

Europass Curriculum Vitae



Personal information

First name / Surname

Serena Cubico

Addresses

Work: Dipartimento Management – Università di Verona
Via Cantarane, 24; Verona, Italy, 37129

Telephone(s)

+39 0458028132

E-mail / Web page

<http://www.dea.univr.it/?ent=persona&id=2175&lang=en>

Nationality

Italian

Date of birth

12.04.1969

Gender

Female

Work experience

Dates

From October, 1st 2018 – onwards

Occupation or position held

Associate Professor, Management/Organizzazione Aziendale

Main activities and responsibilities

Teaching; Research; participation in institutional activities, supervision of young researchers.

Fields of study: organizational science; entrepreneurship; entrepreneurial choice and behaviour; generational transition; small and medium-sized business and local development; social and labour participation by graduates; competences (identification, assessment, validation); work organization and management; family businesses; young and female; work values.

Name and address of employer

University of Verona
Department of Management
Via Cantarane, 24; Verona, Italy, 37129

Type of business or sector

Education/Research

Dates

From October, 1st 2006 – September 2018

Occupation or position held

Assistant Professor, Company Organization/Management/Organizzazione Aziendale; Work and Organizational Psychology

Main activities and responsibilities

Research (fundraising, budgeting, relationships with partners and private and public financier, creating and applying qualitative and quantitative methods, data processing, drafting reports and articles), teaching, participation in institutional activities, supervision of young researchers.

Fields of Research: entrepreneurship; entrepreneurial choice and behaviour; generational transition; small and medium-sized business and local development; social and labour participation by graduates; competences (identification, assessment, validation); work organization and management; family businesses; young and female; work values; ageing at work.

Name and address of employer

University of Verona
Department of Management
Via dell'Artigliere, 19; Verona, Italy, 37129

Type of business or sector

Education/Research

Dates

February 2003 – December 2005

Occupation or position held

Research Fellowship supported by the Chamber of Commerce of Verona



Main activities and responsibilities	"Centre for Research on Small and Medium– Sized Enterprises" (survey on handicraft companies in Verona): budgeting, relationships with partners and financier, creating and applying quantitative methods, data processing, drafting reports, presentation and articles.
Name and address of employer	University of Verona Department of Economics Viale dell'Università, 1; Verona, Italy, 37129
Type of business or sector	Education/Research
Dates	November 1997 - January 2003
Occupation or position held	Coordinator of the Young Entrepreneurial Centre
Main activities and responsibilities	Economic and psychosocial research and action on job creation and youth entrepreneurship; entrepreneurial competences and aptitude; information service for young people and students.
Name and address of employer	Università di Verona Young Entrepreneurial Centre Via dell'Artigliere, 8; Verona, Italy, 37129
Type of business or sector	Education/Research
Dates	October 1995 – October 1997
Occupation or position held	Consultant
Main activities and responsibilities	Human Resources Management (selection, training, career guidance); adult's vocational support and outplacement (active policies in return to work; competences assessment and trainer on instruments for job placement).
Name and address of employer	ISMO – Interventi e Studi Multidisciplinari nelle Organizzazioni P.zza S. Ambrogio, 16; Milano, 20100
Type of business or sector	Independent Worker
Dates	March 1944 – March 1995
Occupation or position held	Internship as Psychologist
Main activities and responsibilities	Career counselling and vocational guidance, assessment, test applications, individual and group interview (initially in the role of observer).
Name and address of employer	Cospes – Centri Orientamento Scolastico Professionale e Sociale Via Don G. Minzoni, 50; Verona, 37138
Type of business or sector	Education
Education and training	
Dates	January 2004 – April 2007
Title of qualification awarded	Ph.D., Organizational Psychology
Principal subjects/occupational skills covered	Social science research methods; statistics; work and organizational psychology; sociology; cultural anthropology. Title of Dissertation: "Work Values and Management of Small and Medium– Sized Business".
Name and type of organisation providing education and training	Università di Verona
Level in national or international classification	Doctoral Studies
Dates	October 1988 – March 1994
Title of qualification awarded	Graduated, Work and Organizational Psychology
Principal subjects/occupational skills covered	Work and organizational psychology; vocational psychology; training psychology; social psychology; psychology of development and education; general psychology; clinical psychology; social science methodology. Title of Dissertation: The Image Theory and the Career Guidance Processes
Name and type of organisation providing education and training	Università di Padova
Level in national or international classification	II Level



Personal skills and competences

Mother tongue **Italian**

Other language(s)

Self-assessment

European level (*)

English

Spanish

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
B2	Independent User	B2	Independent User	B2	Independent User	B2	Independent User	B1	Independent User
A2	Basic User	A2	Basic User	A2	Basic User	A2	Basic User	A2	Basic User

(*) Common European Framework of Reference for Languages

Social skills and competences

Proactivity; social intelligence; capacity to build and maintain relationships in different social and institutional environments; ability to adapt to multicultural environments, public speaking.

