaries.

GEOCART is **certified** in conformity with **UNI EN ISO 9001:2008**, following the main purpose in the area of proposal: **Designing and development of new methodologies and technologies and supplying of survey**, monitoring and processing services related to the environmental and territorial data; **Designing Geographical Information Systems; Aerial and land inspections with the aid of Integrated Systems.**

It is affiliate to the National Researches Registry of the Ministry of Research, with Identification Code 51912 RTH

Following a brief list of main last Projects on going or closed carried out by Geocart.

<b>Project</b>	<b>New Technology for the Made in Italy"- Trade 2015</b>
<b>Title</b>	Development of a energetically independent system for the reading of water meters
<b>Project Acronym</b>	N/A
<b>Source of funding / Programme</b>	National funding
<b>Status</b>	In negotiation
<b>Role of the organisation</b>	Partner
<b>Responsible</b>	Shitek Technology srl
<b>Duration</b>	36 months
<b>Content</b>	Main project objective is to develop a energy-independent solution for remote reading of water meters and for the control of chemical and physical parameters. The system will be able to send the readings to the water service operator, obtaining the energy needed for the data transmission by ' kinetic' energy of water itself, with the help of a mini-high efficiency turbine placed inside the pipe upstream of the meter.
<b>Website</b>	N/A

<b>Project</b>	<b>Innovation Trade "Energy Efficiency"</b>
<b>Title</b>	Ecopyrogas -Technological Area - Bio-energy and energy production from waste
<b>Project Acronym</b>	N/A
<b>Source of funding / Programme</b>	National Funding
<b>Status</b>	In progress
<b>Role of the organisation</b>	Partner
<b>Responsible</b>	Energy Recuperator spa
<b>Duration</b>	From (10/2009) to 10/2012
<b>Content</b>	Project objective is the realization of a pilot project for the production of electric power by the technology of the biomass gasification.
<b>Website</b>	N/A



<b>Project</b>	<b>Italian Spatial Agency: "Announce of Opportunity for COSMO-SkyMed"</b>
<b>Title</b>	A software tool in order to process SAR stripmap data and calculate the map deformation with subcentimetric precision
<b>Project Acronym</b>	N/A
<b>Source of funding / Programme</b>	National funding
<b>Status</b>	In progress
<b>Role of the organisation</b>	Coordinator
<b>Responsible</b>	Geocart srl
<b>Duration</b>	From 02/2010 to 02/2012
<b>Content</b>	Over the last few years GEOCART has developed its own methodology, called "SLIDE" (Sar Land Interferometry Data Exploitation), in order to produce displacement maps of the territory by processing ERS data. This methodology was developed following the initial approach of the Persistent Scatterer Interferometry (PSI) methodologies. As a consequence, the work made will be carried on with the present project which aims at adapting the SLIDE to process CosmoSkyMed-acquired SAR data by using (as innovative element) also a high-resolution DEM acquired by the Geocart airborne Lidar and artificial passive Corner Reflectors for a wider use. The main project activities are the adjustment-test of the whole processing chain, then the design and installation in Potenza of few Corner Reflectors and the application of a "new SLIDE methodology" on the two Test Sites in Basilicata.
<b>Website</b>	N/A

<b>Project</b>	
<b>Title</b>	Check of movement of art works and buildings in the historic centre of Rome.
<b>Project Acronym</b>	<b>N/A</b>
<b>Source of funding / Programme</b>	Private funding
<b>Status</b>	Completed
<b>Role of the organisation</b>	Subcontractor
<b>Responsible</b>	Center of Integrated Geomorphology for the Mediterranean Area - CGIAM
<b>Duration</b>	From 01/2007 to 03/ 2008
<b>Content</b>	Application of innovative remote sensing methodologies for the determination of sub-centimetric movements in order to evaluate the building stability and the risk of collapse by interferometric technique.
<b>Website</b>	N/A



<b>Project</b>	<b>FP7-ICT-SEC-2007-1</b>
<b>Title</b>	Integrated System for Transport Infrastructures surveillance and Monitoring by Electromagnetic Sensing
<b>Project Acronym</b>	ISTIMES
<b>Source of funding / Programme</b>	<b>FP7</b>
<b>Status</b>	In progress
<b>Role of the organisation</b>	Associate partner
<b>Responsible</b>	Technologies for Earth Observations and Natural Hazards - TERN
<b>Duration</b>	From 07/2009 to 07/ 2012
<b>Content</b>	The main purpose of ISTIMES project is to design, assess and promote an ICT-based system, exploiting distributed and local sensors, for non-destructive electromagnetic monitoring in order to achieve the critical transport infrastructures more reliable and safe. This has the overall aim to developing a high situation awareness by providing detailed information and images of the infrastructure status in a fast time and so to improve decision support for emergency and disasters stakeholders. The integration of electromagnetic technologies with new ICT information and telecommunications systems enables remotely controlled monitoring and surveillance and real time data imaging of the critical transport infrastructures. The project exploits different non-invasive imaging technologies based on electromagnetic sensing (optic fiber sensors, Synthetic Aperture Radar satellite platform based, hyperspectral spectroscopy, Infrared thermography, Ground Penetrating Radar, low-frequency geophysical techniques, Ground based systems for displacement monitoring). Sensor cross validation, synergy and new data fusion and correlation schemes will permit a multi-method, multi-resolution and multi-scale electromagnetic detection and monitoring of surface and subsurface changes of the infrastructure.
<b>Website</b>	<a href="http://www.istimes.eu">http://www.istimes.eu</a>

<b>Project</b>	<b>EuropeAid</b>
<b>Title</b>	SYSTEM FOR THE ANALYSIS OF TRAIN TRACK CONDITIONS
<b>Project Acronym</b>	EuropeAid/128325/C/SER/RS
<b>Source of funding / Programme</b>	IPA 2008
<b>Status</b>	In progress
<b>Role of the organisation</b>	Subcontractor
<b>Responsible</b>	<b>Italferr Spa</b>
<b>Duration</b>	From 10/2010 to 10/2013
<b>Content</b>	Improve planning of maintenance functions and harmonise the parameters of Serbian railways to European standards, facilitating interoperability and raising capacity to higher managerial and technical level.



