

SHORT CV

PERSONAL INFO

Luca Persico

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CURRENT ACADEMIC POSITION

- Associate Professor of Applied Economics. Department of Economics of the University of Genoa.

PREVIOUS ACADEMIC POSITION

- Assistant Professor of Economic Statistics Department of Economics of the University of Genoa from 01/08/2017 to 31/07/2020.
- Assistant Professor of Statistics Department of Economics of the University of Genoa from 01/04/2011 to 31/03/2017.

QUALIFICATIONS

- Ph.D. in Economic Science (2006) awarded at the Department of Economics and Quantitative Methods (DIEM) of the University of Genoa.
- Master Degree in Economics, summa cum laude (2002), awarded at the Faculty of Economics of the University of Genoa.

ACADEMIC AND INSTITUTIONAL POSITIONS

- Member of the Board of Directors of the Italian Center of Excellence on Logistics Transport and Infrastructure [from 2013 to present].
- Responsible of the Observatory on Customs of the Italian Center of Excellence on Logistics Transport and Infrastructure [from 2015 to present].
- Member of the Teaching Board of the PhD course in Economics, cycle 33° activated at the University of Genoa.
- Member of the Teaching Board of the PhD course in Logistics and Transport, cycles 34°, 35°, 37°, 38° and 39° activated at the University of Genoa.
- Member of the Evaluation Team since 15.03.2022 (Nucleo di Valutazione). (Rectorale Decree n.439/2022).
- Member of the Didactic Commission since 01.11.2017. (Rectoral Decree n.3996/2017). Contact person for the analysis on the evaluation of the quality of teaching and for the monitoring system of students' careers within the Didactic Commission
- Elected member of the Athenaeum Teacher-Student Joint Commission (TSJC) [from a.y.2014/2015 to a.y.2015/16].
- Coordinator of the "Access and Data Management" subcommittee within the TSJC [from a.y.2014/2015 to a.y.2016/17]
- Elected member of the School's Teacher-Student Joint Committee of Social Sciences, Genoa [from November 2014 to 2016].
- Contact person, elected within the School's Teacher-Student Joint Committee of Social Sciences, of the subcommittee of the Department of Economics [from November 2014 to 2016].

Direction or participation in research group at national or international level

- European Project INTERREG Maritime ITA-FRA 2014-2020 "AER NOSTRUM" [2021].
- Scientific responsible for the project "Advanced Customer portfolio management & Call priority", commissioned to CIELI by COSTA CROCIERE Spa, Genova (Italy). [05 2019/ 08 2019]

- Scientific Responsible for the project "Portfolio customer base' productivity: analysis, evaluation and insights for portfolio management", commissioned to CIELI by COSTA CROCIERE Spa, Genova (Italy). [11 2018/04 2019]
- Scientific Responsible for Department of Economics in relation to the research activities of the European Project INTERREG Maritime ITA-FRA "OBSERVATOIRE DES MARCHANDISES DANGEREUSES" acronym: OMD; Lead Partner: Regione Liguria - Assessorato Infrastrutture e trasporti; Scientific Responsible of the Lead Partner: Dott. Marco Cassin) [start year: 2019].
- PITEM Project 'BIODIVALP - Protecting and enhancing biodiversity and alpine ecosystems through a partnership and a network of cross-border ecological connectivity"; Territorial Cooperation Objective Program Italy-France ALCOTRA 2014-2020. Responsible referent for the DIEC: Prof. Barbara Cavalletti. [since 02/2018].
- European Project INTERREG Maritime ITA-FRA "Technologies and Sizing of Plants for the Primary LNG Distribution NETWORK in the ports of the cross-border area" (acronym: TDI RETE-GNL; Lead Partner: UNIGE-CIELI; Scientific Responsible of the Lead Partner and of the Project: Prof. Giovanni Satta) [from 08/2017].
- Research Project of CIELI (Italian Center of Excellence on Logistics, Transports and Infrastructures) - University of Genoa. Title: Study for the activation of a fast passenger service on the Genoa-Milan line. Project commissioned by Ferrovie Nord Milano (FNM) to CIELI [2017/2018].
- Research Project of CIELI (Italian Center of Excellence on Logistics, Transport and Infrastructure) - University of Genoa. Title: SECOND LIFE: Seafarers work and live better having alternatives of a future job ashore. Project funded by ITF Seafarers Trust, London, UK [2017/2019].
- Research Project of CIELI (Italian Center of Excellence on Logistics, Transport and Infrastructure) - University of Genoa. Title: Study for the activation of a freight rail service serving the ports of Genoa and Savona attested on an inland terminal in the Po Valley. Project commissioned by Ferrovie Nord Milano (FNM) to CIELI [2016/2017].
- University Research Project of the University of Genoa entitled: "Multi-indicator methods for a sustainable society". Project leader: Enrico di Bella [2015/2016]
- Scientific coordinator of the University Research Project: "The application of social network theory for the strategic analysis of financial flows of a Banking Group" [2015]
- European Project PORTOPIA, "Ports Observatory for Performance Indicators Analysis", European project under FP7 (2007-2013) P7 FRAMEWORK (EU funding framework on R&D), as Component of the research unit of the University of Genoa (CIELI), Scientific responsible (coordinator): Prof. Michael Doms (Vrije Universiteit Brussel - VUB, Belgium) [2014/2017].
- University Research Project of the University of Genoa entitled "The biodiversity valorisation: methodological aspects and governance tools". Responsible of the project: Prof. Corrado Lagazio (University of Genoa). [2013/2014]
- Research Project of the Department of Economics of the University of Genoa. Title: Container Transshipment Station included in the POR FESR (Programma Operativo Regione Lazio - Fondi Europei) 2007/2013 protocol n. FILAS.CR-2011-1315; Module: ICT.P11.015.002 Simulation and modelling of complex systems.
- Research Project of the Department of Economics of the University of Genoa. Title: Theseus: integrated system for quantitative analysis in support of urban security policies in the Municipality of Genoa. Funded by the Municipality of Genoa. Responsible of the project: Prof. Enrico di Bella.
- University Research Project of the University of Genoa entitled: "Demographic Trends and Economic Sustainability of the Regional Health System (SSR)". Responsible of the project: Prof. Enrico di Bella (University of Genoa) [2011/2012].

