



UNIVERSITÀ

LUM

GIUSEPPE  
DEGENNARO

**Curriculum Vitae  
Europass  
Contact information**

Marco Barone  
PhD in Economics and Management of Sustainability and  
Innovation  
LUM Giuseppe Degennaro University  
S.S. 100 km 18 – 70010, Italy, Casamassima (BA)  
E-mail: m.barone@lum.it



**Teaching Activities**

**Academic Year 2024 - Present**

- Adjunct Professor of Financial math (S.S.D. STAT-04/A)  
LUM Giuseppe Degennaro University, Casamassima (BA)
- Adjunct Professor of FinTech and Digital Money (S.S.D. ECON-09/B)  
LUM Giuseppe Degennaro University, Casamassima (BA)

**Academic Year 2022 - Present**

- Adjunct Professor of Financial Intermediaries (S.S.D. ECON-09/B)  
LUM Giuseppe Degennaro University, Casamassima (BA)
- Adjunct Professor of FinTech (S.S.D. ECON-09/B)  
LUM Giuseppe Degennaro University, Casamassima (BA)
- Adjunct Professor of FinTech and Digital Transformation (S.S.D. ECON-09/B)  
LUM Giuseppe Degennaro University, Casamassima (BA)
- Adjunct Professor of Behavioral Finance (S.S.D. ECON-09/B)  
LUM Giuseppe Degennaro University, Casamassima (BA)

**Academic Year 2024 - 2025**

- Non-Tenured Lecturer of Neuroeconomics (S.S.D. ECON-09/B)  
University of Rome "Tor Vergata," Rome  
Faculty of Medicine and Surgery

**Academic Year 2023-2024**

- Adjunct Professor of Corporate Advisory and Investment Banking (S.S.D. ECON-09/A)  
LUM Giuseppe Degennaro University, Casamassima (BA)

**Education and Research  
Positions**

**June 2025 –Present**

Research Fellow (S.S.D. ECON-09/B; S.C. 13-B4)  
LUM Giuseppe Degennaro University, Casamassima (BA)

**March 2024 – March 2025**

Research Fellow (S.S.D. SECS-P/11; S.C. 13-B4)  
LUM Giuseppe Degennaro University, Casamassima (BA), co-funded by the Polytechnic  
University of Marche



UNIVERSITÀ

LUM

GIUSEPPE  
DEGENNARO

December 2020 – **Present**

Subject Expert in disciplines related to the field of Financial Intermediaries Economics (S.S.D. ECON-09/B; S.C. 13-B4)

LUM Giuseppe Degennaro University, Casamassima (BA)

January 2021 – July 2024

International PhD in “Economics and Management of Sustainability and Innovation” (EMSI), 36th cycle

LUM Giuseppe Degennaro University, Faculty of Economics. Scholarship awarded

September 9 - 13, 2024

Summer School: Mediation and Moderation

Definition of mediation and moderation hypotheses, mediation hypothesis testing (from Baron & Kenny to bootstrap and Monte Carlo), moderation testing (spotlight and floodlight analysis), integration of mediation and moderation, and use of structural equation models. Applications with SPSS and STATA. Held at the University of Calabria, taught by Prof. Gaetano “Nino” Miceli (University of Calabria) and Prof. Maria Antonietta Raimondo (University of Calabria)

September 11 - 15, 2023

Summer School: Structural Equation Models – Advanced Course

Multi-group structural equation models, moderation effect estimation, mediation analysis using structural equation models, common method bias, applications with SPSS and Lisrel 8.80. Held at the University of Calabria, taught by Prof. Gaetano “Nino” Miceli (University of Calabria)

September 5 - 9, 2022

Summer School: Structural Equation Models – Basic Course

Causal analysis and latent construct measurement, development of measurement scales, reliability and validity analysis, confirmatory factor analysis, structural equation modeling, and path analysis. Applications with SPSS and Lisrel 8.80. Held at the University of Calabria, taught by Prof. Gaetano “Nino” Miceli (University of Calabria) and Prof. Maria Antonietta Raimondo (University of Calabria)

July 26 - 30, 2021

Summer School: Advanced Econometric Analysis (2 ECTS)

Regression models with qualitative dependent variables (Probit, Logit, Conditional Logit, Multinomial Logit, and Probit), predictive models, and panel data analysis. Held at the University of Calabria, taught by Prof. Sara Valentini (University of Bologna) and Prof. Fabiola Montalto (University of Calabria)

October 2018 – November 2019

Full-time Second-Level Master's Degree in

“Finance: Instruments, Markets, and Sustainability”

Graduated with honors

ALTIS Graduate School of Business and Society | Università Cattolica del Sacro Cuore, Milan Campus

Scholarship awarded by the Master's Scientific Directorate

Academic Year 2015-2017

Master's Degree in Economic and Business Sciences – LM 77

Libera Università Mediterranea 'Jean Monnet' (LUM) - Casamassima (BA)

Thesis subject: Financial Markets Economics and Asset Management

Final grade: 110/110 with honors

Academic Year 2011-2015



UNIVERSITÀ

LUM

GIUSEPPE  
DEGENNARO

## International education

Bachelor's Degree in Economics and Business Management – L 18  
Thesis subject: Economics and Management of Financial Institutions

