

ANTONELLA LAINO

EDUCATION

UNIVERSITY OF FLORENCE	Florence, Italy
Degree in Economics and Business	04/2001
UNIVERSITY OF ECAMPUS	Novedrate, Italy
PhD in Medium and Mediality	03/2024

TEACHING EXPERIENCE

UNIVERSITY ECAMPUS	Novedrate, Como, Italy
Graduate Teaching Assistant, Department: Starting-Ending Dates (Month year – Month year)	
List in reverse chronological order in the following format:	
Instructor: Course Microeconomics , University of Economics , 2008-	
Instructor: Course Applied Economics., University of Economics , 2016-	

TEACHING INTERESTS

List as Labor Market Evolution, Markets e Well beings

PROFESSIONAL EXPERIENCE

UNIVERSITY OF ECAMPUS	Novedrate, Co, Italy
- Winner of a public selection process for the recruitment of a fixed-term researcher at E-Campus Telematic University (pursuant to Article 1, Law 230/05) Secs-P/01 (March 1, 2010). Individual fixed-term employment contract, E-Campus Telematic University (pursuant to Article 1, Law 230/05) Secs-P/01 March 25, 2010 – March 25-2016	
- Winner of a public selection process for the recruitment of a fixed-term researcher at E-Campus Telematic University, Faculty of Economics. Researcher (fixed-term - definite term) (pursuant to	

Article 24, paragraph 3-a, Law 240/10) (Secs-P/01) (May 2016 – May 2019). Individual fixed-term and definite-term employment contract, E-Campus Telematic University.

- Winner of a public selection process for the recruitment of a fixed-term researcher at E-Campus Telematic University, Faculty of Economics. Researcher (fixed-term - definite term) (pursuant to Article 24, paragraph 3-a, Law 240/10) (Secs-P/01) (February 2023–). Individual fixed-term and definite-term employment contract, E-Campus Telematic University.

ORGANIZATION/COMPANY

Research and Collaboration Activities

- Since November 2009 (ongoing activity): Collaboration with the research group directed and coordinated by Prof. A. Romani within MIUR and European Union funded research projects for the optimization of technologies for obtaining new natural dyes for textile and textile-furnishing-comfort use.
- These products, also presented at the ICP 2012 International Conference on Polyphenols (Florence), were considered in research conducted for a profitability study and comparative market analysis at territorial (Tuscany-Lombardy) and national levels.
- **Role:** Qualified Economic Consultant for the PRIN 2008 project "Natural extracts from medicinal and textile-dyeing plants: characterization and innovative uses of Nettle, Daphne, Lavender and Chestnut Tannins," with reference to the economic impact of innovation.
- Duration: 24 months.
- Qualified Economic Consultant for the research project: POR CReO/FESR 2007-2013.
- Intervention Line 1.3 a) "Aid to research and innovation for manufacturing companies" Natural dyes for sustainable textile-furnishing use. Duration: 24 months.
- **2012-2013:** Commenced research collaboration with the group coordinated by Prof. A. Romani, concerning the evaluation of economic and social costs related to the incidence of aging-related pathologies and how new lifestyles, dietary and cultural, can reduce healthcare costs in this regard.
- Activities included in a corporate network project "Benessere su misura" (Tailored Wellness), involving food companies, pharmaceutical companies, furniture companies, and hospital facilities.

All the aforementioned activities required the organization of meetings, conferences, and study days, both for consumer awareness and for the dissemination of results

PUBLICATIONS

Monographs:

- Laino A. (2013) *La valutazione economica degli Istituti giuridici* (The Economic Evaluation of Legal Institutions), Franco Angeli Editore ISBN 978-88-204-5395-4.
- Laino A. (2012) *Il monopolio naturale* (Natural Monopoly), Aracne Editrice ISBN 978-88-548-4809-2.
- Laino A. (2012) *Analisi dei costi* (Cost Analysis), CESD srl Editore, ISBN 978-88-97832-29-4.
- Laino A. (2012) *Imprese e mercati imperfetti* (Firms and Imperfect Markets), Franco Angeli Editore ISBN 978-88-568-4995-0.
- Laino A. (2011) *I fallimenti del mercato: le esternalità* (Market Failures: Externalities), Uniservice Editore, ISBN 978-88-6178-806-0.

Contributions to Volumes:

• Antonella Laino (2012), "L'impatto economico del patrimonio intangibile: il mobile e la 'Lucia'" (The Economic Impact of Intangible Heritage: Furniture and 'Lucia'), in *Il patrimonio culturale intangibile nelle sue diverse dimensioni* (Intangible Cultural Heritage in its Various Dimensions), edited by T. Scovazzi, B. Ubertaini, L. Zagato, Giuffrè Editore ISBN 88-14-17318-4.

