

**CURRICULUM VITAE**  
**DR. ELEONORA MASIERO**

**Contact Details**

ASN - Professore Universitario di Seconda Fascia nel Settore Concorsuale 13/B1 - ECONOMIA AZIENDALE  
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Address: Department of Scienze Economiche, Aziendali, Matematiche e Statistiche  
Via Alfonso Valerio - 34123 TRIESTE

**Research Interests**

Critical Accounting, Accountability, Accounting History, ESG, Non-financial Information, Strategic Planning, and Business Model Innovation.

**Prizes and awards**

15<sup>th</sup> December 2022 - Awarded the Alberto Bisaschi award for the best scientific publication in Accounting History by SISR (Italian Society of accounting history) – Third Edition - XVI Convegno Nazionale di Storia della Ragioneria

**The referee for the following scientific journal**

Critical Perspective on Accounting (ISSN: 1045-2354 Classe A ANVUR 2021 – 2023) - Ad Hoc Referee  
Accounting History (ISSN: 1032-3732 - Classe A ANVUR 2021-2023)  
Accounting Auditing & Accountability Journal (ISSN: 0951-3574 - Classe A ANVUR 2021-2023) - Ad Hoc Referee  
Meditari Accountancy Research (ISSN: 2049-372X - Classe A ANVUR 2021-2023) - Ad Hoc Referee

**Affiliations**

BAFA – British Accounting & Finance Association

SIDREA – Società Italiana dei Docenti di Ragioneria e di Economia Aziendale

**RESEARCH AND PUBLICATIONS**

**Publications**

Masiero, E., Leoni, G. and Bagnoli, C. (2023), "Account(share)ability through social media during the COVID-19 emergency: the case of universities", *Meditari Accountancy Research*, Vol. 31 No. 1, pp. 167-186.  
<https://doi.org/10.1108/MEDAR-05-2021-1304>

McBride K. and Masiero E., (2022), "Searching for regulation in Corporate Narrative Reporting for charitable organisations in the past: An historical exploration in Italy and the UK " Marzouk, M., & Hussainey, K. (Eds.). *Corporate Narrative Reporting: Beyond the Numbers* (1st ed.) Chapter 2

Masiero E, Leoni G. and Bagnoli C. (2022) "Account(share)ability through social media during the COVID-19  
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emergency: the case of universities”, *Meditari Accountancy Research* Accepted for publication on 31<sup>st</sup> May 2022

Masiero E., Leoni G. and Bagnoli C. (2022) “Ideals-Based Accountability through history: the case of an Italian glass-makers family business”, *Journal of Management History* (Fascia A ANVUR; Classificazione ABS: 1). Accepted for publication on 07 December 2021.

Stacchezzini, R. Masiero, E. and Lai, A. (2021) “Histories as counter-accounting”, *Critical Perspectives on Accounting*. (Fascia A ANVUR; Classificazione ABS: 3). Accepted for publication on 10 November 2021. <https://doi.org/10.1016/j.cpa.2021.102397>

Bagnoli C. and Masiero E. (2021) “L’impresa significativa fra tradizione e innovazione. Edizioni Ca’ Foscari. <HTTP://DOI.ORG/10.30687/978-88-6969-572-8>

Toniolo, K., Masiero, E., Massaro, M. and Bagnoli, C. (2020), “A grounded theory study for digital academic entrepreneurship”, *International Journal of Entrepreneurial Behaviour and Research*, Vol. 26 No. 7, pp. 1567-1587. <https://doi.org/10.1108/IJEBr-06-2019-0402>. (ISSN 1355-2554). (Fascia B ANVUR; Classificazione ABS: 2). Accepted for publication on 23 dicembre 2019.

Masiero E., Bagnoli C., Mio C., and Massaro M. (2020), “Integrated reporting and connectivity: exploring connectiveness”, in de Villiers C., Hsiao P.-C. K., Maroun W. (Eds) *The Routledge Handbook of Integrated Reporting*, chapter 23, pp. 339-352 Routledge, New York (ISBN 9780367233853)

Masiero, E. (2020), “Accountability by the accountable self: The case of Leone Wollemborg”, *Accounting History*, Vol. 25, N.1, pp. 109–133. <https://doi.org/10.1177/1032373218816494> (ISSN 1032-3732). (Fascia A ANVUR; Classificazione ABS: 2). On line First 2018.

Masiero E., Arkhipova D., Massaro M., and Bagnoli C., (2020) “Corporate Accountability and Stakeholder connectivity. A case study”, *Meditari Accountancy Research*. Vol. 28 No. 5, pp. 803-831. <https://doi.org/10.1108/MEDAR-03-2019-0463> (Fascia A ANVUR; Classificazione ABS: 1). On line First 2019.

Toniolo K., Masiero E., Massaro M., and Bagnoli C. (2020) “Sustainable Business Models and Artificial Intelligence. Opportunity and Challenges”, in Matos F., Vairinhos V., Salavisa I., Edvinsson L. and Massaro M. (Eds) *Knowledge, People, and Digital Transformation: Approaches for a Sustainable Future*, Springer, pp. 103-117.