Experience:

- Member of the **Governing Council of Arena di Verona Foundation** (2023 – onward)
- Member of **Department Board** (2010 – 2012; 2015 – 2018; 2021-2024)
- **Mayor** (2019 – 2022)
- Member of **National Council of ANCI**-Associazione Nazionale Comuni Italiani (2019-2022)
- **Provincial Council** (2014 – 2019; 2021)
- **Municipal Council** (2004 – 2012; 2014 – 2019)
- **Chairperson** of Symposia/Thematic Session in International Congress
- **Self-employed** for ten years (1996 – 2006).

Organisational skills and competences

Capacity to manage important events, to coordinate work group and to administrate budget; leadership and team management.

Demonstrated as

- **Partner in family business** in the fitness/wellness sector (2008 – 2023)
- **Vice President** of Bacino Imbrifero Montano Verona (Consortium of Local Authorities, 2005 – 2011)
- Italian **Secretary of International Congress** of European Association on Work and Organizational Psychology (1996 – 1997)
- **Coordinator** of Young Entrepreneurial Centre (1997 – 2003)

Teaching competences

Good skills in teaching and training (in academia and business)

Practiced during

- **Teaching in academic courses and seminars** (from 2002 in different Universities) on Entrepreneurship; Organizational Behaviour, Small Business Management, Work Psychology, Interview technique
- **Experience as consultant/trainer** in human resources development (1994 -2006)

Technical skills and competences

Good use of quantitative and qualitative instruments of data collection; test application and interpreting of results with drawing up of profiles; Assessment of Human Resources; study of organizational behavior and entrepreneurship.

Acquired and practiced during

- **Member of the Evaluation Commission** for CNR – National Council of Research (2024)
- **Invited Visiting Scholar** experience (2010) at Leuphana University of Lueneburg (DE) – Institute for Strategic HR Management Research and Development (SMARD)
- **Post-lauream training** (Workshops on Entrepreneurship/IZA Bonn DE and Family Business/Prof. J. Davis of Harvard University, Masters on Human Resources Management and Management Consultant; Specialized course on Econometric Analyses)
- Ph.D. courses and seminars; Internship as Psychologist ;Professional and academic experiences ;University education