2006-2011  
High School Diploma  
Scientific High School at LICEO SCIENTIFICO G.C. VANINI - Casarano (LE)

## Work experiences

April – June 2023  
Visiting PhD student at Michael Smurfit School of Business, University College Dublin (UCD), Dublin  
Supervisor: Prof. Aiqing Ling

May 2019 – January 2020  
Financial consultant at Poste Italiane S.p.A., Varese (Italy)

March 2019 – May 2019  
Unione Fiduciaria S.p.A.; banking and financial institutions consultant, Milan

## Scientific publications

### Scientific monograph

Marco Barone, Candida Bussoli, Lucrezia Fattobene (2025). Equity Crowdfunding Fondamenti e determinanti del successo delle campagne: analisi empiriche e sperimentali sulle caratteristiche degli investitori e sulle preferenze di investimento. Milano: Lefebvre Giuffrè, ISBN: 9788828876977.

### Papers in national and international refereed journals

1. Barone, M., Bussoli, C., & Fattobene, L. (2025). The influence of financial literacy and financial self-efficacy in equity crowdfunding investment decisions. *Venture Capital*, 1-41.
2. Barone, M., & Bussoli, C. (2025). Attenzione visiva, autoefficacia finanziaria e campagne di equity crowdfunding: un'analisi di neurofinanza. *Bancaria*, 2, 73-78.
3. Ferrara, E., Barone, M., & Favati, P. (2025). I fattori ESG nelle operazioni di M&A: le clausole di earn-out ESG linked. *Bilancio e Revisione* (IPSOA), 6, 49-59.
4. Colamartino, C., & Barone, M. (2025). Can cooperative banks maintain local engagement amidst digital transformation? Evidence from Italy. *Digital Finance*, 1-25. <https://doi.org/10.1007/s42521-025-00140-9>
5. Colamartino, C., & Barone, M. (2025). From Certification to Profit: The Financial Impact of B Corp Status in the Banking Sector. *International Journal of Business and Management*, 20(3).
6. Barone, M., Bussoli, C., & Fattobene, L. (2024). Digital financial consumers' decision-making: a systematic literature review and integrative framework. *International Journal of Bank Marketing*, 42(7), 1978-2022. <https://doi.org/10.1108/IJBM-07-2023-0405>
7. Barone, M., Fraccalvieri, I., Cuoccio, M., & Bussoli, C. (2024). Answering the call to action: an empirical analysis of SDG performance in global banks. *Measuring Business Excellence*, 29(2), 320-334. <https://doi.org/10.1108/MBE-08-2024-0116>
8. Barone, M., Bussoli, C., & Fattobene, L. (2024). Exploring financial graph literacy: determinants and influence on financial behavior. *Qualitative Research in Financial Markets*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/QRFM-12-2023-0304>
9. Barone, M., Bussoli, C., Conte, D., Fattobene, L., & Morrone, D. (2025). Perceptions of CSR initiatives as a strategic driver in strengthening relationships among banks and Italian consumers: an empirical approach in the Italian banking context. *International Journal of Bank Marketing*, 43(4), 685-709. <https://doi.org/10.1108/IJBM-07-2023-0386>
10. Barone, M., Bussoli, C., & Fattobene, L. (2024). Financial self-efficacy, visual attention, and performance in equity crowdfunding: An eye-tracking experiment. *Journal of Neuroscience, Psychology, and Economics*, 17(3-4), 181-199. <https://doi.org/10.1037/npe0000195>



11. Bussoli, C., Conte, D., Barone, M. (2023). The Impact of FinTech Merge Operation on Financial Performance: Evidence from a Banking International Sample. *International Journal of Business and Management*, 18 (2), 72-86. <https://doi.org/10.5539/ijbm.v18n2p72>
12. Bussoli, C., Conte, D. and Barone, M. (2023). "Board diversity as a determinant of the social performance in the European banking sector", *Equality, Diversity and Inclusion*, Vol. 42 No. 2, pp. 248-265. <https://doi.org/10.1108/EDI-05-2022-0129>
13. Bussoli, C., Conte, D., Letorri, G., & Barone, M. (2019). Does it pay to be sustainable? Evidence from European banks. *International Journal of Business and Management*, 14 (1), 128-146. <https://doi.org/10.5539/ijbm.v14n1p128>

