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EDUCATION

- 2017 **Ph.D.**, Economics and Management of Technology
University of Pavia
Thesis: Online Consumer Reviews as a Means of Social Influence: Theory and Empirical Evidence.
Methods: systematic literature review, in-depth interview, behavioral observation, experimentation
- 2013 **MA**, International Marketing
University of Lodz
Thesis: The Influence of Consumer Preferences and Local Market Conditions on Business and Marketing Decisions of Foreign Investors. The Case of Italian Food Brands in Poland.
Methods: survey, case study analysis
- 2013 **MA**, Political Studies
University of Lodz
Thesis: The Influence of Political Risk on Foreign Direct Investments
Methods: case study, in-depth interview, comparative politics
- 2011 **BA**, Political Studies
University of Lodz

RESEARCH

RESEARCH EXPERIENCE

- 2022 - present **Assistant Professor – Tenure Track (Ricercatore a Tempo Determinato tipo B)** at the University of Pavia
- Conducted research on behavior design in digital environments and the strategic use of intelligent technologies in the context of marketing and consumer relations.

- 2019 - 2022 **Assistant Professor (Ricercatore a Tempo Determinato tipo A)** at the University of Pavia
- Conducted research on behavior design in digital environments and the strategic use of intelligent technologies in the context of marketing and consumer relations.
 - Conducted research on the impact of Covid-19 pandemic on mobility and consumer.
 - Taught multiple courses to Doctoral and Master students
 - Co-Coordinator of digITA4Good Lab (research on the impact of Covid-19 pandemic on mobility)
- 2019 - present **Scientific Committee Member**
Centre for Artificial Intelligence and Cyber-communication Research, University of Lodz
- Developed and implemented the strategy of the Centre.
 - Designed the research program for the Centre.
- 2019 **Scientific Advisor**
PROTOLAB Project; Confindustria Pavia & University of Pavia
- Conducted market research to support technology transfer between the University of Pavia and local firms.
- 2017 - 2019 **Postdoc Research Fellow**
University of Pavia
- Conducted research on algorithmic transparency impact on decision-making and the persuasiveness of innovative interfaces on human-computer interactions.
 - Member of Digital Data Streams Lab
- 2013 – 2017 **Doctoral Candidate**
University of Pavia
- Conducted research on human-computer interactions, with particular focus on the influence of online reviews on individuals' decisions.
 - Digital Data Streams Lab
- 2009 – 2011 **Head of the Board at the University of Lodz Students' Association of Political Science, Lodz, Poland**
- Managed the organization.
 - Organized conferences and academic events.
 - Handled relationships with partners and the media.
 - Designed and kept a yearly budget for the association.

PARTICIPATION IN RESEARCH GROUPS

- 2023 - present **Institute for Transformative Innovation Research**
Co-chair of the Augmented Human Intelligence & Digital Ergonomics Lab
The lab focused on how digital and persuasive technologies may “augment” human intelligence towards effective and sustainable decision-making processes, within organizations and for a greater social impact.
- 2020 - 2022 **digITA4Good Lab**
A project focused on data analysis for humanitarian development and emergency response, involving scholars from the University of Pavia, Harvard Business School, Oxford University, and Nova Southeastern University.

2020	Restart from Remote – principal investigator A project organized by Feedback Loop srl, designed to study strategic use of digital nudging and its impact on employee engagement in the context of smart working in Italian firms.
2019	PROTO LAB A project financed by Confindustria Pavia and the University of Pavia. It had an objective to conduct market research to support technology transfer between the University of Pavia and local firms.
2013 - 2019	Digital Data Streams Lab A project focused on analysis and strategic use of digital data streams, involving scholars from the University of Pavia and Louisiana State University.
2015 and 2016	Marketing Communication Innovativeness of European Entrepreneurs An ERASMUS+ project of 9 universities in 7 European countries. It aimed to strengthen the innovativeness of European entrepreneurs and to professionalize their intercultural communication.