Computer skills and competences	<p>Good knowledge of SPSS statistical program; daily use of e-communication instruments and data base (PsycInfo, Jstor, Scopus, Web of Science, ...); good command of Microsoft Office and open source tools (Word, Excel, Power Point, Open Office,...).</p> <p>Research activity from 2003 (Centre for Research on Small and Medium– Sized Enterprises, Ph.D dissertation, Assistant Professor...).</p>
Driving licence	Category B
Additional information 1/3	<p>Presentations in International Congresses (selected)</p> <ol style="list-style-type: none"> 1. "A proposal of a new ecosystem paradigm: the italian example of INEST-Interconnected Nord-Est Innovation Ecosystem". 31° APDR Congress - Innovation Ecosystems and Sustainable Development - Polytechnic University of Leiria – Portugal (June 26-28, 2024) 2. "The Portrait of a Potential Entrepreneur: The Entrepreneurial Aptitude Test (TAI23©)". RENT XXXII - Research in Entrepreneurship and Small Business - Toledo, Sp (November 14-16, 2018) 3. "Exploring Students' Entrepreneurial Ideas, Resources, and Actions The EntreComp Framework". RENT XXXI - Research in Entrepreneurship and Small Business - Lund – Sw (November 15-17, 2017) 4. "Competency Awareness and Quality of Relationships: Intergenerational Coexistence in Family Businesses". RENT XXX - Research in Entrepreneurship and Small Business - Antwerp – B (November 16-18, 2016) 5. "Entrepreneurial Human Capital: A Model for Analyzing and Validating the Key Competences for Entrepreneurship". RENT XXVII - Research in Entrepreneurship and Small Business – ISM-University of Management and Economic – Vilnius – Lithuania (November 20-22, 2013) 6. "Leadership in Entrepreneurial Profile". The 12th Annual Conference of European Academy of Management – EURAM 2012 – Rotterdam School of Management / Erasmus University of Rotterdam – NL (June, 6-8, 2012) 7. "Key Competences for Entrepreneurship: a Model for Analyzing and Validating Entrepreneurial Human Capital". 10th Interdisciplinary European Conference on Entrepreneurship Research (IECER) – University of Regensburg – D (February, 15-17, 2012) 8. "Family Business Organization Work Values". XV Congress of EAWOP European Association of Work and Organizational Psychology "Decent work and Beyond", Maastricht – NL (May 25-28, 2011) 9. "Entrepreneurial Potential of Scientists in Universities and Research Labs". The 9th Interdisciplinary European Conference on Entrepreneurship Research (IECER) "Financing of New Ventures after the Crisis" – University of Munich – DE (February 16-18, 2011) 10. "Entrepreneurial Choice: Aptitudes, Motivations and Behavior". The World Meeting 2008 of IAREP-The International Association for Research in Economic Psychology and SABE-The Society for Advancement of Behavioral Economics (Roma-Italy, September, 3-6, 2008) 11. "Entrepreneurial Culture in Italy: Handicraft Companies". The 6th Interdisciplinary European Conference on Entrepreneurship Research (IECER), (University of Regensburg – Germany, March 05-07, 2008) 12. "Work Values and Family Business Choices". 32th IAREP Conference (The International Association for Research in Economic Psychology), (Ljubljana, Slovenia, September 9-12, 2007) 13. "Generational Transition and Entrepreneurial Profiles: Senior in Comparison with Junior. A Survey in a Group of Small Sized Businesses". XIII European Congress on Work and Organizational Psychology (Stockholm, Sweden, May 9-12, 2007) 14. "Entrepreneurship in Small and Medium-Sized Businesses: Managerial and Cultural Factors". 26th International Congress of Applied Psychology (Athens, Greece, July 16-21, 2006) 15. "Entrepreneurial Culture in Small and Medium-Sized Businesses". XII Congress of European Association of Work and Organizational Psychology (Istanbul, Turkey, May 12-15, 2005) 16. "Analyse du profil managerial dans le processus du passage de generation". 13ème Congrès de Psychologie du Travail et des Organisation de Langue Française "La qualité de la vie au travail dans les années 2000 (Bologna, 26-29 Aout, 2004).



