



Andrea Bazzani

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● EDUCATION AND TRAINING

01/10/2019 – 31/12/2022 Pisa, Italy

PHD STUDENT IN MANAGEMENT INNOVATION, SUSTAINABILITY AND HEALTHCARE Sant'Anna School of Advanced Studies

Address Pisa, Italy | **Website** <https://www.santannapisa.it/en/training/phd-management-innovation> |

Field of study Consumer neuroscience | **Final grade** Conferred with honours (cum laude) |

Thesis Rhythms of decisions. New insights into consumer neuroscience.

03/2022 – 10/2022

VISITING RESEARCHER INSEAD - Institut européen d'administration des affaires

PhD secondment:

- Conducting a research study about the possible application of neuroimaging techniques and Artificial Intelligence to real world issues, with a focus on consumer decision-making.
- Learning the fundamentals about how to design a consumer neuroscience experiment with functional Magnetic Resonance Imaging (fMRI).
- Supporting research and teaching activities of the hosting research group.

Website <https://www.insead.edu/>

03/2022 – 10/2022

VISITING PHD STUDENT Institut du Cerveau (ICM) - Paris Brain Institute (Sorbonne University)

PhD secondment:

- Conducting a research study about the possible application of neuroimaging techniques and Artificial Intelligence to real world issues, with a focus on consumer decision-making.
- Learning the fundamentals about how to design a consumer neuroscience experiment with functional Magnetic Resonance Imaging (fMRI).
- Supporting research and teaching activities of the hosting research group.

Website <https://institutducerveau-icm.org/en/>

02/2017 – 09/2019

STUDENT INTERN University of Pisa - Department of Psychiatry (Prof. L. Dell'Osso)

Website <https://www.ao-pisa.toscana.it/>

2019 – 2019 Pisa, Italy

MASTER'S DEGREE (II LEVEL) IN "AUTISM SPECTRUM FROM CHILD TO ADULT" University of Pisa

Theory and clinical practice at AUOP, Department of Psychiatry (University of Pisa)

Thesis: "A neurodevelopmental diagnostic approach to Borderline Personality Disorder: a case report"

Address Pisa, Italy | **Website** <https://www.unipi.it/index.php/english>

2012 – 2018 Pisa, Italy

DEGREE IN MEDICINE AND SURGERY University of Pisa

Address Pisa, Italy | **Website** <https://www.unipi.it/index.php/english> |

Final grade 110/110 cum laude and "dignità di stampa" [honorable mention] | **Level in EQF** EQF level 7 |

Thesis Psychomarketing: a new paradigm of communication through the autism spectrum concept (Supervisors: Prof. L. Dell'Osso and Prof. U. Faraguna)

2015 – 2017

STUDENT INTERN University of Pisa - Department of of Hepatology (Prof. M.R. Brunetto)

- HBV and HCV dynamics modeling
- Therapy adherence in patients with metabolic disorders

Website <https://www.ao-pisa.toscana.it/>

10/2016 – 12/2016 Barcelona, Spain

MEDICAL ASSISTANT, ERASMUS TRAINEESHIP M.D. Psychiatrist C. Herrera

Medical assistant

Clinic research assistant in a study on "Hypotension and adherence to psychiatric therapy"

Address Barcelona, Spain

09/2015 – 03/2016 Murcia, Spain

ERASMUS STUDENT Murcia University

Address Murcia, Spain | **Website** <https://www.um.es/en/>

2007 – 2012 La Spezia, Italy

DIPLOMA DI MATURITÀ SCIENTIFICA Liceo Scientifico A. Pacinotti

Address La Spezia, Italy | **Website** <https://www.liceopacinotti.edu.it/>

● WORK EXPERIENCE

01/01/2023 – CURRENT Pisa, Italy

POSTDOCTORAL RESEARCHER ("ASSEGNISTA DI RICERCA") SANT'ANNA SCHOOL OF ADVANCED STUDIES, INSTITUTE OF MANAGEMENT

Teaching - consumer and decision neuroscience in several courses: Human Nutrition Science (University of Pisa); Innovation Management, Master on "Italian Wine and Worldwide Market"; internal elective courses (Sant'Anna School of Advanced Studies).

