

**Allegato alla domanda di partecipazione  
Curriculum formativo, didattico, scientifico e professionale del candidato**

<p><b>Dichiarazione sostitutiva di certificazioni</b> (Art. 46, D.P.R. 28 dicembre 2000 n. 445)</p> <p><b>Dichiarazione sostitutiva dell'atto di notorietà</b> (da sottoscrivere davanti all'impiegato addetto o da presentare o spedire con la fotocopia di un documento di identità) (Art. 47, D.P.R. 28 dicembre 2000 n. 445)</p>
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Estremi del bando di selezione	D.R. n. 392 del 28.04.2021, "Tex-Style: Sfide organizzative nella ricerca industriale", Area: 13 - Scienze economiche e statistiche S.C.: 13/B3-Organizzazione aziendale SSD: SECS-P/10 Responsabile Scientifico: Prof.ssa Maria Chiara Di Guardo
Informazioni aggiornate al	30/06/2021
Nome e Cognome	Maryia Zaitsava
Data di nascita	15/10/1985

Si raccomanda di indicare con precisione tutti gli elementi valutabili ai sensi del bando di selezione (aggiungere o togliere righe secondo necessità).

**Esperienza professionale**

Periodo	Ente	Principali attività e responsabilità
2021	University of Cagliari	Guest Lecturer at the Data Science, Business Analytics, and Innovation Master's Program, Innovation course <ul style="list-style-type: none"> <li>• Seminar: <i>Big Data Insights Creation in Practice</i></li> <li>• Seminar: <i>Proof-of-Concept and its Biases for High-Tech</i></li> </ul>
2021	University of Cagliari	Guest Lecturer at the International Business and Economics Bachelor Program, Management course <ul style="list-style-type: none"> <li>• Seminar: <i>Data-Driven Decision-Making in Practice</i></li> <li>• Seminar: <i>From an Idea to Market</i></li> </ul>
2020	University of Cagliari	Guest Lecturer at the Data Science, Business Analytics, and Innovation Master's Program, Innovation course. <ul style="list-style-type: none"> <li>• Seminar: <i>Big Data Insights Creation in Practice</i></li> </ul>
2020	University of Cagliari	Guest Lecturer at the International Business and Economics Bachelor Program, Management course <ul style="list-style-type: none"> <li>• Seminar: <i>Managing Effectively</i></li> </ul>
2019-2021	Happy Cactus online school in Technology and Business.	Online Lecturer at the Technology Innovation and Marketing courses <ul style="list-style-type: none"> <li>• Course: <i>Technology Innovation Gloves-off</i></li> <li>• Course: <i>Cyber Security</i></li> </ul>
2019	Liverpool John Moores University, Business School	Guest Lecturer at the Sustainable Innovation, Executive MBA programme <ul style="list-style-type: none"> <li>• Seminar: <i>Technological Innovation and How to Cross the Chasm?</i></li> </ul>
2018	Education platform for disable people "Sova"	Developed and delivered inclusive online accessible course " <i>Innovation in High-Tech. Gloves-off</i> "
2019 (Mar) – current	Liverpool John Moores University, Liverpool Business School	<i>Visiting Research Fellow</i> , involved in the digital transformation research project in IoT industry.
2019 (May) - current	Liverpool John Moores University, Liverpool Business School, Transport for Greater Manchester, and iSensing IoT sensor technology company	<i>Role</i> : Researcher. Research project " <i>Proof-of-Concept for TfGM: Analytics Suite for Outdoor Advertising</i> ". The project aims at getting insights on how proof-of-concept is run in a traditional industry (transportation) in a large-scale firm performing Digital Transformation.

2019 (May) - current	Liverpool John Mooers University, Liverpool Business School	<i>Role:</i> Researcher. Research Project “ <i>Active Travel Insights</i> ”, the international Pilot Project launched in four EU countries (Netherlands, Finland, England, and Belgium). The research project aims at exploring how Big Data produce various types of Big Data insights in real-life setting. The Pilot aims at amalgamating data feeds from various sensors to encourage more non-motorized transport on the roads.
2019-currently	Creative Tech Biz Educational Studio Happy Cactus (Educational Charity project)	Teacher, Marketing Lead
2017 (Mar)–2019 (Aug)	iSensing, high-tech startup in IoT and Smart Cities, Liverpool, UK	Digital Transformation Manager
2017 (Mar) – 2018 (Feb)	Red Ninja studio, design-led technology company, Liverpool, UK	Marketing Manager
2016 (Oct) – 2018 (Oct)	YaaR, startup in Augmented Reality The 1st place in Contamination Lab Cagliari startup accelerator, Cagliari, Italy	Marketing Executive, Regional UK Manager, Co-founder
2013 (Dec) – 2014 (Dec)	XXI CENTURY-CONSULT, Business School, Minsk, Belarus	Deputy Director in Marketing
2011 (Jun) – 2013 (Dec)	Van Group, official representative and supplier of Arla, BASF, Molda Minsk, Belarus, Moscow, Russia	Development Manager
2010 (Aug) – 2011 (May)	Asthimlak, B2B, European lacks and vanishes supplier, Minsk, Belarus	Digital Marketing Manager

