

PERSONAL INFORMATION**Maurizio Masini**

📍 Palazzo S.Niccolò, 56, Siena, 53100, Italy

☎ +39 0577 234779 📠 +39 338 6126641

✉ maurizio.masini@unisi.it

🌐 <https://docenti.unisi.it/it/masini>

Male, 28/05/1959, Italy

Enterprise	University	EPR
<input type="checkbox"/> Management Level	<input type="checkbox"/> Full professor	<input type="checkbox"/> Research Director and 1st level Technologist / First Researcher and 2nd level Technologist
<input type="checkbox"/> Mid-Management Level	<input type="checkbox"/> Associate Professor	<input type="checkbox"/> Level III Researcher and Technologist
<input type="checkbox"/> Employee / worker level	<input checked="" type="checkbox"/> Researcher and Technologist of IV, V, VI and VII level / Technical collaborator	<input type="checkbox"/> Researcher and Technologist of IV, V, VI and VII level / Technical collaborator

WORK EXPERIENCE

- 2017- present **Virtual Reality Lab**
 University of Siena – via Valdimontone 1, Siena, Italy, <http://www.labvr.unisi.it/>
 Researcher
 Public sector
- 2017- present **Coworking Lab (Neuromarketing activities)**
 University of Siena – via Roma 56, Siena, Italy, <https://www.dispoc.unisi.it/it/ricerca/coworking-lab>
 Researcher
 Public sector
- 2017- present **MCI Master in business communication**
 University of Siena – via Roma 56, Siena, Italy, <https://mastercomunicazioneimpresa.it>
 Coordinator
 Public sector
- 2019- present **Technological network for the development of artificial intelligence technologies and projects**
 University of Siena, via Fiorentina 1, Siena, Italy, <https://www.saihub.org/>
 SAIHUB Member
 Public sector
- 2001- present **ICT Professor – Communication Sciences degree**
 University of Siena – via Roma 56, Siena, Italy, <https://docenti.unisi.it/it/masini>
 Researcher
 Public sector

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)	Self-assessment	understanding		speaking		writing
		Listening	Reading	Spoken interaction	Spoken production	
<i>Spanish</i>	Proficient user	Proficient user	Proficient user	Proficient user	Proficient user	Proficient user
<i>English</i>	Basic user	Basic user	Basic user	Basic user	Basic user	Basic user

Job-related skills **Teamwork:** I have worked for many years as a delegate of the Rector and the Director of the Communication Science Dept. coordinating the activities of many colleagues in the fields of communications, professional training and third mission.

Mediating skills: I work together with researchers, students, professors and people from the business world and the public administration;

Intercultural skills: I am experienced at working in project with many different european colleagues

Digital skills Competent with the main operating systems and applications.
Expert in designing and developing multimedia products for communications and training.

Other skills I have extensive research experience in national and European projects in the areas of information and communication technologies applied to the humanities.
Coordination of both internal and external group activities.
During my didactic activity I organize several cycles of seminars on the field of applied digital technologies.

ADDITIONAL INFORMATION

- Publications**
- Biagioni, C.; Masini, M; Cescut O, A.; Segreto, G.; Lovari, A., (2022). Communication, digital media and future: new scenarios and future changes. DOI:10.13125/unicapress.978-88-3312-054-6. pp.177-184. In Communication, digital media and future: new scenarios and future changes - ISBN:978-88-3312-054-6
- Bracci, M., Guidi, S., Marchigiani, E., Masini, M., Palmitesta, P., & Parlangei, O. (2021). Perception of Faces and Elaboration of Gender and Victim/Aggressor Stereotypes: The Influence of Internet Use and of the Perceiver's Personality. FRONTIERS IN PSYCHOLOGY, 12 [10.3389/fpsyg.2021.561480].
- Faralla, V., Innocenti, A., Baraldi, S., Lusuardi, L.M., Masini, M., Santalucia, V., et al. (2021). The effect of future self-continuity on delaying immediate gratification. A virtual reality experiment. In ECCE 2021: European Conference on Cognitive Ergonomics 2021 (pp.1-8). New York : Association for Computing Machinery.
- Collodel, G., Masini, M., Signorini, C., Moretti, E., Castellini, C., Noto, D., et al. (2019). Antioxidants, Dietary Fatty Acids, and Sperm: A Virtual Reality Applied Game for Scientific Dissemination. OXIDATIVE MEDICINE AND CELLULAR LONGEVITY, 2019, 1-4 [10.1155/2019/2065639].
- Masini, M., Pasquini, J., & Segreto, G. (a cura di). (2017). Marketing e Comunicazione. Strategie, strumenti, casi pratici. Milano : Hoepli.
- Masini, M. (2017). L'indice e il pollice. In M.Masini, J.Pasquini, & G.Segreto (a cura di), Marketing e Comunicazione. Strategie, strumenti, casi pratici (pp. 255-267). Milano : Hoepli.