- Antonella Laino (2012) "Innovazione e monopolio: la posizione di Schumpeter" (Innovation and Monopoly: Schumpeter's Position), in *La strategia dell'innovazione per vincere la crisi. L'imprenditore innovatore da Schumpeter ai giorni nostri* (The Innovation Strategy to Overcome the Crisis. The Innovative Entrepreneur from Schumpeter to the Present Day), edited by C.M. Bartolini, E. Bertacchini, A. Romani, CESD Editore ISBN 978-88-97832-00-3.
- Antonella Laino (2012) "Tutela della concorrenza e regolazione dei mercati" (Competition Protection and Market Regulation) in Laino A., Ciani Scarnicci M., *I comportamenti strategici d'impresa nei mercati imperfetti* (Strategic Business Behaviors in Imperfect Markets), Aracne Editrice ISBN 978-88-548-5203-7.
- Antonella Laino (2012) "Le fusioni orizzontali" (Horizontal Mergers) in Laino A., Ciani Scarnicci M., *I comportamenti strategici d'impresa nei mercati imperfetti* (Strategic Business Behaviors in Imperfect Markets), Aracne Editrice ISBN 978-88-548-5203-7.
- Antonella Laino (2012) "Le fusioni verticali" (Vertical Mergers) in Laino A., Ciani Scarnicci M.,

I comportamenti strategici d'impresa nei mercati imperfetti (Strategic Business Behaviors in Imperfect Markets), Aracne Editrice ISBN 978-88-548-5203-7.

- Leonardo Borsacchi; Manuela Ciani Scarnicci; Antonella Laino (2013), "Politiche integrate di responsabilità sociale d'impresa: il caso Rohan" (Integrated Corporate Social Responsibility Policies: The Rohan Case); in *Resoconto del Progetto PRIN 2008 "Estratti naturali da piante medicinali tessili-tintorie: caratterizzazione ed usi innovativi di Ortica, Daphne, Lavanda e Tannini da Castagno"* (Report on PRIN 2008 Project "Natural extracts from medicinal textile-dyeing plants: characterization and innovative uses of Nettle, Daphne, Lavender and Chestnut Tannins"), edited by Manuela Ciani Scarnicci, Antonella Laino, Patrizia Pinelli, Annalisa Romani, Pamela Vignolini; Edizioni Aracne; p. 333-346 ISBN 978-88-548-6724-6.

- Antonella Laino (2014), "Ambiente ed economia – I fallimenti del mercato" (Environment and Economy – Market Failures). In *Economia, Ambiente e sviluppo sostenibile* (Economy, Environment and Sustainable Development). Curators: Manuela Ciani Scarnicci, Annalisa Romani, Angelina Marcelli, Patrizia Pinelli, Roberto Russo. FrancoAngeli Editori; p. 65-77 ISBN 978-88-917-1152-6.

Contributions to Conference Proceedings:

- Antonella Laino, (2014) "Microimpresa e innovazione" (Micro-enterprise and Innovation). In *Atti del Convegno: Materiali e tecnologie ecosostenibili come nuove opportunità* (Proceedings of the Conference: Eco-sustainable Materials and Technologies as New Opportunities). Edited by Manuela Ciani Scarnicci, Antonella Laino, Patrizia Pinelli, Annalisa Romani; Aracne Edition June 2014; p 87 – 94 ISBN 978-88-548-7229-5 (Volume finalist of the National Scientific Dissemination Award, organized by the Italian Book Association with the patronage of CNR (National Research Council) and AIRI (Italian Association for Industrial Research)).
- M. Ciani Scarnicci, A. Laino, C. Caneschi, A. Scardigli, A. Romani, (2014) "Eco-Arredi: Arredo confort e benessere su misura da matrici naturali sostenibili" (Eco-Furniture: Tailored Comfort and Wellness Furniture from Sustainable Natural Matrices). In: National AISME Conference: *Innovation, Sustainability and Consumer Protection: The Evolution of Commodity Sciences for Value Creation and Competitiveness*. February 13-15, 2014, University of Pisa (PI). Pisa: Angela Tarabella; p 213-225 ISBN 978-1-291-74318-0.
- Ciani Scarnicci M, Laino A, Borsacchi L, Bertacchini E, Romani A (2012). "The close relation between innovation and certification: an empirical analysis in the Como's silk district." In: *18th IGWT Symposium Technology and Innovation for a Sustainable Future: a Commodity Science Perspective Rome, September 24-28th, 2012*. Rome, September 24-28, 2012, 572, ROME: ROBERTO MERLI, ISBN: 978-88-8286-269-5.