EXTERNAL FUNDING

Louisiana State University – Rotary – Zanetti Fellowship (2023)	€ 10,250
Fit4MedRob PNRR – financed by the Ministry of University and Research of the Republic of Italy (member of a research team)	€ 284,762
Olinde Career Center LSU (2015 – 2019) (member of a research team)	\$ 80,000

PUBLICATIONS

Refereed Journals

- Bartosiak, M.**, Modlinski, A., 2022, *Fired by an algorithm? Exploration of conformism with biased intelligent decision support systems in the context of workplace discipline*, Career Development International (ANVUR A journal, IF: 2.44).
- Bartosiak, M.**, Bonelli, G., Maffioli, L., Palaoro, U., Dentali, F., Poggialini, G., Pagliarin, F., Denicolai, S., Previtali P., 2022, *Advanced Robotics as a Support in Healthcare Organizational Response. A COVID-19 Pandemic case*, Healthcare Management Forum (IF: 0.96).
- Bartosiak, M.**, 2021, *Can You Tell Me Where to Stay? The Effect of Presentation Format on The Persuasiveness of Hotel Online Reviews.*, Current Issues in Tourism (ANVUR A journal, IF: 4.147).
- Farronato, C., Iansiti, M., **Bartosiak, M.**, Denicolai, S., Ferretti, L. and Fontana, R., 2020. *How to Get People to Actually Use Contact-Tracing Apps*. Harvard Business Review Digital Articles.
- Bonaretti, D., **Bartosiak, M.**, Lui, T., Piccoli, G., Marchesani, D., 2020, *“What can I(S) do for you?”: How technology enables service providers to elicit customers’ preferences and deliver personalized service*, Information & Management (ANVUR A journal, IF: 5.155).
- Piccoli, G., Rodriguez, J., Palese, B., **Bartosiak, M.**, 2020, *Feedback at Scale: Designing for Accurate and Timely Practical IT Skills Evaluation*, European Journal of Information Systems (ANVUR A journal, IF: 2.6).

Piccoli, G., **Bartosiak, M.**, Palese, B., Rodriguez, J., 2020, *Designing Scalability in Required In-Class Introductory College Courses*, Information & Management (ANVUR A journal, IF: 5.155).

Bartosiak, M., Pigni, F., Piccoli, G., 2018, *Zoorate: Certifying Online Consumer Reviews to Create Value*, Communications of the Association for Information Systems (IF: 0.574).

Lui, T., **Bartosiak, M.**, Piccoli, G., Sadhya, V., 2018, *Online Review Response Strategy and its Effects on Competitive Performance*. Tourism Management, 180-190 (ANVUR A journal, IF: 7.27).

Pigni F., **Bartosiak M.**, Ives B., Piccoli G., 2018, *Targeting Target with a 100 Million Dollar Data Breach*, Journal of Information Technology Teaching Cases.

Conference and Workshop Proceedings

Harrison-Boudreau J-P, Bellemare J, Bacher N., **Bartosiak, M.**, *Adoption potentials of Metaverse Omnichannel Retailing and its impact on Mass Customization approaches*, 'Production Processes and Product Evolution in the Age of Disruption - Proceedings of the 11th World Mass Customization & Personalization Conference (MCPC2023)', Bologna 2023.

Bartosiak, M., *Not So Digital After All? A Look at the Nature of Digital Nudging through the Prism of the Digital Object Concept*, 'Proceedings of the 55th Hawaii International Conference on System Sciences', Maui 2022.

Palese, B., Pickard, M., **Bartosiak, M.**, *Can we Help the Bots? Towards an Evaluation of their Performance and the Creation of Human Enhanced Artifact for Emotions De-escalation*, 'Proceedings of the 55th Hawaii International Conference on System Sciences', Maui 2022.

Bartosiak, M., Piccoli G., Palese B., Rodriguez J., *Supporting Disadvantaged Solopreneurs in Digital Ecosystem Career Choices. A Design Science Research Approach*, 'ICIS 2021 Proceedings', Austin 2021.