#### Conferences

1. Marco Barone, Candida Bussoli, Lucrezia Fattobene, Aiqing Ling (2025). Attentional mechanisms of the same gender bias in equity crowdfunding: An eye-tracking study. In: *NeuroPsychoEconomics Conference Proceedings*, 21st NeuroPsychoEconomics Conference, Dublin, Ireland. ISSN 1861-8243.
2. Marco Barone, Candida Bussoli, Ilenia Fraccalvieri (2025). Board Gender Diversity and ESG Controversies: Bank Size Makes the Difference. Presented at the International Risk Management Conference (IRMC), Bari, Italy.
3. Marco Barone, Candida Bussoli (2025). The Impact of Board Characteristics on SDG Performance in the Banking Sector. Presented at the Accounting & Finance Research Conference, Bari, Italy.
4. Marco Barone, Candida Bussoli, Lucrezia Fattobene (2024). Tracking Investor Gaze in Early-Stage Venture Funding: The Role of Visual Attention and Financial Self-Efficacy in Equity Crowdfunding. Presented at the ADEIMF Summer Conference, University of Genoa
5. Marco Barone, Candida Bussoli, Lucrezia Fattobene, Aiqing Ling (2024). Attentional mechanisms of the same gender bias in equity crowdfunding: An eye-tracking study. In: *NeuroPsychoEconomics Conference Proceedings*. ISSN 1861-8243.
6. Marco Barone, Candida Bussoli, Alessandro Carretta, Lucrezia Fattobene, Simona Luzzi (2024). Calm down! The emotional impact of avatar in the financial profiling phase. In: *NeuroPsychoEconomics Conference Proceedings*. ISSN 1861-8243.
7. Marco Barone, Lucrezia Fattobene, Ugo Pomante, Monia Ranalli (2024). Unraveling financial advisors' success and behavior: The role of personal traits and emotional intelligence. In: *NeuroPsychoEconomics Conference Proceedings*. ISSN 1861-8243.
8. Marco Barone, Candida Bussoli, Lucrezia Fattobene (2023). Showing the right cue to the right person in equity crowdfunding campaigns. In: *NeuroPsychoEconomics Conference Proceedings*. ISSN 1861-8243.
9. Barone Marco, Bussoli Candida, Conte Danilo, Fattobene Lucrezia, Morrone Domenico (2023). Customer perceived sustainability and brand equity in the Italian banking sector: the mediating role of satisfaction and trust. In: *Sinergie-SIMA 2023 Conference - Referred Electronic Conference Proceedings*. SINERGIE, vol. 1, ISBN: 9788894713633, ISSN: 0393-5108.
10. Barone M., Bussoli C., Fattobene L. (2022). Artificial Intelligence and Financial Decision Making: A Systematic Literature Review. In: *Technology, Innovation and Stability: New Directions in Finance TINFIN*, vol. 1, No. 1, ISBN 978-953-346-191-5.
11. Barone M., Bussoli C., Fattobene L. (2022). Digital solutions and human behaviour in the banking and finance context. In: *EURAM 2022 Conference, Leading Digital Transformation*. ISBN: 978-2-9602195-4-8, ISSN: 2466-7498.
12. Bussoli C., Conte D., Barone M. (2022). Environmental and Social Practices in the Italian Banking Sector: A Survey on Customers Perceptions. In: *MakeLearn & TIIM 2022. Digital Transformation: The Harmonic Convergence of People, Culture, Process, and Technology in the New Normal*. ISBN 978-961-6914-29-1, ISSN 2820-6797.
13. Colamartino C., Barone M. (2022). Is it really profitable to be B Corp in the banking sector? In: *MakeLearn & TIIM 2022. Digital Transformation: The Harmonic Convergence of People, Culture, Process, and Technology in the New Normal*. ISBN 978-961-6914-29-1, ISSN 2820-6797.



14. Bussoli C., Conte D., Barone, M. (2022). Financial Effects of Fintech Merge in The Financial Sector: Evidence From An International Sample. In: Economic and Social Development: Book of Proceedings, ISSN 1849-7543.
15. Bussoli C., Conte D., Barone M. (2021). Board Diversity as a determinant of the Social Performance in the European banking sector. In: Economy for a New Normal: Digitalisation and Human Relations in Business and Education. ISBN 978-961-6914-27-7, ISSN 2232-3309

**Computer skills**

Graphic and editing software:

- Adobe Reader
- Microsoft Office 365

Statistical and accounting software:

- Excel
- Software Gretl (GNU Regression, Econometrics and Software applications: Time-Series Library)
- Software Stata-Data Analysis and Statistical Software
- SPSS (entry level)
- Lisrel (SEM analysis)
- Python (entry level)

**Further information**

Member of the BrainLine Association - Boosting Research Activity in Neuroeconomics (from February 2023)

Member of the Organizing Committee of the 20th NeuroPsychoEconomics Conference, Milan, June 6-7, 2024

Co-Organizing Committee Member, Accounting & Finance Research Conference, LUM Giuseppe Degennaro University, Villa Romanazzi, Bari – 2025

Organizing Committee Member, 7th Workshop on Neuroeconomics, Ancona, Italy – March 13–14, 2024

Corresponding Associate of the Association of Professors of Financial Intermediaries Economics and Corporate Finance (ADEIMF) since 2023

Editorial Board Member, European Journal of Social Impact and Circular Economy (EJSICE) – since June 2025

Reviewer for Euram (European Academy of Management) conference 2022

**Certificates**

Refinitiv: Thomson Reuters Eikon - Version 4

**Language skills****Italian**

Mother tongue

**English**

Understanding		Speaking		Writing
Listening	Reading	Spoken interaction	Spoken production	
B2	B2	B1	B1	B2

I authorize the use of personal data contained in my CV in accordance with Article 13 of Legislative Decree no. 196/2003 and Article 13 GDPR 679/16.