	<p>Survey and establish the exact location of selected infrastructure assets, measuring and monitoring the existing conditions.</p> <p>Design a modern Railway Management System (RMS), define optimal Maintenance &amp; Renewal (M&amp;R) works and run a pilot test.</p> <p>Capacity building for the Serbian Railways managers and engineers regarding the Track Maintenance Management and RMS.</p> <p>Assist in preparation of tender documentation for procurement of RMS and M&amp;R.</p>
<b>Website</b>	N/A



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di Strategie Aziendali  
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DIPARTIMENTO DI STRATEGIE AZIENDALI  
E METODOLOGIE QUANTITATIVE

DEPARTMENT OF MANAGEMENT  
AND ACCOUNTING

Dipartimento  
di Strategie Aziendali  
e Metodologie  
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of Management and Accounting

Dipartimento di Strategie Aziendali e Metodologie Quantitative

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■ Fondato nel 2000, il Dipartimento di Strategie Aziendali e Metodologie Quantitative ha acquisito posizioni di prestigio nello scenario della ricerca aziendale e manageriale in Italia.

■ Attualmente il Dipartimento si articola in diverse aree disciplinari: Economia Aziendale, Economia e Gestione delle Imprese, Finanza Aziendale, Organizzazione Aziendale, Matematica e Statistica.

■ I docenti afferenti al dipartimento partecipano ad attività di ricerca di base e di ricerca applicata avendo come interlocutori e/o destinatari la comunità scientifica, i centri di ricerca sia pubblici che privati, i soggetti terzi (aziende o enti pubblici e privati), anche per progetti di natura sperimentale.

■ L'attività del Dipartimento, pertanto, si articola nelle seguenti azioni: sostegno delle attività didattiche, scientifiche e di ricerca delle singole aree disciplinari; individuazione di ricerche aventi contenuti interdisciplinari (intradipartimentali, interdipartimentali e interuniversitari); progettazione e realizzazione di programmi di formazione per aziende pubbliche e private, istituzioni nazionali ed enti territoriali.

■ Founded in 2000, the Department of Management and Accounting has acquired a leading position in business and management research in Italy.

■ Currently the Department is divided into different subject areas: Business Economics, Management, Accounting, Marketing, Finance, Organization Studies, Mathematics and Statistics.

■ The Department's teaching staff are involved in basic and applied research. Their interlocutors and/or recipients comprise the scientific community, both public and private research centres, and third parties (firms or public and private authorities), with tasks also including experimental research.

■ The Department's activities comprise: support for teaching and research programmes in each subject; definition of research activities with interdisciplinary contents (intradepartmental, interdepartmental and inter-university); design and execution of training programmes for public and private firms, institutes and area authorities.



## Marketing turistico e territoriale

Il dipartimento svolge attività di ricerca di base sulle dinamiche di sviluppo territoriale, con particolare riferimento all'economia regionale e locale, ai servizi turistici, alla gestione del patrimonio culturale, alla competitività territoriale. Sono stati sviluppati significativi progetti di marketing turistico e territoriali per enti locali e sistemi di imprese, tra cui: piani di marketing territoriale, piani di marketing turistico, definizione dei modelli di governance delle strutture di gestione dei beni culturali, check up sulla dotazione di risorse dell'area, piani di comunicazione, analisi di benchmarking territoriale, progetti di sviluppo del brand territoriale.

### Area marketing

The department carries out basic research into the dynamics of area development, with particular reference to the regional and local economy, tourism, heritage management and area competitiveness. Significant area marketing projects have been developed for local authorities and business systems, including: area marketing plans, tourism marketing plans, definition of models of governance for heritage management structures, check-up on area resource endowment, communication plans, area benchmarking analysis, area brand development projects.

## Marketing, innovazione e imprenditorialità

### Network di imprese, relazione imprese-mercato, innovazione

Si analizzano e si studiano i modelli di governance delle relazioni tra imprese e mercati, le forme delle imprese reticolari (distretti, cluster, network), la competitività dei sistemi imprenditoriali. Inoltre, si approfondiscono le metodologie di analisi strategica e di gestione della innovazioni di processo e di prodotto.

### Business networks, firm-market relations, innovation

Governance models are analysed and studied for firm-market relations, forms of business networking (districts, clusters, networks), competitiveness of entrepreneurial systems. Methods of strategic analysis and process and product innovation management are explored.

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## Imprenditorialità, start up e PMI

L'area di competenze sviluppa un peculiare ambito di ricerca focalizzato sulle specificità delle imprese italiane e sullo sviluppo ed il rafforzamento della "risorsa imprenditorialità". In questa area si propone la ricerca e l'approfondimento dei modelli di imprenditorialità, delle competenze e del sostegno attivo alla creazione di impresa e alle piccole e medie imprese. Si approfondiscono, inoltre le tematiche inerenti le fonti di finanziamento a sostegno dell'innovazione mediante il venture capital ed i business angel.

