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Michele Gorgoglione

Education and position

- 1993 Laurea Degree (MS) in Electronic Engineering, Politecnico di Bari.
- 1998 PhD in Business Engineering (Ingegneria economico-gestionale), University of Roma 'Tor Vergata', Rome (Italy).
- 1999 Assistant Professor, Politecnico di Bari.
- 2003 Associate Professor, Politecnico di Bari.
- 2018 Full Professor, Politecnico di Bari.

Other positions

- 1999-2012 Secretary member, Italian association of business engineering (Associazione italiana di Ingegneria Gestionale - AiIG).
- 2000-04 Socrates/Erasmus coordinator, Master Degree in Business Engineering.
- 2000-10 Faculty member, PhD in Advanced Production Systems.
- 2003-today Panel member, hiring procedures of assistant and associate professors in several Italian university.
- 2009-13 Rector delegate for marketing activities.
- 2010-2022 Faculty member, PhD in Mechanical and Business Engineering.
- 2023-today Faculty member, PhD in Business Engineering.
- 2012-2019 Accounting advisor, Italian association of business engineering (Associazione italiana di Ingegneria Gestionale - AiIG).
- 2013-today Chair of the e-business laboratory DMMM - Politecnico di Bari.
- 2015-2018 Coordinator, Master Degree in Business engineering- Politecnico di Bari.
- 2018-today Chair of the Language Center - Politecnico di Bari.

Teaching activity

- 1995-98 Cost control and accounting, seminars.
- 1999-05 Cost control, Accounting, Financial analyses in several degrees in the Engineering school of Politecnico di Bari.
- 2004-05 Marketing, Degree of Industrial Design - Politecnico di Bari.
- 2005-07 Marketing and e-business models, Degrees of Business Engineering and Industrial Design - Politecnico di Bari.
- 2007-11 Marketing, Financial analyses, Degrees of Business Engineering and Industrial Design - Politecnico di Bari.

2011-19 Marketing and e-business models, Degrees of Business Engineering and Industrial Design - Politecnico di Bari.

2019-today Marketing and Customer Analytics Degrees of Business Engineering and Industrial Design - Politecnico di Bari.

2022-2024 Strategic Marketing and Marketing mix decision (taught in English), B. Degree in Language Sciences, SSML Bari "Bona Sforza".

Selected grants

2001-03 EU funded project, "European Knowledge Management Forum" (IST Project No 2000-26393).

2006 P.I. "Customer knowledge to increase competitiveness", Regione Puglia.

2014 Coordinator, research partnership with Telecom Italia SpA on "Social Recommender Systems for product placement in Social TV and Second Screen applications".

2017 Coordinator, "Enhanced Recommendations for Digital And Traditional Stores" (ERDATS), Ministry of Economic Development, Horizon 2020– PON 2014/2020.

PhD student tutorship

2004-07 Cosimo Palmisano, PhD Politecnico di Bari, visiting scholar at New York University (Prof. A. Tuzhilin, 2006), founder of Ecce Customer, VP Product Management per Decisyon.

2007-10 Maria Francesca Faraone, PhD Politecnico di Bari, visiting scholar at College University London (Prof. J. Wang, 2009),

2007-10 Sabrina Lombardi, PhD University of San Marino, visiting scholar at Warwick University (Prof. S. Anand, 2009).

2008-11 Umberto Panniello, PhD Politecnico di Bari, visiting scholar at Wharton - University of Pennsylvania (Prof. S. Hill, 2010).

2014-17 Angela Fortunato, PhD Politecnico di Bari, visiting scholar at Leuven University (Belgium).

Conference organizing committee

1999 Workshop AiIG "La gestione della conoscenza per la competitività", Bari, June 11.

2002 Workshop "Motivating Knowledge Workers", London, November 13.

2005 XIII AiIG Summer school "Organizzazione come strategia: temi, problemi e metodi dell'organizzazione nella prospettiva dell'Ingegneria Gestionale", Bressanone, September 12-16.

2008 IEEE International Workshop on Data Mining for Design and Marketing (in collaboration with IEEE International Conference on Data Mining-ICDM), Pisa, December 15-19.

2009 ACM Recommender Systems (RecSys), New York (USA), October 22-25.

2011 Workshop on Decision Making and Recommendation Acceptance Issues in Recommender Systems (DEMRA), Girona (Spain), July 11.

