

Main research areas

- **business communication**, with particular attention to corporate and organizational communication processes, but also to the growing use of social media in governance and management processes;
- **sports communication**: above all it has represented the main strand of study and research over the last decade, also with a view to guaranteeing continuity between teaching and research activities, organized around the theme of the promotion of events and organizations that operate at various levels level in sports;
- **university communication and innovative teaching**: it is a line of research aimed at investigating the themes of collaborative learning for the development of communication models and forms of co-creation in university education.

TEACHING ACTIVITY:

- EVENT MANAGEMENT AND EVENT COMMUNICATION T
- CORPORATE AND ORGANIZATIONAL COMMUNICATION

INSTITUTIONAL AND SCIENTIFIC ACTIVITIES

2018-2021

President of master's degree in Organization and Marketing for business communication, Sapienza, University of Rome (rectoral appointment of 28/02/2018)

From 2019

-Member of the Quid (Quality and Innovation of Didactics) project of Sapienza with functions as **head of teacher** tutor training

- **Head of the Placement Commission** of the Faculty of Political Sciences, Sociology, Communication (appointment of the Dean of 15/07/2019)

- Member of the **Didactic Commission** of the Faculty of Political Sciences, Sociology, Communication (appointment of the Dean of 14/01/2019)

From 2018

-Member of the Governing Council of the **SapienzaSport** Sports Services Center and responsible of the **communication** of the aforementioned Center. (rectoral appointment of 5/10/2018)

- Member of the **Placement Commission** of Sapienza (rectoral appointment of 12/11/2018)

2017-2019

Tutor teacher in the Quid Project (Quality and Innovation of Didactics) of Sapienza

2017

Visiting professor at the University of La Coruna for the conduct of seminar and research activities on the topic "Confianza y reputación de las entidades bancarias en España e Italia: Actores, estrategias, necesidades de comunicación y líneas de futuro". Period: April 23-May 24, 2017

2015-2017

Degree Course **Quality Manager** of Master's Degree in Organization and Marketing for business communication, Sapienza, University of Rome

2013-2018

Member of the **Research Commission** of the Department of Communication and Social Research Sapienza, University of Rome

2011-2014

-Member of the Scientific Council of the Institutional and Communicative Processes (PIC) Section of the Italian Association of Sociology (AIS)

-Scientific Director of Orsa, Abruzzo Regional Sport Observatory, on behalf of CONI ABRUZZO and the University of Teramo

2006-2012

Member of the Council of the Abruzzo Regional School of Sport for the design of research and training activities with a high scientific content on behalf of CONI ABRUZZO.

2006-08

Consultant for the Spanish Conference of Communication Sciences (Asociación Española de Investigación de la Comunicación) (AE-IC).

Scientific Directorate of Permanent Observers

2001-2021

- Director of **Scienze.com**, Permanent Observatory of the National Conference of Faculties and Degree Courses in Communication Sciences.

1997-2020

- Director of **Unimonitor.com**, Observatory on training and work in the field of communication, Sapienza, University of Rome.

2006 - 2012

- Director of **Orsa**, Regional Sport Observatory of Abruzzo, on behalf of CONI ABRUZZO and the University of Teramo.

2005 - 2012

- Director of **SportMonitor**, Observatory for the monitoring of the training offer on sport and the employment opportunities of the Degree Course in Legal, Economic and Managerial Sciences of Sport and of the Specialized Degree Course in Sport Management and Sports Enterprises, Faculty of Political Sciences, University of Teramo.

Research projects

2019-2021

Participate in a University project (Sapienza) 2019: *Rumors and Corporate Reputation: the consequences of online and offline word of mouth and of unverified information on the company's reputational capital*. Leader: prof. Laura Minestrone

2016-2018

Scientific responsible of a University project (Sapienza) 2016: *Doing teaching at the university. Communication models, relational styles, perception of the protagonists and innovative orientations'*

2015-2017

Participation in the international research project of the IRNIST network, International Research Network in Sport Tourism - on "*The socio-economic and territorial impact of the half marathon*". Italian case studies: "*The case study of the 42nd edition of the Rome-Ostia*". Scientific coordinator of the network, prof. Claude Sobry, Université de Lille2, Scientific director of the Italian unit, Barbara Mazza