### Entrepreneurship, start-up and SMEs

This area of competence develops a particular research field focusing on specific aspects of Italian firms and on the development and enhancement of the "entrepreneurship resource". We conduct research in this area and analyse models of entrepreneurship, competencies and active support for business start-up and for SMEs. Issues concerning sources of finance to support innovation through venture capital and business angels are also explored.

## Il settore delle biotecnologie

L'area di ricerca sulle biotecnologie è incentrata sullo studio delle imprese biotech, con particolare riferimento alle aziende operanti in campo farmaceutico. In questo ambito sono oggetto di analisi i processi di spin off accademico, le strategie di R&S della grandi imprese farmaceutiche, le collaborazioni e gli accordi fra biotech companies e imprese affermate, il ruolo del venture capital per il finanziamento delle imprese biotech. L'area di ricerca riguarda inoltre lo studio dei cluster biotech e l'analisi dei processi di trasferimento tecnologico fra università e industria in campo biofarmaceutico.

## Marketing, Innovation, Entrepreneurship

### The biotechnology sector

The area of research into biotechnology chiefly concerns the study of biotech firms, especially firms working in the pharmaceutical field. In this context, the following are our main focus of analysis: academic spin-off processes, R&D strategies in large pharmaceutical companies, collaboration and agreements between biotech companies and established firms, the role of venture capital in funding biotech companies. The area of research also comprises the study of biotech clusters and the analysis of technology transfer processes between universities and industry in the biopharmaceutical sector.

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# Competenze

## Organizzazione e governance dei sistemi di trasporto e logistica

Il dipartimento si è occupato di valutazione, progettazione e analisi dell'organizzazione di sistemi ed aziende di trasporto, con particolare riguardo alle infrastrutture ed ai servizi di trasporto passeggeri e merci. Sono stati realizzati progetti di analisi delle strutture di governance dei sistemi di trasporto locale nelle principali aree metropolitane mondiali (Tokio, Londra, Parigi, Madrid) e dei sistemi di integrazione del trasporto ferroviario dei passeggeri in Europa.

Particolari progetti sono stati dedicati al tema dei sistemi di Information e Communication Technology per l'integrazione della supply chain e delle imprese logistiche.



## Management, Organizzazione e governance di sistemi, amministrazioni ed imprese

### Organisation and governance of transport and logistics systems

The department deals with the assessment, design and analysis of the organisation of transport systems and firms, especially passenger and freight transport infrastructures and services. We have carried out projects to analyse governance structures of local transport systems in the world's main metropolitan areas (Tokyo, London, Paris, Madrid) and systems to integrate passenger rail transport in Europe. Particular projects have been devoted to the subject of Information and Communication Technology systems for supply chain integration and logistics firms.

## Management e controllo delle pubbliche amministrazioni

Nella considerazione del ruolo fondamentale di una Pubblica Amministrazione capace ed efficace, il dipartimento si occupa dell'analisi del governo e della gestione degli enti e delle aziende pubbliche, della sanità e degli altri settori di pubblico interesse, delle organizzazioni non profit.

### Public administration management and control

In light of the essential role of capable and effective public administration, the department analyses the governance and management of local authorities and public administrations, healthcare agencies and those in other public interest sectors, and non-profit organisations.

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## Imprese di comunicazione e telecomunicazione: strategie, organizzazione e analisi dei fenomeni di consumo

Il dipartimento svolge attività di ricerca sul management delle imprese di comunicazione, con particolare riferimento alle imprese editoriali-giornalistiche con spiccate caratteristiche di multimedialità. Inoltre studia i fenomeni di consumo collegati ai servizi di comunicazione e telecomunicazione, con particolare riferimento alla telefonia cellulare. Nel passato ha realizzato progetti sulla gestione delle imprese editoriali in Italia e in Campania e sulla segmentazione del mercato italiano delle telecomunicazioni mobili.

### Communications and telecommunications firms: strategies, organisation and analysis of consumer phenomena

The department carries out research into the management of communications firms, especially those in press and publishing with notable multimedia characteristics. We also study consumer phenomena concerning communications and telecommunications services, especially mobile telephony. Projects have been carried out into the management of publishing companies in Italy and Campania, and into the segmentation of the Italian mobile telecommunications market.

## Management, cambiamento e gestione delle risorse umane

Il dipartimento si propone come interlocutore per la realizzazione di interventi di gestione dei processi di cambiamento in imprese, aziende, enti ed istituzioni, applicando metodologie di analisi dei fabbisogni del personale, di valutazione delle prestazioni, i analisi dell'impatto di nuove tecnologie sui processi organizzativi.



## Management, Organisation and governance of systems, Administrations and Firms

### Management, change and human resources

The department acts as an interlocutor to manage change processes in firms, public agencies, local authorities and institutions, applying methods to analyse staffing requirements, assess performance, and analyse the impact of new technology on organisational processes.

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## Corporate governance, finanza e controllo economico finanziario

### Modelli di bilancio

#### ed informativa esterna d'azienda

Il Dipartimento dispone di apprezzate competenze nella materia dell'informativa esterna d'azienda. Ha approfondito la formazione dei bilanci individuali e consolidati e degli ulteriori documenti attraverso cui le aziende comunicano all'esterno le proprie condizioni.