Rodriguez, J., Piccoli, G., **Bartosiak, M.**, *Nudging the Classroom: Designing a Socio-Technical Artifact to Reduce Academic Procrastination*, 'Proceedings of the 52nd Hawaii International Conference on System Sciences', Maui 2019.

Piccoli, G., Palese, B., Rodriguez, J., **Bartosiak, M.**, *The Dark Side of Digital Transformation: The Case of Information Systems Education*, 'ICIS 2017 Proceedings', Seoul 2017.

Bonaretti, D., **Bartosiak, M.**, Piccoli G., *The Cognitive Anchoring of Color Cues on Online Review Ratings*, 'AMCIS 2017 Proceedings', Boston 2017.

Bartosiak, M., Piccoli, G., *Presentation Format and Online Reviews Persuasiveness: The Effect of Computer-Synthesized Speech*, 'ICIS 2016 Proceedings', Dublin 2016.

Bonaretti, D., **Bartosiak, M.**, Piccoli G., *Anchor Contraction Effect in Interface Design: The Impact of Color Cues on Online Review Rating*, 'Proceedings of the Fifteenth Annual Pre-ICIS Workshop on HCI Research in MIS', Dublin 2016.

Bartosiak, M., Piccoli, G., *Tell Me What to Do! Computer-Synthesized Speech as a Persuasive Technology in the Context of Online Reviews*, 'AMCIS 2015 Proceedings', Fajardo 2015.

Bartosiak, M., *Web-Mediated Persuasion: Online Reviews as a Tool of Influence*, 'Proceedings of First DREAMT Research Workshop', Pavia 2014.

Books

Grego, M., **Bartosiak, M.**, *Digital Innovation Management: How to Lead, Transform, and Engage in the Digital Era*, Giappichelli, Torino, 2024.

Book Chapters

Baldrighi, C., **Bartosiak, M.**, Grego, M., *Il ruolo del Chief Innovation Officer: una nuova figura per guidare l'innovazione*, in (Eds.) Penco, L., Profumo, G. 'Strategie e Governo dell'Impresa', Giappichelli 2023.

Bartosiak, M., Zucchella, A. *Innovazione aziendale tramite oggetti digitali*, in (Eds.) Bertoli G., Castaldo S., Cillo P., Troilo G., Verona G. 'Innovazione e Management', Egea 2022.

Schmitt, P., **Bartosiak, M.**, Rydbergh T., *Spatiotemporal Data Analytics for the Maritime Industry*, in (Eds.) Lind, M., Michaelides, M., Ward, R., Watson, R. 'Maritime Informatics', Springer 2021.

Modlinski, A., **Bartosiak, M.**, *Replaced by machines. Are intelligent (ro)bots the disruptive innovation for the human workforce?*, in 'Facets Of Managing In Cross-Cultural Diversity', Łódź 2021.

Bartosiak, M., *Terroryzm jądrowy jako potencjalne zagrożenie XXI wieku (Nuclear Terrorism as a Potential Threat in XXI Century)*, in 'Zagrożenia asymetryczne we współczesnym świecie', edited by M. Rączkiewicz, Łódź 2012.

Bartosiak, M., *Nowa architektura bezpieczeństwa jako rosyjska próba odzyskania pozycji mocarstwa (New Security Architecture as Russian Way to Retrieve a Superpower Position)*, in 'Zeszyt Naukowy nr 7 WSH w Piotrkowie Trybunalskim', edited by D. Fleszer, Piotrków Trybunalski 2011.

Non-refereed Reports

Denicolai S., Farronato C., **Bartosiak M.**, Bonaretti D., Gatteschi G., 2020, Covid19 e interazioni sulla rete: la percezione di sintomi e trend da parte degli italiani, (Report for the Ministry of Innovation of the Republic of Italy).

Denicolai S., Farronato C., **Bartosiak M.**, Bonaretti D., Gatteschi G., 2020, Lockdown, mobilità e diffusione del contagio, (Report for the Ministry of Innovation of the Republic of Italy).

Denicolai S., Farronato C., **Bartosiak M.**, Bonaretti D., Gatteschi G., 2020, Impatto economico della pandemia: un'indagine sulla base di dati bancari, (Report for the Ministry of Innovation of the Republic of Italy).