2014-2016

Participate in a University project (Sapienza) 2014: *The work transitions in the university-business alternation*. Leader Prof. Maria Concetta Pitrone

2010-2013

Participation PRIN 2010 *The intellectual professions in the social sciences: profiles and perspectives*. Leader Sapienza, Prof. Mario Morcellini

Participation PAR 2009-2011: *Beyond the business model. Minor sports between organizational processes and ethical issues, between logics of responsibility and dynamics of visibility*", Project Director dr. Nico Bortoletto, University of Teramo.

2008-2010

Participation PAR 2008-2010: *Minor sports. Organizational processes and visibility dynamics* ", project manager dr. Nico Bortoletto, University of Teramo.

2007-2009

Participation in Prin 2007 - '09: *Beyond the coastline. Territorial aggregations and entrepreneurial strategies in the maritime and intercontinental tourism of the Adriatic and the Tyrrhenian Sea*, Director of the national project prof. Asterio Savelli, University of Bologna, head of the local unit, dr. Emilio Cocco.

2006-08

Scientific coordinator, with Franca Faccioli, of the research project *The public communication jobs*, in collaboration with the Italian Association of Public Communication.

Participation in Por 2006-'08: *Ethics, human rights and corporate social responsibility*, Department of Theories and Policies of Social Development, University of Teramo. Project Director, prof. Paolo Savarese.

2004-06

Participation in Prin 2004-2006: *Beyond public opinion: communicative architecture and social space*, Director of the national project prof. Renato Stella, University of Padua, head of the local unit, prof. Mario Morcellini, Sapienza, University of Rome.

Organization, coordination, and participation in conferences

2019

Director of WeComSport. 2nd Festival of sports communication (19-21 September, Sapienza) <http://www.festivalcomsportiva.it/>

Speaker at First International Conference of Scuola Democratica Journal *Towards a communication model for university education*, Barbara Mazza Renato Fontana Elena Valentini, 5-8 June 2019 Cagliari.

2018

Component scientific committee and organizer for the international conference "IRNIST SPORT TOURISM CONFERENCE 2018", promoted by International Research Network in Sport Tourism (IRNIST), Lille, 17-20 April 2018. <https://irnist.com/event/stc2018>

2017

Director of WeComSport. 1st Festival of sports communication (19-20 September, Sapienza) <http://www.festivalcomsportiva.it/>

2015-2016

Component scientific committee and organizer for the international conference "Sport Tourism: Red, Blue and Green Strategies", promoted by International Research Network in Sport Tourism (IRNIST), Zagreb 6-8 April 2016. <https://irnist.com/event/irnist-stc16>

2013-2014

Speaker at the international conference "La santé des étudiants en questions", Université de Lille and Université du Littoral Cote d'Opale. Report entitled "Media, Sports and Lifestyles of teenagers. A case study in Italy ". Dunkirk April 10th 2014

From 2014

Journal scientific committee member **Revista de Cibercomunicación.** <http://revistadecibercomunicacion.com/index.php/cibercomunicacion/about/editorialPolicies#custom-1>

Speaker at the VI Congreso Internacional Latina de Comunicación Social. Panel "The management of communication in the organization of the XXI". Report entitled "Human management strategies 2.0: from employer branding to recruiting to retention", 2-4 December 2014

Component scientific committee and referee for the international conference "Sport Tourism: New Challenges in a Globalized World", promoted by International Research Network in Sport Tourism (IRNIST), Coimbra, 10-12 December 2014. <https://irnist.com/event/irnist-stc14>

2012-2013

Speaker at the ESA Conference (European Sociology Association) "11th Conference". Panel "Facets of participation in childhood and youth: Exploring sport participation" Report entitled "The phenomenon of drop outs sports among teenagers. A case study in Italy ". Turin, 28-31 August 2013

Speaker at the ESA Conference (European Sociology Association) "11th Conference". Panel "Gender, Health and Physical Activity". Report entitled "Lifestyles and Sports of Teenagers. A Case Study in Italy ". Turin, 28-31 August 2013

Organizer and member of the scientific committee of the International Conference The Italian Association of Sociologists of Culture (AIS-PIC) "Symposium on Media and grassroots production industries in the digital", Milan, 20 September 2012

2011-2012

Organizer and speaker of the Unimonitor.com International Conference "From training to work. Presentation of the XIV report Unimonitor.com and Scienze.com. Comparison days with visiting professor Miguel Tunez Lopez, 5-7 July 2011.