Research activities - national and international projects on decision and consumer neuroscience, social marketing, chronobiology, sleep and autism. Mentoring and co-supervising of undergraduate and PhD students.

01/02/2019 – CURRENT Pisa, Italy

RESEARCH FELLOW IN NEUROMARKETING (CONSUMER NEUROSCIENCE) SANT'ANNA SCHOOL OF ADVANCED STUDIES, INSTITUTE OF MANAGEMENT

Teaching assistant: consumer and decision neuroscience course in Human Nutrition Science (University of Pisa); Innovation Management, Master on "Italian Wine and Worldwide Market", and an internal elective course (Sant'Anna School of Advanced Studies).

Research assistant: experimental design, ethical committee applications, data collection and analysis, papers and grants writing.

Mentoring and co-supervising of more than 10 undergraduate students.

Research topics: decision neuroscience, consumer neuroscience, social marketing, chronobiology, sleep and autism.

Website <https://www.santannapisa.it/it/istituto/management>

Teaching assistant (neurophysiology of sleep, circadian rhythms and decision-making): Faculties of Medicine (seminars on "Sleep and circadian rhythms during COVID-19 pandemic"), Obstetrics and Psychiatric Rehabilitation Techniques (seminars on "Visual function and Psychiatric Disabilities").

Research assistant: experimental design, ethical committee applications, data collection and analysis, papers and grants writing.

Mentoring and co-supervising of more than 15 undergraduate students.

Research topics: decision neuroscience, consumer neuroscience, social marketing, chronobiology, sleep and autism.

Website <http://www.sonnolab.it/>

● LANGUAGE SKILLS

Mother tongue(s): **ITALIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1
SPANISH	C1	C1	C1	C1	C1
FRENCH	B1	B1	B1	B1	B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● ADDITIONAL INFORMATION

PUBLICATIONS

SCIENTIFIC PUBLICATIONS

Bazzani A, Ravaioli S, Trieste L, Faraguna U, Turchetti G. Is EEG Suitable for Marketing Research? A Systematic Review. *Front Neurosci*. 2020 Dec 21;14:594566. doi: 10.3389/fnins.2020.594566. PMID: 33408608; PMCID: PMC7779633.

[\(Link\)](#)

Bazzani A, Bruno S, Frumento P, Cruz-Sanabria F, Turchetti G, Faraguna U. Sleep quality mediates the effect of chronotype on resilience in the time of COVID-19. *Chronobiol Int*. 2021 May 9:1-10. doi: 10.1080/07420528.2021.1895199. Epub ahead of print. PMID: 33966553.

[\(Link\)](#)

Trieste, L., **Bazzani, A.**, Amato, A., Faraguna, U., & Turchetti, G. (2021). Food literacy and food choice—a survey-based psychometric profiling of consumer behaviour. *British Food Journal*.

[\(Link\)](#)

Bazzani A., Marantonio S, Andreozzi G., Lorenzoni V., Bruno S., Cruz-Sanabria F., d'Ascanio P., Turchetti G., Faraguna U. (2022). Late chronotypes, late mealtimes. Chrononutrition and sleep habits during the COVID-19 lockdown in Italy. *Appetite*.

[\(Link\)](#)

Benedetti, D., Olcese, U., Frumento, P., **Bazzani, A.**, Bruno, S., d'Ascanio, P., ... & Faraguna, U. (2021). Heart rate detection by Fitbit ChargeHR™: A validation study versus portable polysomnography. *Journal of Sleep Research*, e13346.

[\(Link\)](#)

Cruz-Sanabria F., Carmassi C., Bruno S., **Bazzani A.**, Carli M., Scarselli M., Faraguna U.. Melatonin as a Chronobiotic with Sleep-promoting Properties. *Current Neuropharmacology*.