Denicolai S., Farronato C., **Bartosiak M.**, Bonaretti D., Gatteschi G., 2020, Mobility and Contagion – analysis of Facebook "Data for Good" and Italian Civil Protection data.

Denicolai S., Magnani G., **Bartosiak M.**, ROBOSHOP Market Potential: Value Proposition, competitors analysis, and design thinking. (Protolab project in collaboration with Confindustria Pavia).

Denicolai S., Magnani G., **Bartosiak M.**, Analisi dei competitor, Targeting e Value Proposition Design di Sunkeep Mobile. (Protolab project in collaboration with Confindustria Pavia).

Works in progress

Impact of digital capabilities on innovation and performance of firms.

(paper under second round of review)

In cooperation with Louisiana State University and Northern Illinois University,

Digital transformation of nudging – the impact of digital technology on strategy definition and the process of influencing consumer behavior.

(paper under first round of review)

PRESENTATIONS AT CONFERENCES & WORKSHOPS

06/2022	Towards Typological Theory of Digital Nudging in Management Sciences, Sinergie SIMA Conference, Milan, Italy
06/2022	Towards a Theory of Digital Nudging. Properties and Typology of Digital Nudges., MISQ Author Development Workshop
01/2022	Not So Digital After All? A Look at the Nature of Digital Nudging through the Prism of the Digital Object Concept, 55th Hawaii International Conference on System Sciences, Maui, USA
12/2021	Supporting Disadvantaged Solopreneurs in Digital Ecosystem Career Choices. A Design Science Research Approach, International Conference on Information Systems 2021, Austin, TX, USA
06/2021	Evaluation of Text Emotion Recognition in Hybrid Intelligence Chatbot – NeuroIS Retreat Training, Vienna, Austria
02/2021	Endogenous vs. Exogenous Approach to Digital Transformation in European SMEs - Evidence from Five Case Studies at Competitive Renaissance through Digital Transformation Conference, Pavia, Italy
11/2019	Importance of cultural differences in designing digital persuasive products at Interscience-International Conference on Management and Social Sciences, Lodz, Poland
12/2016	Presentation Format and Online Reviews Persuasiveness: The Effect of Computer-Synthesized Speech, International Conference on Information Systems 2016, Dublin, Ireland
08/2015	Tell Me What to Do! Computer-Synthesized Speech as a Persuasive Technology in the Context of Online Reviews, 21st Americas Conference on Information Systems, Fajardo, Puerto Rico
09/2014	Web-Mediated Persuasion: Online Reviews as a Tool of Influence, Doctoral Consortium of Mediterranean Conference on Information Systems, Verona, Italy

AWARDS & HONORS

2023	Best Young Fellow Paper Award , 11 th World Mass Customization and Personalization Conference, The MCPC Community
2020	AIS Award for Innovation in Teaching , Association for Information Systems
2013 – 2016	Doctoral Scholarship funded by 7Pixel Srl
2013	Excellence Medal for Outstanding Studies , Senate of the University of Lodz
2013	Scholarship from the Marshal of Lodz Voivodeship for the best students in the region
2011/2012 and 2010/2011	Scholarship from the Minister of Science and Higher Education of Poland Awarded to ca. 0.05% best students in Poland
2012/2013 and 2009/2011	Scholarship from the Rector of the University of Lodz for the best students

TEACHING

TEACHING EXPERIENCE

Doctoral Seminars

12/2023	Reviewing Existing Research and Literature University of Oulu
12/2018 – 12/2022	Theory, Causality and Experimental Design University of Pavia DAEM
01/2018	Design and Analysis of Experiments University of Pavia DREAMT