Le competenze sviluppate attengono ai principi contabili nazionali ed internazionali ed investono, oltre all'informativa obbligatoria annuale e di più breve periodo, quella che l'azienda è tenuta a predisporre in momenti particolari della sua esistenza (es.: ammissione alla quotazione in borsa) e nei rapporti con le banche e gli altri finanziatori.

Il Dipartimento è altresì impegnato nella predisposizione dei rapporti/prospetti/bilanci (sociali, ambientali, capitale intellettuale, ecc..) appartenenti all'area dell'informativa volontaria.

### Financial statement models and financial reporting

The Department has a high-level know-how in the financial reporting issue. Since its constitution one of its main activities has regarded with the redaction of financial statements, consolidated financial statements and all the other forms used by firms to communicate its health conditions to the stakeholders.

Developed skills attain to national and international generally accepted accounting standards, in particular referring to annual and intermediate reporting and also to all the other reporting required in specific moments of the firm's life (stock exchange first quotation) or in the relationships with banks and other professional investors. The Department activities regard moreover the redaction of reporting/form/statement related to the voluntary disclosure.

### Progettazione dei sistemi di controllo e di contabilità analitica

Il dipartimento dispone delle competenze inerenti alla progettazione dei principali meccanismi operativi (controllo di gestione, sistemi di contabilità analitica, sistemi di premi e ricompense, ecc.) che supportano il management nella conduzione di aziende profit e non profit (private e pubbliche).

Nell'ambito di quest'area il Dipartimento è impegnato su temi quali:

- il flusso di informazioni contabili e non da impiegare per fini decisionali;
- i livelli e le tipologie di controllo (strategico, direzionale e operativo);
- le tecniche di assegnazione dei costi ad oggetti aziendali dalle ridotte dimensioni (segmenti, divisioni, funzioni, processi, ecc.).

Il Dipartimento ha sviluppato ulteriori competenze sul budgeting, reporting e performance measurement. Particolare interesse ha mostrato in tempi recenti verso i sistemi di controllo multidimensionali (Tableau de bord, Balanced Scorecard, ecc.).

## Corporate governance, Finance, Economic and Financial control

### Control and Management Accounting Systems Design

The Department owns the right competencies to design the main operative mechanisms (financial control, management accounting, incentives systems) useful to support the management to run the businesses in the profit and no profit sectors.

In particular the Department activity in this field is focused on:

- Accounting and non accounting information flow;
- Levels and typologies of control;
- Cost imputation techniques.

The Department has developed other competencies on budgeting, reporting and performance measurement and, of late, on the multidimensional control models (Tableau de bord, Balanced Scorecard, etc.).

# competenze

## Economia delle operazioni straordinarie d'azienda

Si sono sviluppate competenze sulle operazioni straordinarie d'azienda, approfondendole nei molteplici aspetti economici (strategici, valutativi, contabili e fiscali) e giuridici.

Particolare attenzione ha dedicato al tema della valutazione d'azienda e, segnatamente, ai principali metodi (reddituali, patrimoniali, misti, finanziari ed empirici) che dottrina e prassi conoscono per portare a compimento tale complessa operazione.



## Corporate governance, finanza e controllo economico finanziario

## Business combinations

In this field of interest the Department has developed competencies on business combinations, analysing their different economic (strategic, valuation, accounting and fiscal) and juridical aspects.

In particular, its attention has been focused on the business valuation issue and specifically on the different methods (income method, capital method, discontinued cash flow method) used for this kind of operation.

## Finanza di impresa, Project financing e venture capital

Il Dipartimento dispone di competenze inerenti le problematiche relative ai rapporti tra i mercati finanziari e le imprese, con particolare riferimento alle tematiche connesse alle operazioni di Initial Public Offering ed ai rapporti con il sistema creditizio. Particolare attenzione è dedicata all'impatto delle innovazioni di Basilea 2 sulla gestione della struttura finanziaria e delle asimmetrie informative con il mercato finanziario. Si occupa poi delle tematiche relative alle imprese familiari, ai fenomeni di multiple agency problem, e agli interventi in project financing per la fattibilità di iniziative infrastrutturali sia di matrice privatistica che basate sul partenariato pubblico-privato.



## Corporate governance, Finance, Economic and Financial control

## Business finance, project financing and venture capital

The department has acquired expertise in issues concerning relations between financial markets and firms, especially issues connected to initial public stock offerings (IPOs) and relations with the credit system.

Special attention is paid to the impact of Basel 2 innovations on managing the financial structure and information asymmetries with the financial market. A further area of interest comprises matters concerning family businesses, multiple agency problems, and project financing interventions for the feasibility of infrastructure initiatives whether of a private nature or based on a public-private partnership.

# skills

## Valutazione aziendale con metodi e modelli statistico-matematici

Nell'area di competenza statistico-matematica, numerose ricerche riguardano la valutazione economico-aziendale delle imprese for profit e non-profit con particolare interesse allo studio delle performance aziendali e alle relazioni dell'impresa nel mercato in cui opera. Lo studio multivariato delle relazioni tra le variabili economico-finanziarie non può prescindere dall'analisi delle variabili non-monetarie (qualitative e quantitative) che caratterizzano sia il mercato, che i processi interni aziendali. L'analisi dell'efficienza è legata allo studio dell'efficacia (valutazione dei risultati di breve/lungo periodo) e alla soddisfazione del cliente/utente. La misurazione della Customer Satisfaction dei clienti/utenti finali così come dei clienti interni (dipendenti/impiegati/dirigenti) è tra gli obiettivi del Customer Relationship Management. Le metodologie quantitative e le strategie di analisi sono strumentali per chi in azienda è chiamato con costanza a prendere decisioni nell'ottica del miglioramento continuo della qualità.