Organizer speaker and member of the scientific committee of the conference "The sports sciences: the atriano laboratory. Study conference in memory of Luciano Russi ". Panel "From training to action: experiences and frontiers of sports management", 14-15 May 2012

2010-2011

Speaker at the UNICEF Conference "Rights at stake. Sport as an instrument of non-discrimination ". Report entitled "Communicating sport between action and representation", 21 April 2010

Organizer and Speaker at the Unimonitor.com Conference, presentation of the XIII Report Unimonitor.com, "The lexicon of Communication between education and the market", Sapienza, University of Rome, 16 June 2010

Speaker at the Confindustria Conference, Young Entrepreneurs of the province of Pescara, Impresa & Sport. Participation in the "Leadership & Competition" round table, Pescara, 4 February 2011

Organizer and Speaker at the conference "Stadiums beyond the ball: from multi-purpose facilities to the loyal community", University of Teramo, Atri, 16 May 2011

2009-2010

Organizer and Speaker at the "Sportainment. Habits, inclinations and opinions of young people from Abruzzo "Conference to present research results of the ORSA Observatory (University of Teramo and CONI), Atri, 16 February 2009

Speaker at the conference "Sport and Tourism. A winning combination ", University of Teramo, 26 May 2009

Speaker at the General States of public communication on the theme "Working in communication in times of crisis", Bologna, 14 October 2009

Speaker at the Coni Servizi e Scuola dello Sport, "Sport and Communication" conference, Rome, 30 October 2009

Speaker at the Unimonitor.com Conference, "Communicative turbulence", Sapienza, University of Rome, 15 July 2009

Speaker at the conference "How sports explains the world", Sapienza, University of Rome, 11-12 February 2010

2008-09

Speaker at the Conference "Between present and future. Third sector and volunteering in the province of Siena ", promoted by Regional Cescvot, 2 October 2008

2007-08

Organizer and speaker at the Conference "Stories of Campus" at the Faculty of Communication Sciences, Sapienza, University of Rome, Pomezia, 10 June 2008.

Organizer and speaker at the Conference "Responsibly sport" at the Pomezia University Pole, Sapienza, University of Rome, in collaboration with Olimpia, city of sport, 28 April 2008.

Speaker at the International Conference "Investigar la comunicaciòn", Santiago de Compostela, 30-31 January - 1 February 2008 on the subject of Scienze.com. Recorridos de comunicaciòn entre investigaciòn y didáctica.

Speaker at Compa, Exhibition of public communication, in the Panel 12th National Meeting of the operators of the communication system: Urp, Sportelli e Servizi - "Structures and professionals of public communication: from the Urp to the web", on the theme Relational networks and communication practices in metropolitan municipalities. Presentation of the first research results, Bologna, 7 November 2007.

2006-07

Moderator and discussant at the international conference "Policies, initiatives and communication campaigns to combat youth alcohol consumption" - 2nd session - projects: participation / promotion of youth development, Rovereto, 23-23 February 2007.

Speaker at the International Congress "Professional Integration of Graduates in Journalism and Mass Communication Sciences", University of Porto, Portugal, 8-9 March 2007, on the subject of Communication Sciences in Italy between the specialized education and the labor market.

Speaker at Compa, Exhibition of public communication, in the Training Panel: added value for training, on the topic The public communicator at work. Presentation of the first results of the research. Explore the everyday. Communication activities in Public Administrations, Bologna, 8 November 2006.

Speaker at Compa, the Exhibition of public communication, as part of the IV National Day of Students and Teachers of Communication Sciences "The communication workshop - Cultural and multimedia productions of the Degree Courses", entitled Professione comunicon, Bologna, 8 November 2006

2005-06

Speaker at Compa, Exhibition of public communication, in the Panel "Profession and training for communication in Europe", promoted by FEACP: Specializing in public communication, the strategic role of university education, 4-5 November, 2005.