Book, Chapter in Books and paper in Proceeding

1. Ardolino, P., Baratta, R., Bellini, D., **Cubico, S.**, Leitao, J. (2024). The Influence of Innovation and Leadership. Aptitudes on Students' Entrepreneurial Intentions and the Impact of Innovation and Leadership on Future Career Anxiety Post COVID-19. In Schlyakhto, E., Ilin, I., Devezas, T., Leitão, J., Cubico, S. (Eds.) (2024). *Innovations for Healthcare and Wellbeing Digital Technologies, Ecosystems and Entrepreneurship* (pp. 497-516). Switzerland (Cham): Springer
2. Cesaroni, F.M., Sentuti, A., **Cubico, S.** (2020). Small Family Firms and Strategies Coping the Economic Crisis: The Influence of Socio-emotional Wealth. In J. M. Saiz-Álvarez, J. Leitão, J. M. Palma-Ruiz (Eds.) *Entrepreneurship and Family Business Vitality. Surviving and Flourishing in the Long Term* (pp. 27-48). Book Series: Studies on Entrepreneurship, Structural Change and Industrial Dynamics (ESID)
3. **Cubico, S.**, Favretto, G., Leitão, J., and Cantner (Eds.) (2018). *Entrepreneurship along the Industry Life Cycle: The changing role of Entrepreneurial Activities and Knowledge Competencies*. Switzerland (Cham): Springer
4. **Cubico, S.**, Favretto, G., Ardolino, P., Noventa, S., Bellini, D., Ganesini, G., Leitão, J. (2017). Family Business and Entrepreneurship: Competencies and Organizational Behavior. In Devezas, T., Leitão, J., Sarygulov, A. (Eds), *Industry 4.0. Entrepreneurship and Structural Change in the New Digital Landscape* (pp. 337-347). Switzerland: Springer
5. Noventa, S., **Cubico, S.**, Ardolino, P., Favretto, G., Leitão, J. (2016). Assessing the Relation between Entrepreneurial Environment and Institutions and Aptitude towards Entrepreneurship: an Experience in Veneto's Vocational Schools. In Leitão, J., Alvez, H. (Eds), *Entrepreneurial and innovative Practices in Public Institutions* (pp. 293-318). Switzerland: Springer
6. **Cubico, S.**, Favretto, G., Ardolino, P., Noventa, S., Bellini, D., Ganesini, G., Leitão, J. (2016). Competency Awareness and Quality of Relationships: Intergenerational Coexistence in Family Businesses. *Papers of RENT XXX - Research in Entrepreneurship and Small Business* (Antwerp, Belgium) [ISSN 2219-5572]
7. **Cubico, S.**, Formicuzzi, M., Ardolino, P., Noventa, S., Ferrari, A., Sartori, R., Favretto, G. (2013). Entrepreneurial Human Capital: A Model for Analyzing and Validating the Key Competences for Entrepreneurship. *Conference Papers of RENT XXVII - Research in Entrepreneurship and Small Business – ISM-University of Management and Economic (Vilnius, Lithuania)* [ISSN 2219-5572]
8. **Cubico, S.**, Formicuzzi, M., Ardolino, P., Noventa, S., Favretto, G. (2013). Entrepreneurship and Growth in an Italian region: entrepreneurial aptitudes and competencies. *Proceedings of the 11th Interdisciplinary European Conference on Entrepreneurship Research (IECER) – Università Cattolica del Sacro Cuore Brescia*
9. **Cubico, S.**, Favretto, G., Ardolino, P., Formicuzzi, M. (2012). Leadership in Entrepreneurial Profile. *Proceeding on line of the 12th Annual Conference of European Academy of Management – EURAM 2012 – Rotterdam School of Management / Erasmus University of Rotterdam – NL*
10. **Cubico, S.**, Ardolino, P., Formicuzzi, M., Ripamonti, S., Favretto, G. (2012). Key Competences for Entrepreneurship: a Model for Analyzing and Validating Entrepreneurial Human Capital. *Proceeding on line of the 10th Interdisciplinary European Conference on Entrepreneurship Research (IECER) – University of Regensburg – Germania*
11. **Cubico, S.**, Favretto, G. (2011). Succession in Family Business and Competency Dynamics. In Albertini, S., Bergami, M., D'Atri, A., De Marco, M., De Vita, P., Ferrara, M., Rossignoli, C., Salvemini, S. (Eds.) *Proceeding of the 12° Workshop dei docenti e dei ricercatori di Organizzazione Aziendale – Università Parthenope di Napoli* (ISBN: 978-88-89677-21-6)
12. **Cubico, S.**, Togni, M., Favretto, G., Bellotto, M. (2010). Work Values and Family Business Management. *Proceeding on line of the 6th Workshop on Family Firms Management Research – EIASM European Institute for Advanced Studies in Management – Barcelona (Spain)*
13. **Cubico, S.**, Bortolani, E., Favretto, G. (2009). Describing the Entrepreneurial Profile: The Entrepreneurial Aptitude Test (TAI). *Proceeding on line of the 7th Interdisciplinary European Conference on Entrepreneurship Research (IECER) – Instituto Superior Tecnico de Lisboa – Portogallo*
14. **Cubico S.**, Bortolani E., Cubico A., Favretto G. (2008). Entrepreneurial Choice: Aptitudes, Motivations and Behavior. *Proceeding of the World Meeting 2008 of IAREP-The International Association for Research in Economic Psychology and SABE-The Society for Advancement of Behavioral Economics*. Roma: Luiss University Press (ISBN: 9788861050273)
15. **Cubico, S.** (2007). Work Values and Family Business Choices. In M. Polic, B. Bajec, L. Komidar (Eds), *Values and Economy, Proceedings of the 32th IAREP Conference (The International Association for Research in Economic Psychology)* (pp. 449-455). Ljubljana – Slovenia: Filozofska Fakulteta (ISBN: 978-661-237-206-4)
16. **Cubico, S.**, Venturini, B., Russo, V., Favretto, G. (2005). E-commerce and cultural innovation in small and micro sized enterprises: a preliminary investigation. In *Proceedings of the 30th Annual Congress IAREP (The International Association for Research in Economic Psychology) – "ABSURDITY IN THE ECONOMY"*. CD-rom. Prague, Czech Republic: KPR (ISBN: 80-7064-016-2)