[\(Link\)](#)

Pirri S., Marinello D., Lorenzoni V., Andreozzi G., **Bazzani A.**, Del Bianco A., Turchetti G., Mosca M., Talarico R. (2021). Adherence to treatment in Behçet's syndrome: a multi-faceted issue. *Clinical and experimental rheumatology*.

[\(Link\)](#)

Bruno, S., Sanabria, F. C., **Bazzani, A.**, Frumento, P., & Faraguna, U. (2021). Risk-taking behavior and sustained attention after a night shift: an observational study in healthcare professionals. *medRxiv*.

[\(Link\)](#)

Bruno, S., **Bazzani, A.**, Marantonio, S., Cruz-Sanabria, F., Benedetti, D., Frumento, P., ... & Faraguna, U. (2022). Poor sleep quality and unhealthy lifestyle during the lockdown: an Italian study. *Sleep medicine*, 90, 53-64.

[\(Link\)](#)

Lorenzoni, V., Andreozzi, G., **Bazzani, A.**, Casigliani, V., Pirri, S., Tavošchi, L., & Turchetti, G. (2022). How Italy Tweeted about COVID-19: Detecting Reactions to the Pandemic from Social Media. *International journal of environmental research and public health*, 19(13), 7785.

[\(Link\)](#)

Popular articles and Interviews

1) Facciamo le domande giuste ai consumatori?

[Do we make the right questions to consumers?]

Trade magazine, <http://www.assaggiatori.com/blog/2022/09/06/come-si-valuta-una-scheda-dassaggio-su-lassaggio-79/>

(6/09/2022)

2) Nel mondo accademico il fallimento "non è un'opzione" e il disagio mentale viene normalizzato.

[in academia failure "is not an option", and mental unease is normalized]

Online newspaper interview, <https://vdnews.tv/article/dottorandi-ricerca-italiani-sofferenza-mentale>

(29/03/2022)

3) L'anima digitale del vino: effetti della pandemia sulla digitalizzazione nel settore vinicolo

[The digital soul of wine: effects of the pandemic on digitalization in the wine industry]

Trade magazine, <https://www.mark-up.it/lanima-digitale-del-vino-effetti-della-pandemia-sulla-digitalizzazione-nel-settore-vinicolo/>

(9/07/2021)

4) Mattinieri più resilienti al Covid: lo studio

[Morning types more resilient to COVID: a research study]

Online newspaper interview, <https://www.pisatoday.it/cronaca/studio-sonno-coronavirus-resilienza-universita-scuola-santanna-pisa.html>

(27/05/2021)

CONFERENCES AND SEMINARS

2023

CONFERENCES 2023 2023 International Marketing Trends Conference

Poster presentation: "Optimism drives purchasing".

Co-author: "How colour saturation accelerates purchase behaviour, and influences food choice : a consumer profiling and eye-tracking analysis".

2022

CONFERENCES 2022 British Academy of Management Conference (2022)

2022 Congress of "Società Italiana di Management" (SIMA) [Italian Society of Management]

Oral presentation: "Boosting consumer neuroscience for health communication"

19th International Conference on Behçet's Disease (2022)

Abstract (co-author): "SleepLAB_Behçet: a prospective longitudinal study aimed at characterizing chronotypes and sleep parameters in patients with Behçet's disease and exploring possible correlations with disease subsets"

NeuroPsychoEconomics Conference (2022)

Oral presentation: "Fixation switch on advertising. The predictive role of autistic traits"

Poster Presentation: "Consumer neuroscience for communication in healthcare. A bibliometric analysis"

School of Physiology and Biophysics (Italian Society of Physiology) (2022) - "Communicate science"

World Sleep Congress (2022)

Poster presentation: "Circadian typology and cognitive flexibility"

Poster presentations (co-author):

- "Eveningness and ruminations are independently associated with poor sleep quality in healthy youths"
- "Chronotype predicts sport performance in adolescent male basketball players"

2021

CONFERENCES 2021 International Marketing Trends Conference (2021)

Poster presentations:

- "Profiling Vulnerable Consumers"
- "Enhancing knowledge (and competitiveness) of the wine sector through digitalization"
- "The colours of politics: a psycho marketing study on the association between colours and political sides"

2021 Congress of "Società Italiana di Management" (SIMA) [Italian Society of Management]

Oral presentations:

- "Psychometric profiling and purchase behaviour during COVID-19 first lockdown. An Italian study"
- "Digitalization in the wine industry during the first COVID-19 lockdown. An Italian survey-based study of consumers and wineries experience"

Interactive Marketing Research Conference (2021)

Oral presentation: "Expanding the Boundaries of Interactive Marketing: an online interactive platform for consumer profiling"

14th European Public Health Conference (2021)

Abstract (co-author): "Factors affecting the COVID-19 contagion on Twitter"

2020

CONFERENCES 2020 2020 Congress of "Società Italiana di Management" (SIMA) [Italian Society of Management]

Oral presentation: "Food literacy and food purchase behaviour"

2020 Congress of "Società Italiana di Marketing" (SIM) [Italian Society of Marketing]

Oral presentation: "Eye on packaging. Visual search strategies in food choice. An eye-tracking study"

2020 Congress of "Associazione Italiana di Epidemiologia" (AIE) [Italian Association of Epidemiology]

Abstract (co-author): "Reaction of Italy to COVID-19 pandemic through social media analysis"

2020 Congress of "Associazione Italiana di Medicina del Sonno" (AIMS) [Italian Association of Sleep Medicine]

Oral presentation: "Chronobiology and Resilience in the time of COVID-19".

Abstracts (co-author):

- "Chrononutrition during the lockdown. An Italian case";
- "Sleep irregularity as expression of risk-taking behavior";
- "Risk-taking behaviour and night shift tolerance in healthcare practitioners";
- "Sleep management during the "151 Miglia" sailing race";
- "Heart rate detection by FITBIT charge Hr".

2019 – 2022

SEMINARS - Teaching seminars on consumer and decision neuroscience MAIN - Master in Innovation Management

Joint degree University of Trento and Sant'Anna School of Advanced Studies ([Link](#))

Course on unconventional marketing

Human Nutrition Science - University of Pisa ([Link](#))

Seminars on "(Consumer) neuroscience in food choice"

Master on Italian Wines and Worldwide Market - Sant'Anna School of Advanced Studies ([Link](#))

Seminars on "The neurophysiology of wine and unconventional marketing approaches"

Sant'Anna School of Advanced Studies - internal courses for undergraduate students

14/02/2022 – University College Dublin

Seminar (Invited speaker) - Cognitive enhancers and precision business *Title: "Integrating EEG Data and Consumer Profiling Data for Better Interactive Marketing"*

Link <https://www.ucd.ie/>

11/2021 – University of Pisa - Department of Psychiatry

Seminar (Invited speaker) - "The strange case of consumer neuroscience" *Title: "The unconventional application of neuroscience: the strange case of consumer neuroscience"*

Audience: Resident physicians

01/09/2022 – 02/09/2022 – University College Dublin

UCD Marketing Research Camp Invited by Dr. Aiqing Ling to attend the annual Marketing Research Camp at the UCD marketing department

Link <https://www.ucd.ie/>

04/2022 – 05/2022 – University School for Advanced Studies IUSS (online)

Training Pills, Technology Transfer and Research Valorization Training course (attendee)

Link <https://www.valorisation.sissa.it/training-pills-technology-transfer-and-research>

04/2022 – Institut du Cerveau (ICM) - Paris Brain Institute

Workshop: Science, Industry & Entrepreneurship Training course (attendee)

2020 – Sant'Anna School of Advanced Studies

High Tech Entrepreneurship - Higher Education Course Training course (attendee)

Link <https://www.santannapisa.it/en/node/43775>

10/2022

Seminar (Invited speaker) - "The decline of well-being in the PhD: a medal of honor or an issue to analyse?" Invited speaker as coordinator of the national working group on mental health for [ADI \(Associazione Dottorandi e Dottori di Ricerca in Italia, i.e., Association of PhD students and PhD in Italy\)](#)

Topic: *Il calo di benessere nel PhD: una medaglia d'onore o un dato da analizzare?*
[The decline of well-being in the PhD: a medal of honor or an issue to analyse?]