## Valutazione aziendale e data mining

### Business evaluation with statistical and mathematical methods and models

In the field of statistics and mathematics, there has been extensive research on the economic appraisal of both profit and non-profit organisations with special interest in the study of company performance and business relations in the market in which firms operate. The multivariate study of relations between economic and financial variables is necessarily accompanied by analysis of non-monetary variables (qualitative and quantitative) characterizing both the market and processes within the company itself. Efficiency analysis is linked to the study of effectiveness (evaluation of short/long-term results) and to customer/user satisfaction. Measurement of the satisfaction of customers/end users as well as that of internal customers (employees/managers) is one of the objectives of customer relationship management. Such quantitative methods and strategies of analysis are useful tools for those in a firm regularly called upon to make decisions with a view to a continual quality enhancement.

# skills

## Data Mining

L'area statistica dispone delle competenze necessarie per lo studio dei processi di estrazione delle informazioni da grandi masse di dati (Knowledge Discovery in Database), provenienti da diverse fonti (pubbliche e/o private), per lo sviluppo di strategie di analisi che aiutino il management aziendale a definire un sistema di supporto idoneo per prendere decisioni.

## Business evaluation and data mining

### Data Mining

In the sector of statistics we have the necessary expertise to study processes of mining information from large masses of data (Knowledge Discovery in Database) from various sources (public and/or private), and develop analytical strategies that help a firm's management to set up a suitable decision support system.

# Persone

## Direttore Director

### MARCELLO MARTINEZ

Professore ordinario di Organizzazione Aziendale  
Dottore di ricerca in Economia Aziendale, Università di Catania, Research Student presso la London School of Economics, si è specializzato nell'analisi dei servizi e sistemi di trasporto presso il Massachusetts Institute of Technology.

Full Professor of Organization Studies  
PhD in Business Administration and Management at Università di Catania, Research student at London School of Economics, Specialized in Public Transportation Service at Massachusetts Institute of Technology.

I precedenti direttori del dipartimento sono stati  
The previous directors of the department have been

VINCENZO MAGGIONI  
FRANCESCO IZZO

## Professori Ordinari Full Professors

### RAFFAELE CERCOLA

Professore di Marketing  
Professor of Marketing

### FRANCESCO IZZO

Professore di Strategie d'impresa  
Professor of Strategic Management

### RICCARDO MACCHIONI

Professore di Economia Aziendale  
Professor of Accounting

### VINCENZO MAGGIONI

Professore di Economia e Gestione delle Imprese  
Professor of Management

### CLELIA MAZZONI

Professore di Economia e Gestione delle Imprese  
Professor of Business Economics and Management

### MARIO MUSTILLI

Professore di Finanza Aziendale  
Professor of Corporate Finance and Management

### MICHELE PIZZO

Professore di Economia Aziendale e di Valutazione d'azienda  
Professor of Business Economics and Financial Valuation

### MARIO SORRENTINO

Professore di Economia e gestione delle imprese  
Professor of Business Economics and Management

## Professori Associati Associate Professors

### ENRICO BONETTI

Professore di Marketing dei servizi  
Professor of Marketing

### FRANCESCO CAPALBO

Professore di Ragioneria Generale ed Applicata  
Professor of Accounting

### DAVIDE DELL'ANNO

Professore di Economia e Gestione delle Imprese  
Professor of Management

### FRANCESCO GANGI

Professore di Economia e gestione delle imprese  
Professor of Innovation and Corporate Finance

### ROSARIA LOMBARDO

Professore di Statistica  
Professor of Statistics

### MARIANO MASUCCI

Professore di Economia Aziendale  
Professor of Accounting

### GIUSEPPE SANNINO

Professore di Economia Aziendale  
Professor of Accounting

### LUDOVICO SOLIMA

Professore di Economia e Gestione delle Imprese  
Professor of Economics and Management of cultural organizations

### MARIA TARTAGLIA

Professore di Matematica  
Professor of Mathematics

## Ricercatori Assistant Professors

### FRANCESCO AGLIATA

Ricercatore di Economia Aziendale  
Assistant Professor of Accounting

### LAURA CASTALDI

Ricercatore di Economia e Gestione delle Imprese  
Assistant Professor of Management

### FRANCESCO CAMPANELLA

Ricercatore di Finanza  
Assistant Professor of Finance

### CORRADO CUCCURULLO

Ricercatore di Economia Aziendale  
Assistant Professor of Accounting

### ANTONELLO D'AMBRA

Ricercatore di Statistica  
Assistant Professor of Statistics

### MANUELA LUCHESE

Ricercatore di Economia Aziendale  
Assistant Professor of Accounting

### BARBARA MASIELLO

Ricercatore di Economia e Gestione delle Imprese  
Assistant Professor of Management

### NICOLA MOSCARIELLO

Ricercatore di Economia Aziendale  
Assistant Professor of Accounting

### DONATA MUSSOLINO

Ricercatore di Economia Aziendale  
Assistant Professor of Accounting

### MARIO OSSORIO

Ricercatore di Economia e Gestione delle Imprese  
Assistant Professor of Management