- Research Project of the Department of Economics of the University of Genoa. Title: Development of a monitoring system and implementation of a software to support public security policies. Funded by the Municipality of Genoa. Responsible: Prof. Enrico di Bella. [2010/2011]
- University Research Project of the University of Genoa entitled: "Analysis of the activity and costs (standard) of the complex structure of medicine and surgery of acceptance and emergency." Responsible: Prof. Marcello Montefiori (University of Genoa) [2010/2011]
- International Project of Plan Urbanisme Construction Architecture (PUCA - Ministère de l'Ecologie, du Développement durable et de l'Energie et du Ministère de l'Egalité des territoires et du Logement; French Republic). Title: Aménagement urbain et sûreté: les enseignements de deux cas italiens et l'étude d'un nouveau modèle d'analyse orienté vers l'action. Head of local unit: Prof. Antonio Gambini (University of Genoa) [2009/2010].
- Research Project: "Analysis of the determinants of inappropriateness with reference to the essential levels of care and to distributive equity" of DIEM (Department of Economics and Quantitative Methods) of the University of Genoa. Responsible: Prof. Amedeo Amato. In collaboration with the San Martino Hospital of Genoa (financed by the Ministry of Health in the Health Research Program 2003).

SUMMARY OF RESEARCH ACTIVITY

In my research activity I have been involved, among other things, in the analysis of the growth determinants and internationalization patterns of multinational companies with particular reference to the Port Sector; I have also deepened the logic of financing and the strategies of differentiation of the portfolio of physical assets according to the Markowitz approach.

Recently, I coauthored some papers on the analysis of the impacts of COVID-19 on seaborne trade. The previous topics are linked to my research activity at CIELI (Italian Center of Excellence on Logistics, Transport and Infrastructure - University of Genoa) as well as those related to the study of cruise passengers' behavior aimed at market segmentation and analysis of the determinants of their satisfaction. Also in the cruise sector, I was responsible for the research projects "Portfolio customer base' productivity: analysis, evaluation and insights for portfolio management" and "Advanced Customer portfolio management & Call priority", commissioned from CIELI by COSTA CROCIERE Spa, both with the objective of identifying the main drivers connected to the booking probability of portfolio customers. The activity of academic research on the subject and that of third mission led me to be involved as co-organizer of the Special session on: "Cruise marketing and sustainable growth: technological innovations, managerial tools and quantitative methods for decision makers" at the "Cartagena Cruise Dialogue 2020" held in Cartagena (Colombia), from 19 to 21 February 2020. Also at the same conference I am co-author of two contributions.

Also within the activities of CIELI, in addition to being responsible for the Observatory on Customs, active on a special agreement with the Agency of Customs and Monopolies, since May 2019 I am a member of the Scientific Technical Committee (STC) created to coordinate the activities of competence of CIELI and I am also scientific responsible for the Department of Economics in relation to research activities referred to the European Project INTERREG Maritime ITA-FRA "OBSERVATOIRE DES MARCHANDISES DANGEREUSES" acronym: OMD.

In addition, thanks to my involvement in the University bodies (first in the Teacher-Student Joint Commission of the University and currently in the Didactic Commission) and in the Orientation Commission of the Department, I was able to deal, among other things, with the monitoring of student careers. This led me to become interested, together with other Department colleagues, in the topic related to the evaluation of university orientation policies (contribution to IES2019

conference) and in the identification of the nudging effect of incoming orientation programs through a quasi-experimental approach (contribution to SIEP 2019 conference; SEPS 2020).

Among the research activities that led me to be involved in the Scientific and Management Committee of the APHEC center (Advanced Pharmacology & Health Economics), there is the study of opportunistic behaviors in the access to emergency rooms and how the inappropriate use of emergency rooms generates extra costs for the Health System. I was recently local co-organizer of the 1st APHEC Workshop "Sustaining innovation, containing costs and providing equity in health care", Genoa, September 13-14, 2019.

In the past, I have been involved in several research projects (national and international) dealing with the spatial analysis of crime related to the economic and social characteristics of the resident population and the topological structure of the urban network.

I have 32 publications on Scopus (549 citations; h-index = 13) and 66 contributions appear on Google Scholar (905 citations; h-index = 17; i10-index = 22).

The research activity has been carried out simultaneously with an intense involvement in institutional activities and a constant and copious teaching activity both in Bachelor and Master Degree.