Links <https://www.linkedin.com/company/findyourdoc/> | <https://www.youtube.com/watch?v=Ry0ePNBzNkQ>

PROJECTS

Current funded grants followed

- Regional grant (Tuscany, Italy) –“Defining intervention strategies for managing clinical, Psychopathological, and socioeconomic impact following emergency situations and improving Resilience in patients with Systemic Autoimmune Diseases, PER-MAS”.

HONOURS AND AWARDS

01/2022

Premio “Talento Plus” [“Talent Plus” award] for the PhD in MANAGEMENT-INNOVATION, SUSTAINABILTY AND HEALTHCARE. – **Fondazione Il Talento all'Opera Onlus** Funded by Intesa San Paolo in collaboration with the foundation "Fondazione Il Talento all'Opera Onlus" and Sant'Anna School of Advanced Studies.

Link <https://www.iltalentoalopera.it/progetti/talento-plus/talento-plus-allievi/vincitori-premi-phd-a-a-2021-2022/>

ORGANISATIONAL SKILLS

ORGANISATIONAL SKILLS Leadership, organizational and team-working skills developed thanks to research activities, teaching and tutoring activities, sport practice (tennis, volleyball, skiing and sailing), as well as:

- coordinator at national level of the working group on mental health within [ADI \(Associazione Dottorandi e Dottori di Ricerca in Italia, i.e., Association of PhD students and PhD in Italy\)](#);
- representant of PhD students in the joint students and teachers Board of Sant'Anna School;
- co-founder of "Giovani per la Salute" (non-profit association); active member of "Giovani in Comune" (no profit association); executive member of "Proloco I due Fiumi" (no profit association);

- promotion of Health and Innovation events: "Giornata della Salute [Day of Health]" (La Spezia, 2016); "Non-Invasive Medicine" and "Possible applications of Blockchain in health management" during [PisaInnovaSalute](#) festival (Pisa, [Prosit Center](#), Prof. Lopalco);
- course in adaptive leadership at the [Adriano Olivetti Leadership Institute](#);
- participation as a communication expert in Sanofi "[PerchéSi2021](#)" hackathon.

CREATIVE WORKS

JOB-RELATED SKILLS ◦ Licence user of Morisky Medication Adherence Scale.

- Good knowledge and practice in experimental design and ethical committee issues, with a focus on neuroscience models and neuroimaging technologies applied to: neuromarketing/consumer neuroscience, social marketing, healthcare systems, clinical settings, sport performance, etc..
- Attended the Protecting Human Research Participants Online Training (PHRP).
- Peer reviewer for international journals: Psychology and Marketing, British Food Journal, Plos One, Frontiers in Psychology, Frontiers in Public Health, Chronobiology International, Sleep, and Biological Rhythm Research.
- Demonstrated experience in data analysis and collection through several neuroimaging devices (EEG, eye-tracking, etc.), wearable devices (e.g. wrist actigraphy), cognitive tasks and other psychometric tools.
- Demonstrated experience in statistical software tools: R studio, Jamovi.
- Good practice in picture and video editing.
- Demonstrated experience and competences as academic tutor for undergraduates and PhD students during their thesis projects and internships in the fields of medicine, psychology, motor sciences, human nutrition sciences, management and marketing.
- Good knowledge of psychiatric and sleep clinical practice.
- Good knowledge and competences as general practitioner.

COMMUNICATION AND INTERPERSONAL SKILLS

COMMUNICATION AND INTERPERSONAL SKILLS Good communication and interpersonal skills trained thanks to sport practice, research and teaching activities, as well as demonstrated experience in clinical practice in Italy and abroad.

Communication and interpersonal skills have also been improved after a master degree in autism, a course in adaptive leadership, and several team work activities, as described in the previous sections.