

Curriculum Vitae

Cinzia DAL ZOTTO

Academy of Journalism and Media
Faculty of Economics and Business
University of Neuchâtel

Summary

- Professor of media management since 2008
- Research track record in media economics and management with particular attention to business model development and impact of digital technologies
- 20 years of teaching experience at master, bachelor and executive level
- 6 years of managerial experience as institute and program director as well as research director
- Fluency in four languages (Italian, English, German, French)
- Key competences: creative and entrepreneurial thinking, inspiring leadership capability, team spirit
- Personal traits: responsible, courageous, open minded and passionate

Academic positions

2008-at present

Professor, Academy of Journalism and Media, University of Neuchâtel (CH)

+ **Invited Professor**

- Full course, Faculty of Management, University of Passau (DE), 2009-2011
- Lectures, Faculty of Communication Sciences, University of Lugano (CH)

2004-2008

Research fellow and then **Assistant professor**, Entrepreneurship Marketing and Management Department, Jönköping International Business School (SE)

+ **Invited Lecturer**

- Intrapreneurship Seminar, Faculty of Management, University of Johannesburg (ZA), 2007
- Lectures, School of Media, Arts and Design, University of Westminster (UK), 2006-2007
- Entrepreneurship Seminar, Mudra Institute of Communications, Ahmedabad (India), 2005
- Lectures, Ecole Supérieure de Commerce, Université de Toulouse (F), 2004

2001-2003

Senior Researcher, Chair for Innovation and Technology Management, Prof. M. Dowling, Faculty of Business, University of Regensburg (DE)

+ **Invited Lecturer**

- Course, School of Economics and Management, Free University of Bolzano (I), 2001-2003
- Executive Training Seminars, Deutsche Bahn, Regensburg (DE), 2000-2003

1996-2000

Ph.D candidate and research assistant, Chair for Organizational Behavior, HR Management and Business Planning, Prof. H.J. Drumm, Faculty of Business University of Regensburg (DE)

+ **Invited Lecturer**

- Post Graduate Program on Enterprise Innovation (MII), Trento (I), 1999-2000

Other appointments

University of Neuchâtel

Director of Institute and Master Program, Academy of Journalism and Media, 2010-2012

Member of Quality Control and Development Commission, 2010-present

Member of "Commission Egalité" (2010-2012)

Media Management and Transformation Centre (MMTC), JIBS, Sweden

Research Director, 2004-2008

Responsible for Visiting Doctoral Fellowship Program, 2004-2008

Organization and coordination of EMMA Summer Schools for Doctoral Students

Teaching activities

Most recent Courses

- Introduction to Economics, Master of Arts in Journalism
- Media Industry Management, Master of Arts in Journalism
- Media Strategy and Leadership, Master of Arts in Journalism
- Media Marketing and Advertising, Master of Arts in Journalism
- Business Journalism, Master of Arts in Journalism
- Human Resource Management, Bachelor in Economics and Business
- Entrepreneurial Journalism (in development), Master of Arts in Journalism

Supervision of Doctoral Thesis

- Giulia Spolaor, *Managing Transnational Media Firms: The role of Advertising, Branding and Key Resources*, University of Neuchâtel
- Clement Charles, *La Transition nécessaire des Entreprises de Médias vers des Processus Organisationnels Flexibles pour Maîtriser les Dynamiques du Marché*, University of Neuchâtel
- Stéphane Matteo, *Transmedia Branding : Managing media Brands in Interactive Times*, University of Neuchâtel
- Vittoria Sacco, *Global crisis communication: social media challenges and opportunities for journalists*, University of Neuchâtel, Co-direction with Diana Bossio of the Swinburne University in Australia
- Marc Sele, *Gesellschaftliche Verantwortung & Strategien von Medien im Strukturwandel*, Co-direction with Werner Meier at the University of Zurich

Direction of research projects

Data journalism in news media firms: A case study based analysis of managerial challenges and business opportunities of data-driven journalism projects

Research Project submitted to the Swiss National Science Foundation on April 1st (2014-2017)

The interplay between media industry transformation and social communication technology

Direction of Sub-project B: The fall and the rise of business models in news media organizations
Sinergia Research Project funded by the Swiss National Science Foundation, 2011-2014

Cultural journalism in Switzerland

Co-Direction with Vincent Kaufmann

Research Project in collaboration with the University of St. Gallen, funded by the Federal Office of Culture, 2011-2012

Effects of media concentration and media crisis on the diversity of opinion in selected regions of Switzerland

Research project in collaboration with the University of Zurich and the University of Lugano, funded by the Federal Office of Communication, 2010

Business Models of Newspaper Publishing Companies

Co-Direction with Robert Picard

Research project funded by WAN-IFRA association within the Initiative "Where NEWS?", 2005-2006

Membership in professional bodies

Member of the Executive Board:

Swiss Association of Communication and Media Research (SACM), since 2009

European Media Management Education Association (EMMA), from 2007-2009

Member of Associations:

European Media Management Education Association (EMMA)

Schweizerische Gesellschaft für Kommunikations- und Medienwissenschaft (SGKM)

Verband der Hochschullehrer für Betriebswirtschaft e.V.

Academy of Management (AOM)

European Group for Organizational Studies (EGOS)

Scientific assessments

Swiss National Fond for Academic Research

JMM – The International Journal on Media Management

JOMBS – Journal of Media Business Studies

Studies in Communication Sciences – Journal of the Swiss Communication and Media Research Association

Routledge – Business, Management and Accounting section

EMMA – European Education and Media Management Association

ECIS - European Conference on Information Systems

AoM – Academy of Management Conference

Egos – European Group of Organization Studies

Education

2013

Summer Investigative Reporting Course. Columbia Graduate School of Journalism, New York.

2002

Visiting Fellowship (6 months), Berkeley Roundtable on the International Economy (BRIE), University of California at Berkeley, USA

1996-2000

Ph.D in Business Administration – Thesis: “Simultaneous and Permanent Organizational and Personnel Development”, University of Regensburg, Germany. Marks: Summa cum Laude

1990-1995

Laurea in Business Administration – Thesis: “Motivation at work: the German case”, Catholic University of Milan, Italy. Marks: 110/110

Awards and Scholarships

Full Post-doc scholarship from the German Ministry of Education and Research within the EXIST-High Technology Entrepreneurship Postgraduate Program, 2000-2003

OBAG Best Dissertation Award, 2001

One full year Erasmus Scholarship, 1992-1993

University Merit Scholarship of the Catholic University (I.S.U.), Milan (I), 1989-1992

Languages

Italian (Mother tongue)

English (Fluent)

German (Fluent)

French (fluent)

Spanish (school level)