

## Scientific Advisory Committee



BICE DELLA PIANA holds a PhD in Public Management. She is currently an Associate Professor. Scientific Director of the Research Lab "3CLab - Cross Cultural Competence Learning & Education" and Department for International Relations Students Mobility at Department of Management & Innovation Systems, University of Salerno (Italy). Her main research interests are focused on cultural differences and similarities. family business heterogeneity and institutional perspective applied to innovation. In addition, she is also working on a research line devoted to development of student's cultural intelligence and multi-cultural management and dynamics. She teaches

Cultural Management and Cross-Cultural Competence at undergraduate, graduate and PhD level. She has been awarded as Best X-Culture Educator 2017 and 2018 and Global Professor at Chitkara University (India). She has also been a visiting scholar at University of Burgos (Spain), at International Business School at Vilnius University (Lithuania), at Adana Science and Technology University (Turkey), at Management and Law College (Slovenia), Fortune Institute of International Business (India) and at Institute for Cross Cultural Management (ICCM) at Florida Institute of Technology (US) where she is also Research Fellow. She is member of the International Teachers Programme at AIX-Marseille Graduate School of Management (France), Kare de Grote University of Applied Science and Arts (Belgium), International Association of Cross-Cultural Competence and Management (IACCM) Council Member (Austria) and Country-Co-Investigator for Italy in the multiphase and multimethod international project GLOBE 2020. She is the creator and coordinator of the Buddy System UNISA supported by the webapp Syntonia.

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