2013 International Conference on Electronic Commerce and Web Technologies (EC-Web) Prague (Check Rep.), August 27-28.

2014 International Conference on Electronic Commerce and Web Technologies (EC-Web), Munich (Germany), September 1-4.

2017 IIR - 8th Italian Information Retrieval Workshop, Lugano, June 05-07.

2017 XXVIII AiIG Conference "The digital transformation of business and society", Bari, October 19-20.

LIST OF PUBLICATIONS

International journals and books

1. Gorgoglione M., Garavelli A. C., Sen S., 2024, "What is the most profitable targeting strategy from mass marketing to personalization? Results from a simulation in tourism", SUBMITTED TO *Asia Pacific Journal of Tourism Research*, (submission 237370440).
2. Gorgoglione M., Martiradonna G. V., Garavelli A. C., 2023, "Targeting Consumers with Eating Behavioral Disorders: A Company's Perspective", *Cogent Business & Management*, Vol. 10, N. 2., pp. 1-19. Doi: 10.1080/23311975.2023.2218183.
3. Manuti A., Martiradonna G. V., Panniello U., Gorgoglione M., 2023, "To be or not to be confident in medicine: that's the question! An explorative study on consumer information inferences toward food supplements consumption", *British Food Journal*, Vol. 125 No. 8, pp. 2931-2948. <https://doi.org/10.1108/BFJ-09-2021-1048>.
4. Gorgoglione M., Garavelli A.C., Panniello U., Natalicchio A., 2023, "Information retrieval technologies and Big Data analytics to analyze product innovation in the music industry", *Sustainability*, 15, 828. doi:10.3390/su15010828.
5. Tuzhilin A., Gorgoglione M., Panniello U., 2019, "Recommendation Strategies in Personalization Applications", *Information and Management*, Vol. 56, N. 6, pp 103-143.
6. Gorgoglione M., Panniello U., 2018, "Beyond Customer Experience Models: Identifying Idiosyncratic Perceptions", *International Journal of Bank Marketing*, Vol. 36, No. 7, pp.1311-1328.
7. U. Panniello, A. Messeni Petruzzelli, M. Gorgoglione, 2018, "Innovation Through Tradition in the Italian Coffee Industry: An Analysis of Customers' Perceptions", *Review of Managerial Science*, July, Vol. 12, Issue 3, pp 661–682.
8. Fortunato A., Gorgoglione M., Messeni Petruzzelli A., Panniello U., 2017, "Leveraging Big Data for Sustaining Open Innovation: The Case of Social TV", *Information Systems Management*, Vol. 34, No. 3, pp 238-249.
9. U. Panniello, S. Hill, M. Gorgoglione, 2016, "Using context for online customer re-identification", *Expert Systems with Applications*, Vol. 64, No. 1, pp 500-511.
10. U. Panniello, S. Hill, M. Gorgoglione, 2016, "The Impact Of Profit Incentives On The Relevance Of Online Recommendations", *Electronic Commerce Research and Applications*, Vol. 20, pp. 500-511.
11. Panniello U., Tuzhilin A., Gorgoglione M., 2016, "In CARS We Trust: How Context-Aware Recommendations Affect Customers' Trust And Other Business Performance Measures Of Recommender Systems", *Information Systems Research*, Vol. 27, No. 1 (March), pp. 182-196.
12. Panniello U., Tuzhilin A., Gorgoglione M., 2014, "Comparing Context-Aware Recommender Systems in Terms of Accuracy and Diversity: Which Contextual Modelling, Pre-filtering and Post-Filtering Methods Perform the Best", *User Modelling and User-Adapted Interaction: The Journal of Personalization Research*, Special Issue on Context-Aware Recommender Systems, Vol. 24, No. 1-2, pp. 35-65.
13. Klaus, Ph., Gorgoglione M., Panniello U., Buonomassa, D. and Nguyen, B., 2013, "Are you providing the 'right' experiences? The case of Banca Popolare di Bari", *International Journal of Bank Marketing*, Vol. 31, N. 7.