Graduate and Undergraduate Level Courses

02/2024 – present	Behavior Design for Strategic Management University of Pavia Master in International Business and Entrepreneurship
02/2023 – present	Managing Research for Business University of Pavia Master in International Business and Entrepreneurship
02/2020 – present	Coding with Data Management University of Pavia Master in International Business and Entrepreneurship
02/2023	Digitalization EM Strasbourg Business School
02/2023 – 05/2023	Persuasive Technology in Business University of Lodz Bachelor in Business Processes Automation
10/2020 – 09/2023	Business Analytics with Excel University of Pavia Master in International Business and Entrepreneurship
10/2021 – 09/2022	Groupware and Virtual Work University of Lodz Bachelor in Business Processes Automation
10/2018 – 02/2021	Database Design and Management University of Pavia Master in International Business and Entrepreneurship

SERVICE

DEPARTMENTAL SERVICE

11/2020 – present	Member of the Web, Communication and ICT Commission, Department of Economics and Management, University of Pavia
11/2020 – present	Coordinator of the high-school students' internships and work-related learning (Altrnanza Scuola-Lavoro), Department of Economics and Management, University of Pavia
10/2020 – 09/2022	Faculty of Ph.D. in Applied Economics and Management Program, University of Pavia
10/2018 – 2/2019	Responsible for organization of a series of MIS seminars and exams at the Department of Economics and Management, University of Pavia

ORGANIZATION OF CONFERENCES

02/2021	Organizational support of Competitive Renaissance through Digital Transformation Conference, Pavia, Italy
11/ 2019	Member of the Scientific Committee of Interscience-International Conference on Management and Social Sciences, Lodz, Poland

OTHER

PROFESSIONAL MEMBERSHIPS

Association for Information Systems
Società Italiana di Management
Accademia Italiana di Economia Aziendale
British Academy of Management

OTHER PROFESSIONAL INVOLVEMENT

Visiting positions

2023	Visiting Professor E. J. Ourso College of Business, Louisiana State University
2023	Visiting Professor EM Strasbourg, University of Strasbourg
2014	Visiting Scholar Sauder School of Business, University of British Columbia

PhD Program Faculty

2023 - present **Sociologia Economica, Gestione dell'organizzazione e Studi Del Lavoro**
University of Milan

2020 - 2022 **Applied Economics and Management**
University of Pavia & University of Bergamo

Invited talks

2023 **Digital Nudging in Food Marketing**
Università Politecnica delle Marche
Seminar given at the Department of Agriculture. 09/05/2023

2021 **Persuasive Technology & Behavior Design in Food Industry
Communication**
Università Politecnica delle Marche
Seminar given at the Department of Agriculture. 18/06/2021

2019 **Projektowanie zachowań i technologia perswazji (Behavior Design and
Persuasive Technology)**
University of Lodz
Seminar given at the Department of Management. 21/11/2019

2016 **Digital Marketing Seminar**
Vilnius University
Seminar given at the International Business School. 7/04/2016

2015 **Creare le recensioni online più convincenti usando la sintesi vocale
(Building persuasive online review with computer-synthesized speech)**
7Pixel Srl
Seminar given at 2nd Workshop Ricerca@7Pixel. 28/09/2015

Reviewer activity

- Journal of Engineering and Technology Management (ISSN: 1863-6683)
- Review of Managerial Science (ISSN: 0923-4748)
- Computers in Human Behaviour (ISSN: 0747-5632)
- Interdisciplinary Science Reviews (ISSN: 0308-0188)
- International Conference on Information Systems
- Hawaii International Conference on System Sciences

Volunteering

2022 – 2023 **National Coordinator in Italy**
#ScienceForUkraine initiative

2020 – 2022 **Volunteer**
PlugIN – Polish Innovation Diaspora

SKILLS

LANGUAGES

Polish	Native
English	Professional Certificate in Advanced English (2008)
Italian	Advanced
Russian	Advanced
Spanish	Intermediate

IT SKILLS

Data analysis	Quantitative: Python, Jupyter, R, SPSS, MS Excel Qualitative: NVivo, RQDA
Data storage	MySQL, MariaDB, MongoDB
Web research development	HTML, CSS, JavaScript, PHP, DNS cloud hosting management, AWS server management, Qualtrics, PsychoPy
Others	MS Windows (7/8/10), MS Office, Open Office, Zotero