#### **Istruzione, formazione (es. titoli di studio, certificazioni professionali/linguistiche/informatiche)**

<b>Data</b>	<b>Titolo / Principali tematiche</b>	<b>Ente</b>
04.02.2021	Ph.D. cum laude in Economics and Business, Department of Economics and Business	University of Cagliari, Cagliari, Italy
04.02.2021	Doctor Europaeus	University of Cagliari, Cagliari, Italy
01.06.2017	MBA and MSc. in Electronic Business Management, Joint Diploma	Middlesex University (London, UK) and Mykolas Romeris University (Vilnius, Lithuania)
2005-2008	BSc in Management in Socio Cultural Sphere	Belarussian State University of Culture and Arts, Minsk, Belarus
2003 - 2008	BSc Academic Choir Conducting and Music Teaching	Belarussian State University of Culture and Arts, Minsk, Belarus
2020 (Oct)	Open Strategy Hackathon 2020	Strategic Management Society, London, UK
2020 (Oct)	Artificial Intelligence and its Impact on Strategy and the Business Environment	Strategic Management Society and Warwick Business School, London, UK (online).
2020 (May)	Training “Patent intelligence using DWPI database”	Clarivate Analytics at University of Cagliari.
2019 (Sep)	Extensive course on Blended Learning Strategies and Techniques	IPM Business School, Minsk, Belarus.
2019 (Jul)	Summer School in Qualitative Research Methods	Derby University, UK.
2018 (May)	Workshop “Publishing in Academic Journals”	Offered by University of Cagliari and Journal of Management Studies
2016 (Oct) – 2017 (Feb)	Startup accelerator, Contamination Lab	Cagliari, Italy
2016 (Mar)	CyberParks International Training school, "Enhancements: Mediated Urban Landscapes"	COST.EU, Thessaloniki, Greece
2011 (Oct) - 2012 (Jun)	Professional Diploma in Marketing	Chartered Institute of Marketing, UK and Business School IPM, Belarus
2021 (Feb)	Corso di Lingua Italiana, livello B2	CLA, University of Cagliari
2020 (Feb)	Certificate, English language proficiency B2 level	CLA, University of Cagliari