Articles in Online and Print Journals:

- Laino A., Ciani Scarnicci M., Borsacchi L., Romani A. (2013), "Bioeconomy and Green Economy: from theory to practice case study of a Tuscan micro-enterprise." *International Journal of Humanities and Social Science*, ISSN: 2220-8488 Vol. 3 No. 20; December 2013; p 170 – 183.

Databases and Open Source:

- Laino A. (2012). "The externality" doi: <http://dx.doi.org/10.2139/ssrn.2042626>.
- Laino A. (2012). "Public goods: a reflection" doi: <http://dx.doi.org/10.2139/ssrn.2027678>.
- Laino A. (2012) "Competitive equilibrium and efficiency: what role for policy maker?". doi: <http://dx.doi.org/10.2139/ssrn.1986874>.
- Laino A. (2012) "Failures or successes of market". doi: <http://dx.doi.org/10.2139/ssrn.1977492>.

Edited Volumes:

- *Atti del Convegno: Materiali e tecnologie ecosostenibili come nuove opportunità*. (Proceedings of the Conference: Eco-sustainable Materials and Technologies as New Opportunities.) Edited by Manuela Ciani Scarnicci, Antonella Laino, Patrizia Pinelli, Annalisa Romani; Aracne Edition June 2014; p 31 – 44 ISBN 978-88-548-7229-5

(Volume finalist of the National Scientific Dissemination Award, organized by the Italian Book Association with the patronage of CNR (National Research Council) and AIRI (Italian Association for Industrial Research)).

- *Resoconto del Progetto PRIN 2008 "Estratti naturali da piante medicinali tessili-tintorie: caratterizzazione ed usi innovativi di Ortica, Daphne, Lavanda e Tannini da Castagno"* (Report on PRIN 2008 Project "Natural extracts from medicinal textile-dyeing plants: characterization and innovative uses of Nettle, Daphne, Lavender and Chestnut Tannins") Edited by Manuela Ciani Scarnicci, Antonella Laino, Patrizia Pinelli, Annalisa Romani, Pamela Vignolini; Edizioni Aracne (2013); p. 333-346 ISBN 978-88-548-6724-6.

PRESENTATIONS

- **May 13, 2011:** PIN University Campus, Prato.
 - Seminar: "Tools and Methods for Social Responsibility." Abstract in conference proceedings. Oral presentation.
- **September 30, 2011:** Faculty of Economics, University of Florence (Florence).
 - Seminar: "Innovation and Business Ethics." Oral presentation.
- **October 20, 2011:** PIN University Campus, Prato.
 - Seminar: "Innovation and Business Ethics." Oral presentation.
- **June 22, 2012:** PIN University Campus, Prato.
 - Conference: "Multifunctionality of Dyeing Species for Food and Textile-Furnishing Use."
 - National Reporting PRIN 2008, POR CRReO/FESR 2007-2013. Intervention Line 1.3 a) "Aid to research and innovation for manufacturing companies" Natural dyes for sustainable textile-furnishing use. Oral presentation.
- **July 22-26, 2012:** Faculty of Economics, University of Florence (Florence).
 - Conference: ICP 2012. Dissemination of research results and exhibition of production prototypes.
- **September 24-28, 2012:** Faculty of Economics Federico Caffè. University of Rome Tre (Rome): IGWT. Abstract in conference proceedings. Poster presentation.
- **May 15, 2013:** e-Campus University Novedrate (CO) (in collaboration with C.E.S.R.I - European Center for Enterprise Studies and Research, Uniecampus).
 - Conference: "Eco-sustainable Materials and Technologies as New Opportunities." Abstract in conference proceedings. Oral presentation.
- **September 19, 2013:** e-Campus University Novedrate (CO) (in collaboration with C.E.S.R.I - European Center for Enterprise Studies and Research, Uniecampus).
 - Conference: "Smart City: Innovation Applied to the Community." Oral presentation.
- **February 13-15, 2014:** University of Pisa (PI).
 - National AISME Conference: "Innovation, Sustainability and Consumer Protection: The Evolution of Commodity Sciences for Value Creation and Competitiveness." Poster presentation.
- Delivered seminar lessons at the University of Florence, Faculty of Economics, and at the PIN University Campus in Prato, for Production Cycle Technologies, Production Processes, and Commodity Science and Quality of Resources.
- For the academic years 2010/2011, 2011/2012, 2012/2013, and 2013/2014.
- The titles of the lessons are:

- "Ethical codes as a solution to negative externalities";
- "Monopoly: the Schumpeterian position";
- "Analysis of the economic trend of the Como textile sector from 2006 to 2010".