2004-05

Speaker at Compa, the Exhibition of public communication, in the Panel promoted by the Italian Association of Public Communicators: "Specializing in public communication: the strategic role of university education", with a speech entitled Training in public communication: from the degree course to the masters , November 2004.

Speaker at the conference on humanitarian communication with a speech entitled Which approaches to social communication, Faculty of Communication Sciences, University of Bologna, May, 2005.

2002-03

Organizer and speaker at the SocialMediaDay Conference. A day of social communication on the topic Define social communication, Faculty of Communication Sciences, University of Rome, "La Sapienza".

Speaker at Compa, the Exhibition of public communication, in the Panel dedicated to the Urp on the topic of Public Relations Offices. Renewal for the University, Bologna, November 2002.

2001-02

Speaker at the Ad Spot Award Conference on Rounding skills: the value of professionalism in integrated communication.

Speaker at the Conference of the Permanent Forum of the Third Sector on the theme The new frontier of the Third sector: the application of networking.

Sagit-Unilever consultant for the realization of a project to revise communication processes in the management of human resources.

2000-01

Speaker at the Italo-Franco-Romanian Conference "Media and Society. Social identity and media logic" at La Sapienza "on the subject of Professionals and professionalism in the net-economy.

1999-2000

Speaker at the Compa convention, the Exhibition of public communication, organized in Rimini by the National Association of Italian Municipalities on the theme The new professionalism of communication in the P.A.

Speaker at the AIS Conference on the Communication Professionals in the Globalization Era at the University of Milan "La Cattolica".

Publications

monographs

1. 2012, ***Ballo senza sballo. Quando lo sport aiuta a crescere.*** Edizioni Nuova Cultura, Roma, ISBN: 9788861347755, DOI: 10.4458/7755, pp.9-72; 85-110; 139-150
2. 2007, ***Giochi di retroscena. La comunicazione nel management di un'impresa sportiva,*** Franco Angeli, Milano, ISBN: 9788846492920, pp. 9-148

Conference proceedings

3. 2019, con R. Fontana, E. Valentini, E. De Marchis, "**Towards a communication model for university education**", in Teaching, Learning, Evaluation and Technology. Proceedings of the 1st International Conference of the Journal Scuola Democratica. EDUCATION AND POST-DEMOCRACY, 5-8 June 2019 Cagliari Italy. Vol. II, Associazione per Scuola Democratica, pp. 120-126, Isbn 978-88-944888-1-4.
4. 2016 ***The employees as corporate spokesperson in web2.0: approaches and strategies of social media policy,*** in **De los medios y la comunicación de las organizaciones a las redes de valor. Actas del II Simposio de la Red Internacional de Investigación de Gestión de la Comunicación** (XESCOM, Quito - 2016), Edición de la Red Internacional de Investigación de Gestión de la Comunicación (XESCOM) y los Departamentos de Ciencias de la Comunicación y Ciencias Empresariales de la Universidad Técnica Particular de Loja (UTPL). ISBN: 978-9942-25-054-4, pp. 1019-103
5. 2013, ***Lifestyles and Sports of Teenagers. A Case Study in Italy.*** In: ESA 11th Conference Crisis, Critique and Change Abstract Book. p. 1174-1175, Turin:ESA, Organizers: Department of Culture, Politics and Society, University of Turin, ISBN: 978-88-97523-49-9, Torino, 28-31 agosto 2013B.
6. 2013, ***The Phenomenon of Drop Outs Sports among Teenagers. A Case Study in Italy.*** In: ESA, Organizers: Department of Culture, Politics and Society, University of Turin. ESA 11th Conference Crisis, Critique and Change Abstract Book. p. 1200, Torino:ESA, Organizers: Department of Culture, Politics and Society, University of Turin, ISBN: 978-88-97523-49-9, Torino, 28-31 agosto 2013
7. 2012 ***Lo sport: un terreno di studio prismatico,*** in Sorgi G. (Eds), **Le scienze dello sport: il Laboratorio atriano. Atti del convegno – Atri 14-15 maggio 2012,** Edizioni Nuova Cultura, Roma, ISBN: 9788861349483