Masiero E. (2016) “Demanding for mutual accountability: the self and the others. The philanthropic initiative of Leone Wollemborg”, XIII National Congress of the Italian Society of Accounting History, Mantova, Italy, ISBN 978-88-6659-092-7, DOI 10.17408/DIG.A01/590927, 24-25 November 2016.

## Refereed Conference Papers and Proceedings

List of the conferences where I presented my research papers that had been previously accepted through a blind review process
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Masiero E., Toniolo K., Garlatti Costa G. and Bortoluzzi G., (2023), “Aligning the data strategy to the ecosystem’s management: The case of Wärtsilä”, Management International Conference, Trieste, 8-9 June, 2023
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Masiero E. and McBride K., (2023), “To make and keep friends’: reporting for accountability in charitable hospitals. An historical exploration in Italy and the UK”, 28èmes Journées d’Histoire du Management et des Organisations; Accounting History Review Annual Conference. Nantes, France, 22-23-24 March, 2023
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Masiero E. and McBride K., (2023), “Corporate Narrative Reporting: Beyond the Numbers: Searching for regulation in Corporate Narrative Reporting for charitable organisations in the past”. In: Marzouk M. and Hussainey K., <i>Corporate Narrative Reporting. Beyond the Numbers</i> . pp 20-36, NEW YORK: Routledge, online webinar, The ISCAP/IPP Accounting Webinar
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Series, University of Minho, Portugal, 01 February 2023	
Masiero E. and McBride K., (2022), “To make and keep friends: reporting for accountability in charitable hospitals. An historical exploration in Italy and the UK” The 11 Accounting History International Conference, University of Portsmouth, Portsmouth, UK, 7-9 September 2022	
McBride K. and Masiero E., (2022), “Searching for regulation in Corporate Narrative Reporting for charitable organisations in the past: An historical exploration in Italy and the UK” British Accounting and Finance Association, on-line webinar, 18 January, 2022	
Masiero E., Toniolo K., Garlatti G. and Bortoluzzi G. (2022), “Aligning the data strategy to the ecosystem’s management: The case of Wärtsilä”, R&D 2022 Management Conference, Trento, Italy, 9-13 July 2022.	
Masiero E., (2017) “Accountability by the accountable subject: the case of Leone Wollemborg”, The ninth Accounting History International Conference, Verona, Italy, 6-8 September 2017.	
Lai A., Masiero E., and Stacchezzini R. (2017) “The storytelling as a Mechanism of Accountability: Insights from the Past”, AFAANZ Conference, Adelaide, Australia, 2-4 July 2017.	
Masiero E. (2017) “Hierarchical and socializing accountability: Insights from Leone Wollemborg’s Rural Credit Cooperative”, AFAANZ - Accounting History Special Interest Group, Adelaide, Australia, 1 July 2017.	
Lai A., Masiero E., Stacchezzini R. (2017) “Retrospective storytelling for current accountability: an historical study”, CSEAR, University of Trento, Italy, 29 March 2017.	
Masiero E. (2016) “Demanding for mutual accountability: the self and the others. The philanthropic initiative of Leone Wollemborg”, XIII National Congress of the Italian Society of Accounting History, Mantova, Italy, ISBN 978-88-6659-092-7, DOI 10.17408/DIG.A01/590927, 24-25 November 2016.	
Lai A., Masiero E., Stacchezzini R. (2016) “Efficiency and compassion in a foundling hospital: Accountability discourses in an accountants’ storytelling”, 14th World Congress of Accounting Historians, University of Pescara and Chieti, Italy 24-27 June 2016.	
Lai A., Masiero E., Stacchezzini R. (2016) “Accountability discourses in an orphanage: a XIX century accountant’s storytelling”, 39th Annual Congress of the European Accounting Association, Maastricht, Netherlands, 11-13 May 2016.	
Lai A., Masiero E., Stacchezzini R. (2015) “No accountability for the orphans in the “House of God”: rationales behind an accountant’s storytelling”, First International Seminar of Accounting History, University of Siena, Italy, 3–4 December 2015.	

## EMPLOYMENT/POSITION

April 2021	<b>Assistant Professor</b> Department of Scienze Economiche, Aziendali, Matematiche e Statistiche, University of Trieste, Italy.
2020 – 2021	<b>Postdoctoral Researcher Fellow</b> Department of Management, Ca’ Foscari University of Venice, Italy.
2019 - 2020	<b>Lecturer in Financial Statement Analysis.</b> Department of Management Ca’ Foscari University of Venice, Italy
2019 - 2020	<b>Lecturer in Bilancio Analisi e Contabilità dei costi</b> (Financial Statement Analysis based on both Italian and International Standards). Department of Economics, Ca’ Foscari University of Venice, Italy
15 October 2018 – 14 October 2019	<b>Postdoctoral Research Fellow</b> Department of Management, Ca’ Foscari University of Venice, Italy.

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February 2018 –  
October 2018:

**Postdoctoral Researcher Fellow**

Department of Business Administration, University of Verona, Italy.

2014 – 2018

**PhD candidate, Management Studies**

Department of Economics and Management "Marco Fanno", University of Padua, Italy.