1. Fucà, R., **Cubico, S.** (2024). Navigating Organization Dynamics: The Real-World Example of Condominium Life in Sicily During the COVID-19 Era in Late 2022-2023. *International Journal of Economic Behavior and Organization*, 12(3), 83-104
2. Bellini, D., **Cubico, S.**, Favretto, G., Noventa, S., Ardolino, P., Giancesini, G., Ciabuschi, F., Leitao, J., Jain, A.K. (2021). A metamodel for competence assessment: Co.S.M.O.© competences software management for organizations. *European Journal of Training and Development*, 45(6-7), 603-616
3. Fucà, R., **Cubico, S.** (2020). CuRbanIsME: A Photographic Self-Analysis to Evaluate the Likelihood of the Occurrence of Predatory Crimes in Downtown Hamburg. *Sustainability*, 12(19), 7859 [https://doi.org/10.3390/su12197859]
4. Pajardi, D., Vagni, M., La Spada, V., **Cubico, S.** (2020). International Cooperation in Developing Countries: Reducing Fatalism and Promoting Self-Efficacy to Ensure Sustainable Cooperation. *Sustainability*, 12, 547 [https://doi.org/10.3390/su12020547]
5. Fucà, R., **Cubico, S.** (2020). Undecidability and the Evolution of Ideas in an Emergency Event: An Example of How to Systemically Test Organizational Effectiveness (OE) in University Groups. *Education Sciences*, 10, 135 [https://doi.org/10.3390/educsci10050135]
6. Fucà, R., **Cubico, S.**, Favretto, G., Leitao, J., (2019). The "Local Town Market Area" in Enna, Sicily: Using the Psychology of Sustainability to Propose Sustainable and Developmental Policies. *Sustainability*, 11(2), article number 486, 1-21
7. Leitão, J., de Brito, S., **Cubico, S.** (2019). Eco-Innovation Influencers: Unveiling the Role of Lean Management Principles Adoption. *Sustainability*, 11, article number 2225, 1-27
8. Bellini, D., Ramaci, T., Bonaiuto, M., **Cubico, S.**, Favretto, G., Johnsen, S.Å.K. (2019). Exploring the influence of working environments' restorative quality on organisational citizenship behaviours. *International Journal of Environment, Workplace and Employment*, 5(1), 32-50
9. Cobelli, N., Bonfanti, A., **Cubico, S.**, Favretto, G. (2019). Quality and perceived value in career guidance e-services. *International Journal of Quality and Service Sciences*, 11(1), 53-68 [https://doi.org/10.1108/IJQSS-12-2017-0114]
10. Giancesini, G., **Cubico, S.**, Favretto, G. (2016). Entrepreneurship and Family Business in Europe: Resources, Contexts, and Resilience. In *Family Focus – National Council Family Relations*, FF70, 1-3
11. **Cubico, S.**, Gadioli de Oliveira, J., Bellotto, M., Formicuzzi, M., Favretto, G. Sartori, R. (2015). Entrepreneurial Competencies and Business Creation. A Research on Policies and Applications. *Journal of Economics, Business and Management (JOEBM)*, 3(11), 1087-1092
12. **Cubico, S.**, Favretto, G., Formicuzzi, M., Ferrari, A., Gadioli de Oliveira, J., Jain, A.K., Fucà, R.R. (2014). Universities as Sources of Business: Entrepreneurship and Doctoral Studies. *European Journal of Management*, 14(2), 77-82
13. **Cubico, S.**, Bellotto, M., Ardolino, P., Formicuzzi, M., Favretto, G. (2013). Choosing to create a new business: entrepreneurial aptitudes, motivations and behaviours. *Journal of International Finance Studies*, 13(2), 39-44
14. **Cubico, S.**, Bortolani, E., Favretto, G., Sartori, R. (2010). Describing the entrepreneurial profile: the entrepreneurial aptitude test (TAI). *International Journal of Entrepreneurship and Small Business*, 11(4), 424-435
15. **Cubico, S.**, Togni, M., Bellotto, M. (2010). Generational Transition Guidance: Support for the Future of Family Firms. *Procedia-Social and Behavioral Journal*, 5, 1307-1311
16. Togni, M., **Cubico, S.**, Favretto, G. (2010). Owners and Managers in an Economic Crisis: How to Exploit the Differences. *Procedia-Social and Behavioral Journal*, 5, 1312-1316
17. **Cubico, S.**, Favretto, G. (2008). Adoption of Electronic Commerce by Small Businesses. *Encyclopedia of Information Science and Technology* (Second Edition, 2008) Vol. 1/8 (pp. 46-52), Hershey New York USA: Idea Group Publishing