14. Lombardi S., Gorgoglione M., Panniello U., 2013, "The effect of context on misclassification costs in e-commerce applications", *Expert Systems with Applications*, Vol. 40, No. 13 (Oct.) 5219-5227.
15. Faraone M.F., Gorgoglione M., Palmisano C., Panniello U., 2012, "Using context to improve the effectiveness of segmentation and targeting in e-commerce", *Expert Systems with Applications*, Vol. 39, No. 9 (July), pp. 8439-8451.
16. Panniello U., Gorgoglione M., 2012, "Incorporating Context Into Recommender Systems: An Empirical Comparison Of Context-Based Approaches", *Electronic Commerce Research*, Vol. 12, No. 1 (January - March), pp. 1-30.
17. Gorgoglione M., Panniello U., 2011, "Beyond Customer Churn: Generating Personalized Actions to Retain Customers in a Retail Bank by a Recommender System Approach", *Journal of Intelligent Learning Systems and Applications*, Special Issue on Intelligent Learning Systems in Banking and Finance, Vol. 3, No. 2, pp. 90-102.
18. Palmisano C., Tuzhilin A., Gorgoglione M., 2008, "Using Context to Improve Predictive Modelling of Customers in Personalization Applications", *IEEE Transactions on Knowledge and Data Engineering*, Vol. 20, No. 11, pp. 1535-1549.
19. Garavelli A.C., Gorgoglione M., 2006, "Supporting Creative Teams in Organizations: An Approach Based on Technology", *International Studies of Management and Organization Special Issue*, Vol.36, No. 1, pp. 8-23.
20. Garavelli, A.C., M. Gorgoglione, C. Palmisano, 2006, "Technologies and creativity support systems in SMEs." In *Managing the Development of SMEs*, ed. C. Veloutsou, Athens (Greece): Atiner, pp. 125-140 (ISBN: 960-6672-02-6).
21. Garavelli A.C., Gorgoglione M., Pudlatz M., Sebastiano G., Weber F., 2006, "Organising and managing knowledge-based networks". In: Spath D., Warschat J., Kemp J.L.C. (eds.), *Knowledge Synergy. A Practical Guide to Collaborative Knowledge Management*, (Chapter 5), Springer, Heidelberg (ISBN-10: 3-540-00974-4; ISBN-13: 978-3-540-00974-0).
22. Albino V., Garavelli A.C., Gorgoglione M., 2004, "Organization and Technology in Knowledge Transfer", *Benchmarking International Journal, Special Issue on "Benchmarking in the Knowledge Era"*, Vol. 11, No. 6, pp. 584-600.
23. Garavelli A.C., Gorgoglione M., Scozzi B., 2004, "Knowledge Management Strategy and Organization: A Perspective of Analysis", *Knowledge and Process Management*, Vol. 11, No. 4, pp. 273-282.
24. Garavelli A.C., Gorgoglione M., 2003, "A knowledge framework for problem solving in the worldwide manufacturing competition", *International Journal of Automotive Technology and Management, Special Issue on Integration and Cooperation Tools for World-Wide Manufacturing*, Vol. 3, No. 3-4, pp. 234-248.
25. Garavelli A.C., Gorgoglione M., Scozzi B., 2002, "Managing knowledge transfer through knowledge technologies", *Technovation*, Vol. 22, No. 5, pp. 269-279.
26. Garavelli A.C., Gorgoglione M., Scozzi B., 1998, "Fuzzy Logic to Improve the Robustness of Decision Support Systems Under Uncertainty", *Computers & Industrial Engineering*, Vol. 37, No. 1-2, pp. 477-480.
27. Albino V., Garavelli A.C., Gorgoglione M., 1998, "Fuzzy logic in vendor rating: a comparison between a fuzzy logic system and a neural network", *Fuzzy Economic Review*, Vol. 3, No. 2, Novembre.