8. 2008, *Scienze.com. Recorridos de comunicación entre investigación y didáctica* in "Actas y memoria final. Congreso internacional Fundacional AE-IC", ISBN:978-84-612-3816-3, pp.6-14
9. 2007, *Communication Sciences in Italy between specialized education and the labour market*, in Premium International Congress, "Professional Integration of Graduates in Journalism Mass Communication Sciences", Oporto University Press, Oporto, ISBN: 978-989-200558-4, pp. 139-148.

Articles and essays

10. 2021, **How COVID-19 Pandemic Lockdown Has Affected Sports Practice.** *Italian Sociological Review*, 11 (5S), 607-633] Doi: 10.13136/isr.v11i5S.474.
11. 2021, **Per una tassonomia dei videogiochi competitivi.** In: (Eds, Mazza B., Ruggiero C., Russo P.) *Il mondo degli esports. Attori, processi, regole e mercati*, Etyipress, Firenze, pp.17-31. ISBN 978-88-97826-87-3.
12. 2021, con Palermo A., **Fans e community degli sport: abitudini e motivazioni.** In: (Eds, Mazza B., Ruggiero C., Russo P.) *Il mondo degli esports. Attori, processi, regole e mercati*, Etyipress, Firenze, pp.171-188. ISBN 978-88-97826-87-3.
13. 2021, con De Martini A., **Il valore degli eventi live: promozione sponsorship e partecipazione.** In: (Eds, Mazza B., Ruggiero C., Russo P.) *Il mondo degli esports. Attori, processi, regole e mercati*, Etyipress, Firenze, pp.107-129. ISBN 978-88-97826-87-3.
14. 2021, con Jerussi I., **I giochi elettronici competitivi in Italia. Tendenze e prospettive.** In: (Eds, Mazza B., Ruggiero C., Russo P.) *Il mondo degli esports. Attori, processi, regole e mercati*, Etyipress, Firenze, pp.87-105. ISBN 978-88-97826-87-3.
15. 2021, con Ruggiero C., Pippo R., **Introduzione.** In: (Eds, Mazza B., Ruggiero C., Russo P.) *Il mondo degli esports. Attori, processi, regole e mercati*, Etyipress, Firenze, pp.9-14. ISBN 978-88-97826-87-3.
16. 2021, con Ruggiero C., Pippo R., **Conclusioni.** In: (Eds, Mazza B., Ruggiero C., Russo P.) *Il mondo degli esports. Attori, processi, regole e mercati*, Etyipress, Firenze, pp.189-192. ISBN 978-88-97826-87-3.
17. 2021. **Italy: Sport Tourism Events. The Case of the Rome-Ostia Half Marathon.** In Melo R., Sobry C., Van Rheenen D. (Eds.), *Small Scale Sport Tourism Events and Local Sustainable Development. A Cross-National Comparative Perspective*, Springer, Cham, pp. 151-172. ISBN 978-3-030-62919-9.
18. 2021, con Costa-Sánchez C., Frazão-Nogueira A.G. **Trends on the Relationship Between Public Service Media Organizations and Their Audiences.** In: Túnñez-López M., Campos-Freire F., Rodríguez-Castro M. (eds) *The Values of Public Service Media in the Internet Society*. Palgrave Global Media Policy and Business. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-56466-7_15
19. 2021, con Lestón-Huerta, T., Goyanes, M.. **¿Qué hemos aprendido sobre la Radiodifusión de Servicio Público en el Mundo? Una Revisión Sistemática de la Literatura y Sugerencias para Investigaciones Futuras.** *Revista Latina de Comunicación Social*, 79, 65-88. <https://www.doi.org/10.4185/RLCS-2020-1489>.
20. 2020, con Elena Valentini, **The Synergy between Innovative Didactics and the Third Mission to Integrate the Three University Missions**, in "Scuola democratica, Learning for Democracy" 3/2020, pp. 521-543, doi: 10.12828/99902
21. 2020, **Recensione.** Perulli, A., Ramella, F., Rostan, M. e Semenza, R. (2018), *La terza missione degli accademici italiani*, Bologna, Il Mulino, in "Scuola democratica, Learning for Democracy" 3/2020, pp. 635-638, doi: 10.12828/99911