### MARIA ROMANIELLO

Ricercatore di Matematica  
Assistant Professor of Mathematics

### DANILO TUCCILLO

Ricercatore di Economia Aziendale  
Assistant Professor of Accounting

### ROSA VINCIGUERRA

Ricercatore di Economia Aziendale  
Assistant Professor of Accounting

# Dottorato in Imprenditorialità ed Innovazione

Clelia Mazzoni **Coordinatore** Coordinator  
Professore ordinario di Economia e Gestione delle Imprese  
Full Professor of Business Economics and Management

## Sbocchi professionali

Il dottorato in Imprenditorialità ed Innovazione si propone di formare giovani in grado di accedere ad attività professionali nelle Università, nelle società di ricerca e/o formazione pubbliche o private, negli studi professionali, nelle business school nazionali ed internazionali, nelle società private del terziario avanzato o in altre istituzioni economiche italiane ed estere. In relazione alle Università, alle società di ricerca/formazione e alle business school, i dottori di ricerca avranno le competenze per inserirsi sia nell'ambito di iniziative di ricerca, che nelle attività di progettazione e docenza di programmi formativi, con un rapporto di lavoro autonomo o dipendente. Per quanto concerne le imprese private, gli sbocchi occupazionali possono essere individuati nell'area delle metodologie di analisi del mercato e dei sistemi competitivi, nella progettazione di processi innovativi, nella gestione di nuovi progetti, nella definizione degli strumenti di pianificazione e controllo a supporto delle iniziative di innovazione, nella gestione dei rapporti tra nuovi intermediari finanziari ed imprese di nuova costituzione. Infine, in relazione alle istituzioni economiche italiane ed estere, i dottori di ricerca possono svolgere attività di ricerca e di analisi economico-gestionale in proprio (area dell'imprenditorialità e del lavoro autonomo) o presso società di consulenza strategica e organizzativa, merchant banks, società di venture capital, incubatori d'impresе, agenzie per lo sviluppo territoriale italiane ed internazionali, società di ricerche di mercato (area dei servizi ad alta intensità di conoscenza).

## Employment Prospects

The PhD program in Entrepreneurship and Innovation sets out to provide the skills required to carry out professional activity in universities, public or private research and education institutes, national and international business schools, private firms (especially those operating in the high value-added service industry), and other Italian or foreign economic organizations (e.g., incubators, financial companies, national

# doctoral programmes

and international local development agencies). As for private firms and other Italian or foreign organizations, our PhD graduates will be equipped to perform business consultancy, carry out market analyses and other research activities, plan innovative processes, manage new projects and business creation schemes, etc.

## Aree

**di Ricerca** Analisi dei fenomeni imprenditoriali; la gestione dell'innovazione nei processi di impresa; lo studio delle relazioni impresa-mercato; corporate governance e finanza innovativa per le nuove imprese; lo studio dei fenomeni di spin-off; le analisi organizzative finalizzate alla creazione e gestione delle imprese; le analisi di marketing finalizzate alla creazione e gestione delle imprese; l'imprenditorialità interna per l'innovazione; la gestione della conoscenza nelle imprese; lo studio degli attori e delle relazioni sociali nei fenomeni economici; imprenditorialità e patrimonio artistico.

## Research Areas

Entrepreneurial phenomena; innovation management in firms; firm-market relationships; corporate governance and innovative early stage finance; spin-off phenomena; organizational analyses for business creation and development; innovation marketing for business creation and development; corporate entrepreneurship for innovation; knowledge governance in firms; actors and social relations in economic phenomena; entrepreneurship and art heritage.

# Entrepreneurship and Innovation



# Dottorato in Economia e Amministrazione delle Imprese e delle Organizzazioni Nonprofit

Michele Pizzo **Coordinatore** *Coordinator*  
Professore ordinario di Economia Aziendale e di Valutazione d'azienda  
Full professor of Business Economics and Financial Valuation.

**Sbocchi professionali** Il dottorato in Economia e Amministrazione delle Imprese e delle Organizzazioni Nonprofit si propone di formare giovani in grado di accedere alla carriera universitaria o di inserirsi nelle società di ricerca e/o formazione pubbliche o private e nelle business school nazionali ed internazionali. I dottori di ricerca avranno le competenze per inserirsi sia nell'ambito di iniziative di ricerca, che nelle attività di progettazione e docenza di programmi formativi, con un rapporto di lavoro autonomo o dipendente. Inoltre, i soggetti che si verranno a formare saranno in grado con le loro conoscenze di soddisfare i requisiti richiesti dalle società private, operanti sia nella formula della grande impresa che in consorzi o nel campo del Nonprofit. La figura professionale richiesta dagli operatori dei predetti settori appare perfettamente in linea con quella che si propone di formare il dottorato in Economia e Amministrazione delle Imprese e delle Organizzazioni Nonprofit. Trattasi di un soggetto in possesso di conoscenze svariate di natura economica, capace di individuare e monitorare con continuità le esigenze dei consumatori-associati (quindi di scegliersi con cognizione i segmenti di mercato in cui operare) ed al tempo stesso di allestire la struttura che meglio di altre riesca nella soddisfazione di tali esigenze.

## Employment Prospects

The PhD in Economics and Administration of Enterprises and Non-profit Organisations sets out to provide the skills required to carry out professional activity in universities, public or private research and educational institutes, and national and international business schools.



# programmes

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It is designed to prepare students for careers as professional economists (in particular top managers, executives and adviser) in the private sector, government, and the nonprofit sector and at the same time for national and international academic career.