## Pubblicazioni / Convegni

1. Zaitsava M. (2021). <i>Welcome to Digital Transformation Era: from Proof-of-Concept to Big Data Insights Creation</i> . Ph.D. Thesis (XXXIII Cycle), University of Cagliari.
2. Zaitsava, M., Marku, E., Di Guardo, M. C., Shahgholian, A. (2020). Busting the Black Box of Big Data: Dimensions, Effects, and Insights Creation. <i>Academy of Management Annual Meeting Proceedings</i> , vol. 2020 №1, ISSN: 2151-6561
3. Marku, E., Zaitsava, M., Castriotta, E., Di Guardo, M. C., & Loi, M. (2020). Big Data and Technology Evolution in the IoT Industry. <i>International Journal of Business and Management</i> , 15(10), 94-107. DOI: 10.5539/ijbm.v15n10p94
4. Zaitsava, M., Marku, E., & Castriotta, M. (2020). An Open Innovation Lens on the Digital Transformation Frontiers. In <i>Improving Business Performance Through Innovation in the Digital Economy</i> (pp. 83-104). IGI Global. <a href="http://dx.doi.org/10.4018/978-1-7998-1005-6.ch007">http://dx.doi.org/10.4018/978-1-7998-1005-6.ch007</a> ISBN: 9781799810056.
5. Marku, E. & Zaitsava, M. (2018) Smart Grid Domain: Technology Structure and Innovation Trends. <i>International Journal of Economics, Business and Management Research</i> , 2(4), 390-403. ISSN: 2456-7760.
6. Skarzauskienė, A., & Zaitsava, M. (2016). Exploring the Potential of Open Innovation 2.0 and Web 3.0 for SMEs. In <i>3rd European Conference on Social Media Research EM Normandie, Caen, France</i> (p. 369-378) ISBN: 978-1-911218-00-5
7. Zaitsava, M., Marku, E., & Di Guardo, M.C. (2021). Biases in Organization: The Role of Trust and Cognition in Data-Driven Decision-Making. <i>EGOS, Organizing for an Inclusive Society: Meanings, Motivations, and Mechanisms</i> . Amsterdam, Netherlands, 8-10 July, 2021.
8. Zaitsava, M., Marku, E., & Di Guardo, M.C. (2021). Biases and Trust in Data-Driven Decision-Making: Insights from Ethnographic Research. <i>Sinergie - SIMA Management Conference "Leveraging Intersections in Management Theory and Practice"</i> . Palermo, Italy, 10-11 June, 2021.
9. Zaitsava, M., Marku, E., & Di Guardo, M.C. (2021). Is Data-Driven Decision-Making Driven Only By Data? When Cognition Meets Data. <i>3rd Conference on Competitive Renaissance through Digital Transformation</i> , Pavia, Italy, 19 February, 2021. <b>Conference Best Paper Award</b> .
10. Zaitsava, M., Marku, E., & Di Guardo, M.C. (2020). Digital Transformation of Traditional Firms: Cognition and Technology Trap Zones in the Proof-of-concept Phase. <i>Strategic Management Society 40th Annual Conference</i> , London, UK, 24-27 October, 2020. <b>Nominated for the Best Ph.D. Paper Award</b> .
11. Zaitsava, M., Marku, E., & Di Guardo, M.C. (2020). Busting the Black Box of Big Data: Dimensions, Effects, and Insights Creation, <i>2nd Conference Management and Marketing in the Digital Age. Digital Transformation in Italian SMEs, Milan, Italy</i> , 7 February, 2020.
<b>PDW and Doctoral Consortium</b>
1. Zaitsava, M., Marku, E., & Di Guardo, M.C. (2020). Digital Transformation of Traditional Firms: Cognition and Technology Trap Zones in the Proof-of-Concept Phase. <i>PDW, Sinergie-SIMA Conference 2020</i> , Pisa, Italy, 8 September, 2020.
2. Zaitsava, M., Marku, E., & Di Guardo, M.C. (2020). Busting the Black Box of Big Data: Dimensions, Effects, and Insights Creation. <i>PDW, "Fostering Publications from Around the World in Leading Organization and Strategy Journals, Academy of Management, Vancouver, Canada</i> , 24 July, 2020.
3. Zaitsava, M., Marku, E., & Di Guardo, M.C. (2020). Busting the black box of big data: dimensions, effects, and insights creation. <i>TIM Doctoral Consortium, Academy of Management Annual Meeting, Vancouver, Canada</i> , 7 August, 2020.

## Altre attività scientifiche

### Grants and awards

- (2021) **Conference Best Paper Award** at the 3<sup>rd</sup> Conference on Competitive Renaissance through Digital Transformation (Pavia, Italy, 19 February, 2021). Paper: Is Data-Driven Decision-Making Driven Only By Data? When Cognition Meets Data. Authors: Zaitsava, M., Marku, E., Di Guardo M.C.
- (2021) Doctor Europaeus Award for the Ph.D. thesis "Welcome to Digital Transformation Era: from Proof-of-Concept to Big Data Insights Creation".
- (2020) Nominated for the **Best Ph.D. Paper Award** by Strategic Management Society for the 40th Annual Conference (London, UK, 24-27 October, 2020). Paper: Digital Transformation of Traditional Firms: Cognition and Technology Trap Zones in the Proof-of-Concept Phase. Authors: Zaitsava, M., Marku, E., & Di Guardo, M.C.
- (2019-20) PhD Scholarship, Sardinia Region, Italy
- (2018-19) PhD Scholarship, Sardinia Region, Italy
- (2017-18) PhD Scholarship, Sardinia Region, Italy
- (2017) Erasmus for Young Entrepreneurs funded exchange programme for the startup project in Augmented Reality industry (UK and Lithuania)
- (2017) Sardinia Ricerche fund for development of the startup in Augmented Reality industry, Sardinia Region, Italy
- (2017) Best-startup award, Contamination Lab winner (University of Cagliari), Italy
- (2016) Winner of the COST.EU call and grant of COST action TU1306 for attending Cyber Parks International

Training school. Thessaloniki. Greece

11. (2016) Grant. Erasmus. Mykolas Romeris University. Lithuania

**Review Experience**

2020-2021 Reviewed papers in Technology Innovation and Open Innovation fields for 80<sup>th</sup> and 81<sup>st</sup> Annual Meeting of Academy of Management.

2020-current Reviewed papers in peer-reviewed Journal of Strategy and Management.

**Ulteriori informazioni pertinenti**

**Memberships**

- Member of AOM - Academy of Management (from December 2019).
- Member of SMS - Strategic Management Society (from February 2020 till today).
- Member of EGOS - European Group for Organizational Studies (from November 2020)

Luogo, data e firma

Cagliari. 30/06/2021