PhD Thesis Title: Accountability and Narratives in Historical Settings

April 2017–  
July 2017

**Honorary Visiting Associate**

School of Accounting, RMIT University, Melbourne, Australia.

March 2014 –  
August 2014

**Research Assistant,**

University of Padua, Department of Economics and Management, Italy.

**TEACHING**

2023 - 2024	Organising, writing and publishing a research paper
2023 - 2024	Business Planning
2022 – 2023	Organising, writing and publishing a research paper
2022 – 2023	Sistemi di Controllo (Control System)
2022 – 2023	Elementi di Imprenditorialità Sociale (Social Entrepreneurship)
2022 – 2023	Organising, writing and publishing a research paper
2021 – 2022	Sistemi di Controllo (Control System)
2021 – 2022	Elementi di Imprenditorialità Sociale (Social Entrepreneurship)
2019 – 2020	Financial Statement Analysis
2019 – 2020	Bilancio e Analisi Economico Finanziaria

**CONFERENCES - SYMPOSIUM**

**WORKSHOP - WINTER SCHOOL**

• Date	15 – 16 December 2022
• Activity	Awarded the Alberto Bisaschi award for the best scientific publication in Accounting History by SISR (Italian Society of Accounting History) – Third Edition – “XVI Convegno Nazionale di Storia della Ragioneria” Università Partenope - Naples
• Date	2 December 2020
• Activity	Chartered Accountants Sri Lanka (Victoria) - Webinar, “The Role and Image of Accounting Professionals in an Ever-Changing World”
• Date	23 October 2020
• Activity	Webinar “XV Convegno Biennale Società Italiana di Storia della Ragioneria”
• Date	4 July 2020
• Activity	On-line “13th Accounting History Symposium”
• Date	12-13 September 2019

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• University Name	Università degli Studi di Torino
• Activity	XXXIX CONVEGNO NAZIONALE ACCADEMIA ITALIANA DI ECONOMIA AZIENDALE - AIDEA "Identità, innovazione e impatto dell'aziendalismo italiano. Dentro l'economia digitale"
• Date	16-17 January 2018
• University Name	Department of Economics and Management, University of Padua, Italy.
• Activity	"Three doctoral seminars on qualitative research methods in Accounting and Management" Prof. Niamh Brennan - University College Dublin
• Date	24 November 2017
• University Name	MIB Trieste School of Management
• Activity	"The future of Corporate Reporting and the Role of Integrated Thinking"
• Date	29 March 2017
• University Name	Università di Trento
• Activity	CSEAR Italy Research Day with invited speaker professor Lee Parker (RMIT University, Melbourne)
• Date	26 – 27 June 2017
• University Name	RMIT University, Melbourne, Australia.
• Activity	"Ninth Colloquium on Qualitative Research Methods in Business and Accounting"
• Date	16 – 20 January 2017
• University Name	Sapienza Università di Roma – Dipartimento di Management.
• Activity	ASSIOA Winter School 2017 – "Narratives in Organizational Research"
• Date	23 June 2016
• University Name	Università Cattolica del Sacro Cuore, Milano
• Activity	Workshop: "Accounting Research: Issues and Future Trends" Professor: Bruce Behn, (American Accounting Association)
• Date	14 – 15 July 2015
• University Name	Università degli Studi di Verona (in collaborazione con l'RMIT University, Melbourne, Australia).
• Activity	"First European Colloquium on Qualitative Research Methods in Business and Accounting"

## Academic Qualifications

2014 – 2018	PhD candidate, Management Studies, Department of Economics and Management "Marco Fanno", University of Padua, Italy.
2008 – 2009	Master of Science, Marketing Communications, Manchester Metropolitan University, UK.
2004 – 2008	Bachelor's Degree, History, University of Padua, Italy.

## CONTRIBUTIONS

### Skills and Competences

Language Italian (Native Tongue), English (Fluent)

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IT skills

Excel – PowerPoint – Word – Publisher

#### **DESCRIPTION OF THE CANDIDATE**

Eleonora is Assistant Professor at the Department of Economics, Business, Mathematics and Statistics of the University of Trieste. Until March 2020 Eleonora worked as Postdoctoral Research Fellow at the Department of Management of Ca' Foscari University of Venice. She obtained her PhD in Management at the Department of Economics and Management "Marco Fanno" of the University of Padua, Italy. During her PhD studies, she has been Honorary Visiting Associate in the School of Accounting in the College of Business of the RMIT University, Melbourne, Australia. After her PhD studies, Eleonora worked as Postdoctoral Research Fellow at the Department of Business Administration, University of Verona, Italy. Before her PhD studies, Eleonora worked as short-term Research Fellow at the University of Padua, Italy. Eleonora graduated from the Manchester Metropolitan University – Business School, Manchester, Great Britain, with a Master of Science in Marketing Communications. She holds a bachelor's in History at the University of Padua, Italy. Eleonora's research interests are Communication of ESG, non-financial information, Critical Accounting, Accountability, Accounting History, Strategic Planning, Business Model Innovation.

*Trieste, July 17<sup>th</sup>, 2023*