The doctoral program will prepare the students who attended the course to meet the demands of SME and non-profit organizations, providing them with the necessary management skills and organisation methodology.

**Aree di Ricerca** Economia aziendale; Contabilità internazionale; Financial Reporting; Corporate Governance; Analisi finanziaria; Direzione d'impresa; Responsabilità sociale d'impresa; Etica d'impresa; Controllo di gestione; Contabilità direzionale; Balanced Scorecard; Economia delle aziende e delle amministrazioni pubbliche; Controllo di gestione nelle aziende sanitarie; Economia delle aziende non-profit.

## Research Areas

Business Economics; International Accounting; Financial Reporting; Corporate Governance; Financial Analysis. Business Management; Corporate social responsibility; Business ethics; Management Accounting; Balanced Scorecard; Management accounting for Public and Local Governments; Management accounting for Health Sector.

dottorati



Economics and Administration of Enterprises and Nonprofit Organisations

# contatti

## Personale Amministrativo Administrative Staff

### EMILIO DE SIMONE

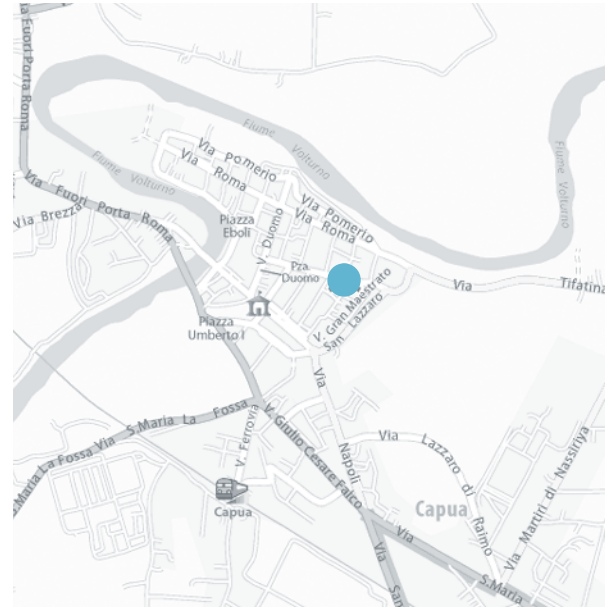
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Dipartimento  
di Strategie Aziendali  
e Metodologie  
Quantitative

Department  
of Management and Accounting

# contacts

department

skills

people

courses



***CENTER FOR GEO-MORPHOLOGICAL INTEGRATED ANALYSIS IN  
MEDITERRANEAN AREA - CGIAM***

**CGIAM** is a scientific organization of public law which operates in research aimed at the reduction of natural risks through actions of protection, preservation, strengthening of knowledge systems and study of issues related to Civil Protection.

The Center has been identified by the Italian Government as the institution tasked with definition of innovative scientific methods for the analysis and mitigation of risk factors for different areas of Italy.

CGIAM has received and receives nowadays funding directly from the Italian Government in order to:

1. provide innovative integrated scientific methodologies of risk factors in different areas of the Italian territory;
2. strengthen the character of the territory aimed at reducing the damages to people and things from seismic, hydro-geological, environmental and volcanic risk, by identifying new technologies and innovative methodologies.

At regional level CGIAM is recognized as a Regional Centre of Competence in the field of Civil Protection in accordance with the directive of the Prime Ministers of February 27, 2004, as amended by the Prime Minister Ministers of 25 February 2005. In this contest, its activities deal with the observation, analysis and monitoring of natural and man-made hazards, assessment and management of natural, anthropogenic and industrial risk, contingency planning from fires in woodland and countryside also in collaboration with Centers Research. Moreover, CGIAM has been recognized as the institution that supports "Regione Basilicata" in the activities of the accomplishment and implementation of the "acquis comunitaire" within the scope of the directives regarding the Environment and the Civil Protection.

In addition to above mentioned activities, CGIAM also is in charge with:

1. management of Regional Functional Centre;
2. training of regional technical staff;
3. training at trainer level to personnel of the Countries interested in the frame of environment protection,



4. health and research aimed to the reduction of natural hazards;
5. organization intended for methodological and applied scientific research for mapping survey and territorial analysis extended to earth sciences and other scientific branches;
6. promotion and preparation of multidisciplinary working groups in the frame of environment protection, natural risks forecasting and civil protection;
7. promotion of National and International media-networks development (press, radio, TV, broadcasting nets, GSM, GPS, UMTS, etc.) mainly devoted to the research, planning, information delivering and all the aspects needed for Civil Protection purposes;
8. print of documents, reports, papers with results step-by-step provided by the jobs;
9. organization of meeting and conferences upon themes listed above;
10. design of all the tools and instruments needed to deal with the institutional activities as well as collecting suitable documents and bibliography.

CGIAM is affiliate to the National Researches Registry of the Italian Ministry of Research, with Identification Code 60034IFY.

At last, CGIAM has acquired a strong experience in the management of complex international Co-operation programmes, funded by different EU Programmes such as Phare/Tacis/Meda, aimed to support the transition countries towards the implementation of European Directives into environmental, civil protection and health sectors. In such context, CGIAM was and is in charge with different project activities such as technical and scientific support, logical and financial management and coordinating role between International Organization, multi-countries project Partners and local beneficiaries.