22. 2020, **Turismo sportivo attivo de destino: tendencias, oportunidades y modalidades de gestión**, in V. Altamirano Benítez, M Túnnez López, I. Marín Gutiérrez, TENDENCIAS DE LA COMUNICACIÓN PARA EL TURISMO, DYKINSON, Madrid, pp. 225-256. ISBN: 978-84-9148-903-0. ISBN electrónico: 978-84-9148-903-0.
23. 2019, con Alessandra Palermo. "**Creation of Social Media Content and the Business Dialogic Process**", in Túnnez-López, J.M., Martínez-Fernández, V.-A., López-García, X., Rúas-Araújo, X., Campos-Freire, F. (Eds.), *Communication: Innovation & Quality*, Springer, pp. 381-390. ISBN: 978-3-319-91860-0. DOI: 10.1007/978-3-319-91860-0.
24. 2019, con M. Gravrila. "**Innovazione nella didattica e nella terza missione. Il modello CoRis**", in Vaccaro S., Rizzuto F. Brancato G. (a cura di), *La Comunicazione alla sfida della (dis)informazione*, Onorati editore S.r.l, Canterano (Rm), pp. 111-116. Isbn 978-88-255-2859-6.
25. 2019, con C. Sofia, M. Casella. "**Esperienze di innovazione didattica: le prospettive dei docenti**". In SICUREZZA E SCIENZE SOCIALI. DOI:10.3280/SSIS2019-001019. pp.239-254.ISSN:2283-8740 vol. 1.2018,
26. with Alessandra PALERMO. "**Social media content for business and user engagement on Facebook**. *ESSACHESS-Journal for Communication Studies* 11.1 (21) (2018): 49-73. ISSN 2066-5083.
27. 2018, **In conclusione: alcune riflessioni**, Mazza B. (Eds) *Fair Game. Stili e linguaggi della comunicazione sportiva*, Lulu Press, Raleigh (North Carolina), pp. 231-235, ISBN: 978-0-244-07328-2.
28. 2018, **Livelli e funzioni della narrazione sportiva**, Mazza B. (Eds) *Fair Game. Stili e linguaggi della comunicazione sportiva*, Lulu Press, Raleigh (North Carolina), pp. 19-41, ISBN: 978-0-244-07328-2.
29. 2017, **Calcio e tv: apoteosi del binomio comunicazione e sport**, in Ruggiero C. & Russo P. (Eds), *Il calcio in tv. Storia, formati, ibridazioni*, Fausto Lupetti Editore, Bologna/Milano, ISBN: 978-88-687-4192-1.
30. 2017, **Lo spazio pubblico: definizioni, contraddizioni e attese** (with Faccioli F.) in *Le professioni intellettuali nello spazio pubblico tra crisi, innovazione e nuove identità* (Eds, con Franca Faccioli), Maggioli Editore, Santarcangelo di Romagna (RN), pp.7-8. ISBN 978-88-916-2321-8.
31. 2017, **Prefazione** in *Le professioni intellettuali nello spazio pubblico tra crisi, innovazione e nuove identità* (Eds, with Franca Faccioli), Maggioli Editore, Santarcangelo di Romagna (RN), pp.7-8. ISBN 978-88-916-2321-8.
32. 2017, (with Lombardi R.) **Mappa dell'offerta formativa. Le strutture della formazione**, in Morcellini M., Rossi P. Valentini E. (Eds), *Unibook. Per un database sull'università*, FancoAngeli, Milano, pp.27-41. ISBN: 978-88-917-3438-9.
33. 2017, (with Palermo A.) **Dinamica laureati/iscritti**, in Morcellini M., Rossi P. Valentini E. (Eds), *Unibook. Per un database sull'università*, FancoAngeli, Milano, pp.10-118. ISBN: 978-88-917-3438-9.
34. 2016, (with De Cataldo A., Facchini C.) **Il lavoro dopo la laurea. Un confronto tra i laureati in Sociologia e in Scienze della Comunicazione alla Sapienza di Roma**, in *Sociologia Italiana – AIS Journal of Sociology/Sociologia Italiana* n.7 pp.95-123. doi: 10.1485/AIS_2016/7_APRILE_3349468; ISSN 2281-2652.
35. (2016). **Grandi e piccoli eventi: la sostenibilità della narrazione sportiva**. In: CRUL – Comitato Regionale di Coordinamento delle Università del Lazio. *Dialoghi sulla sostenibilità. Roma 2016 Gli Atenei del Lazio in occasione del Giubileo Straordinario 2015-2016*. p. 241-242, Roma:RomaTrE-Press, ISBN: 978-88-9752-471-7

