



ECONOMICS, METHODS & QUANTITATIVE TECHNIQUES

Elisa CONTI

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CONTACT

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BIOGRAPHY

Elisa Conti is the BBA Program Director and Professor of Economics at IPAG Business School. She completed a Ph.D. in Economics of Communication from IULM University (Milan) in 2009 and she holds an MSc in Local Economic Development from the London School of Economics and Political Science. She has worked for 14 years in the fields of Economics and Marketing both as a researcher and lecturer and a consultant for the UK Central Government, the City of London Corporation, and University College London (UCL) amongst others. Before joining IPAG, Elisa worked as an economist for the Mayor of London and as visiting lecturer for IULM University and Bocconi University in Milan. She published her Ph.D. thesis on the correlation between social capital and innovation in SMEs on European Planning Studies and additional research on economics of innovation on European Spatial Research and Policy. She also presented her research work at several international academic and public-sector conferences.

EDUCATION

2006-2009 PhD in Economics of Communication
2006-2007 MSc in Local Economic Development
1999-2003 BA in Tourism Management
1994-1999 Diploma Liceo Scientifico Liceo

RESEARCH AREAS

- International Economics
- Socio-economic research
- Economic Development
- Evaluation and Economic Impact Assessment
- Innovation and SMEs
- Tourism

TEACHING AREA

- Economics and International Economics
- Innovation in Services
- Economics and Institutions of Tourism
- Destination management and marketing

TEACHING PROGRAMS

- Program “Grande Ecole”
- BBA in International Management

PROFESSIONAL EXPERIENCES

2017: BBA Director - IPAG Business School Nice
2015: Professor of Economics and International Economics
2012-2014: Economist (Strategy Team) in London & Partners
2009-2012: Research Manager in Bone Wells Urbecon Ltd, London
2007-2009: Project Manager in Platinumlinks Ltd

SELECTED PUBLICATIONS

E. Conti, « Measuring the economic impact of destination marketing campaigns. The visitlondon.com case study », 8th International Research Meeting on Business and Management (IRMBAM), Nice, 5/6 July 2017.

CONTI, E. and SMITH, B. (2014), "London & Partners Evaluation Methodology Study", published by the Greater London Authority and presented at the Government Economic Social Research Annual Conference, 19 September 2014.

CARPENTER, J., CONTI, E., SIMMIE, J. et al. (2012), "Innovation and new path creation: the role of niche environments in the development of the wind power industry in Germany and the UK", European Spatial Research and Policy. Presented at the New Path Creation Workshop – Trinity College, Oxford, 5-7 September 2010.

CANTNER, U., CONTI, E. and MEDER, A. (2010), "Networks and innovation: the role of social assets in explaining firms' innovative capacity". European Planning Studies.

CONTI, E., MISSINEO, S. and PELUSO, S. (2009) "Collaborative destination marketing and ICT 2.0: the innovative ASR model and its application to the case study of Mantova". Presented at the 8th International Congress on Marketing Trends – Paris, 15-17 January 2009.

AAVV (2006) "L'impreditoria alberghiera in Provincia di Trento", Pubblicazioni Statistica, Trento.

AAVV (2005) "Samarcanda e Via della Seta. Sviluppo dell'interscambio turistico fra Italia e Uzbekistan", Edizioni APM, Carpi.