**PARTNER FORM  
ESPON PROGRAMME**

Description of the partner organization					
Name of organization:		Resource srl			
Number of employees:		7			
Address:		Corso Malta 150/b 80141 Napoli, Italy			
Phone:	0039 0817511676	Fax:	0039 0817511676	E-mail:	info@resourceonline.it
Name of Legal Representative			Mr. Massimiliano Aiello		
E-mail of Legal Representative			massimiliano.aiello@resourceonline.it		
Phone of Legal Representative :			0039 0817511676		
Name of Contact person:			Mrs. Annamaria Sepe		
E-mail of Contact person			annamaria.sepe@resourceonline.it		
Phone of Contact person:			0039 0817511676 Mobile 0039 3398888652		

**Resource srl** is a dynamic consulting company located in the Southern part of Italy. Resource is consisted from different departments and more precisely:

- ✓ the consulting department
- ✓ the project department
- ✓ the environmental department
- ✓ the certification department
- ✓ the training department

The relational orientation collocates Resource in a large network that includes: Companies. Local entities, Universities, The word of Research, Banking Institutes and Certification entities.

**Resource offers its services to:**

- ✓ Small and medium enterprises
- ✓ Public entities (local entities and other sectors of the local development)
- ✓ No profit Organizations

**Small and medium enterprises SME's**

Resource accompanies P.M.I. in the growth with strategic support and providing a set of tools suitable and harmonious individual needs. Resource accompanies firms in virtuous path of development through:

- ❖ Tools for Management Control;
- ❖ Financial plan;
- ❖ Support to the Management of Structural and Community Funds;
- ❖ Business plans for start-up;
- ❖ Marketing Plans;
- ❖ Corporate Responsibility
- ❖ Data security, privacy

**Public Entities**

Resource cooperates with local policy makers building virtuous development processes for the exploitation of local resources, by offering :

- ❖ Technical Assistance for the implementation and evaluation of local development projects funded by regional, national and community programs; Financial reporting;
- ❖ Analysis, Study and Research in support of local development strategies for the diagnosis of regional endogenous resources;
- ❖ Marketing Plans for the promotion and the attraction of public and private investment;
- ❖ Design and implementation of training courses to enhance skills and improve organizational resources of public administration;

**No-profit Organization**

- ❖ Resource accompanies P.M.I. in the growth with strategic support and providing a set of tools suitable and harmonious individual needs. Resource accompanies firms in virtuous path of development through:
- ❖ Tools for Management Control;
- ❖ Financial plan;
- ❖ Support to the Management of Structural and Community Funds;
- ❖ Business plans for start-up;
- ❖ Marketing Plans;
- ❖ Corporate Responsibility
- ❖ Data security, privacy

### **THE ENVIRONMENTAL DEPARTMENT**

- ❖ Alternative Waste Technologies;
- ❖ Treatment and recovery;
- ❖ Collection, transport and street cleaning, treatment and disposal;
- ❖ Sustainable development;
- ❖ Renewable energy sources and applications;
- ❖ Containment technologies;
- ❖ Transport of Dangerous Goods (ADR);
- ❖ Geographic Information Systems;
- ❖ Embedded operating systems;
- ❖ European and National Environmental legislation;
- ❖ Environmental management system (UNI EN ISO 14001, EMAS);
- ❖ Environmental management tools;

### **THE TRAINING DEPARTMENT**

The business world is rapidly changing.

Many professions will radically change, others disappear altogether, while new activities born, often linked to the introduction of new technologies, new businesses and local development.

Resource srl provides the experience of its consultants, in different sectors for professional or non professional training courses, workshops.

Resource has gained moreover experience in non formal and informal education processes at European level.

## **Projects Portfolio**

### **European Projects**

October 2009 September 2011

#### Partner

Sei. Li. nG Leonardo da Vinci Programme - Multilateral Projects Transfer of Innovation (TOI) contract number LLP-LdV-TOI-09-CY-167919 <http://www.seiling.eu/>

Sei.Li.NG (Seize Life Through Gaming) project aims to improve the learning process of less qualified workers (from 15 to 30 years old), combining alternative dynamic content adapted to specific training programs based on self-training simulation intelligent games.

November 2007 November 2009

TRA.IN. Project - Leonardo da Vinci Programme - Multilateral Projects Transfer of Innovation: contract number LLP-LDV/TOI/2007/IT/399 <http://www.iltrenodelledonne.eu/>

The main goal of the project is to build a whole training kit which will be immediately usable for multi-levelled targets in order to improve the training process for the programming policies, evaluation policies and impacts-results policies.

December 2007 November 2009

S@niors Project "Digital Engagement of Senior Citizens" LLP Programme Grundtvig - Multilateral Projects

contract number 134277-LLP-1-IE-GRUNDTVIG-GMP <http://seniorsproject.ning.com/>

S@niors project has been designed to meet the specific needs of the elderly to improving their approach to opportunities offered by information technology. This objective has been pursued through the design and provision of specific training programs and study.

29/11/2009 11/12/2009

Host organization - Leonardo Da Vinci Mobility Project entitled "Natural gas Installations"; contract number 2009-1-GR-LEO02-01730

16/11/2009 29/11/2009

Host organization - Leonardo Da Vinci Mobility Project entitled "Evia Tourism" "; contract number 2009-1-GR-LEO02-01730

14/09/2008 20/09/2008

Host organization - Leonardo Da Vinci Mobility Project entitled "Training Mission for the clothing sector "; contract number LCP/LDV/Vetpro/2007/EL/TFT