36. 2016, (with Francesco Bonini) **Eventi e narrazioni dello sport**, in *Dialoghi sulla sostenibilità. Roma 2016*. CRUL-Edizioni Roma Tre Press, Roma, ISBN 978-88-9752-471-7, pp. 143-146
37. 2015, **La comunicación financiera responsable a través de Internet y de las redes sociales** in *Revista Mediterránea de Comunicación*, vol.6, n.2, pp. 121-146, Disponible en <http://mediterranea-comunicacion.org/>. DOI: 10.14198/MEDCOM2015.6.2.10. ISSN: 1989-872X.
38. 2015, **El uso de vídeos compartidos en la construcción de la reputación corporativa** in Túnñez López J.M., Altamirano Benítez V.P., **Comunicar desde las organizaciones Tendencias, estrategias y casos**, Cuadernos Artesanos de Comunicación, n.96, Sociedad Latina de Comunicación Social, La Laguna (Tenerife), pp.15-40. ISBN – 13: 978-84-16458-27-1. DOI: 10.4185/cac96.
39. 2015, **Estrategias de Gestión Humana 2.0: desde el employer branding a su reclutamiento y la retención** in *Revista Latina de Comunicación Social*, (Edited by La Laguna, Tenerife n.1, January 2015) pp. 1-38. ISBN-13: 978-84-15698-74-6.
40. 2014, **Coordinate professionali. Una ricognizione storico-concettuale**. In: M. Morcellini, F. Faccioli, B. Mazza. *Il progetto comunicazione alla sfida del mercato. Itinerari e prospettive dei laureati nel sud Europa*. p. 38-50, Milano, Franco Angeli, ISBN: 978-88-204-5847-8.
41. 2013, **Introduction**. In *Cultura e Comunicazione*, p. 4-8, ISSN: 2036-9700
42. 2013, (with Mario Morcellini) **Scienze.com, l'osservatorio dei corsi di comunicazione dell'Università italiana**, in Mazza B. (Eds) **Comunicazione: un evergreen da rinnovare. Rapporto di ricerca Scienze.com 2012**, Lulu Press, Raleigh, ISBN: 78-1-291-33086-1 pp. 15-33
43. 2013, **Scienze.com 2012. Il progetto di ricerca**, in Mazza B. (Eds) **Comunicazione: un evergreen da rinnovare. Rapporto di ricerca Scienze.com 2012**, Lulu Press, Raleigh, ISBN: 78-1-291-33086-1 pp. 9-13
44. 2013, (with Mario Morcellini) **Scienze.com, the Observatory on Communication courses in italian Universities**, in Mazza B. (Eds) **Communication: an evergreen to be renewed. Scienze.com reasearch Report 2012**, Lulu Press, Raleigh, ISBN: 78-1-291-33086-1 pp. 15-33
45. 2013, **Scienze.com 2012. The research project**, in Mazza B. (Eds) **Communication: an evergreen to be renewed. Scienze.com reasearch Report 2012**, Lulu Press, Raleigh, ISBN: 78-1-291-33086-1 pp. 9-13
46. 2012, **Introduzione. Il valore della relazione in tempi di recupero**, in B. Mazza (Eds) **Dal micro al macro e ritorno. Percorsi e strategie per lo sviluppo locale**, Collana At Work n.4, Homeless Book, ISBN: 978-88-96771-45-7, pp. 8-16
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