28. Gorgoglione M., Garavelli A. C., Sen S., 2023, "Knowing consumers' preferences is not enough. Comparing profitability from segmentation to personalization in tourism: a simulation study", ISMS - Informs Marketing Science Conference 2023, Miami (USA), June 8-10.
29. Carbonara N., Garavelli A. C., Gorgoglione M., 2022, "The Impact of Covid-19 Pandemic on the Italian Regions' Economy: A Forecasting Model", Proceedings of the International Forum on Knowledge Asset Dynamics (IFKAD), Lugano, Switzerland, June 20-22.
30. Sen S., Gorgoglione M., Panniello U., 2019, "Social TV: Analyzing the Impact of Product Category on Consumers' Social Media Interaction while watching TV", ISMS - Informs Marketing Science Conference, Roma, June 20-22.
31. Fortunato A., Garavelli A.C., Gorgoglione M., Hill S., Panniello U., 2017, "Knowledge management in social TV activities", 12th edition of the International Forum on Knowledge Asset Dynamics, St. Petersburg (Russia), June 7-9.
32. Fortunato A., Barone R., Panniello U., Gorgoglione M., 2016, "Social TV and "Influencers": Different Users, Different Effects", The Sixth International Conference on Social Media Technologies, Communication, and Informatics (SOTICS 2016), Rome (Italy), August 21 - 25.
33. Fortunato A., Gorgoglione M., Panniello U., 2015, "The influence of Social TV Strategies and Contents on TV Online Engagement: Towards a research model", *5th International Conference on Social Media Technologies, Communication, and Informatics* (SOTICS 2015), Barcelona (Spain), November 15-20.
34. Fortunato A., Panniello U., Gorgoglione M., 2015, "What Drives TV Online Engagement? The Influence of Social Strategies and Contents", *12th International Conference on Web Based Communities and Social Media* (WBC 2015), Las Palmas de Gran Canaria (Spain), July 21-23.
35. Buonomassa D., Gorgoglione M., Panniello U., 2015, "Bringing Wine-Making Business Online: What Matters Most To Customers", *12th International Conference on e-Commerce and Digital Marketing*, Las Palmas de Gran Canaria, Spain, July 21-23.
36. Fortunato A., Gorgoglione M., Panniello U., 2015, "Modeling The Price-Relevance Relationship To Drive Users' Decision Making", *12th International Conference on e-Commerce and Digital Marketing*, Las Palmas de Gran Canaria, Spain, July 21-23.
37. Gorgoglione M., Panniello U., Tuzhilin A., 2011, "The Effect of Context-Aware Recommendations on Purchases and Trust", Proceedings of the 5th ACM International Conference on Recommender Systems (RecSys 2011), Chicago, IL (USA), October 23-27 (ISBN: 978-1-4503-0683-6).
38. Gorgoglione M., Panniello U., 2011, "A Contextual Modeling Approach to Context-Aware Recommender Systems", *RecSys '11 Workshop on Context-Aware Recommender Systems (CARS-2011)*, Chicago, IL (USA), October 23.
39. Panniello U., Gorgoglione M., 2011, "Context-Aware Recommender Systems: A Comparison Of Three Approaches", 5th International Workshop on New Challenges in Distributed Information Filtering and Retrieval (DART 2011), Palermo (Italy), September 17.
40. Gorgoglione M., Panniello U., 2010, "Does the recommendation task affect a CARS performance?" *RecSys '10 Workshop on Context-Aware Recommender Systems (CARS-2010)*, Barcelona (Spain), September 26-30.
41. Faraone M.F., Gorgoglione M., Palmisano C., 2010, "Contextual segmentation: using context to improve behavior predictive models in e-commerce", *IEEE International Workshop on Data Mining for Design and Marketing (DMDM 2010)*, Sidney (Australia) December, 14-17 (ISBN: 978-0-7695-4257-7).
42. Lombardi S., Anand S., Gorgoglione M., 2009, "Context and Customer Behavior in Recommendation", *RecSys '09 Workshop on Context-Aware Recommender Systems (CARS-2009)*, New York (USA), October 22-25.

43. Panniello U., Tuzhilin, A., Gorgoglione M., Palmisano C., Pedone A., 2009, "Experimental Comparison of Pre- vs. Post-filtering Approaches in Context-Aware Recommender Systems", *3rd ACM Conference on Recommender Systems (RecSys '09)*, New York (USA), October 22-25 (ISBN: 978-1-60558-435-5).
44. Panniello U., Gorgoglione M., Palmisano C., 2009, "Comparing Pre-Filtering and Post-Filtering Approach in a Collaborative Contextual Recommender System an Application to E-Commerce", *10th International Conference on Electronic Commerce and Web Technologies (EC-Web 09)*, Linz (Austria), 1-4 September (ISBN: 978-3-642-03963-8).
45. Gorgoglione M., Panniello U., 2009, "Including Context in a Transactional Recommender System Using a Pre-Filtering Approach: Two Real E-Commerce Applications", *Proceedings of The IEEE 23rd International Conference on Advanced Information Networking and Applications (AINA-09)*, Bradford, UK, May 26-29 (ISBN: 978-0-7695-3639-2).
46. Faraone, M.F., Gorgoglione, M., Lombardi, S., Palmisano, C., Panniello, U., Tuzhilin, A., 2008. "The effect of context on the predictive performance of segmentation". *Proceedings of the IEEE Workshop on Web personalization, reputation and recommender systems*, Sydney (Australia), December 9 (ISBN: 978-0-7695-3496-1).
47. Faraone, M.F., Gorgoglione, M., Palmisano, C., 2008. "Using contextual information in transactional segmentation: an empirical study in e-commerce", *ICDMW '08 Proceedings of the 2008 IEEE International Conference on Data Mining Workshops*, Pisa (Italy), December 19 (ISBN: 978-0-7695-3503-6).
48. Gorgoglione, M., Lombardi, S., Palmisano, C., 2008. "Using contextual information to decrease the cost of incorrect predictions in online customer behavior modeling". *ICDMW '08 Proceedings of the 2008 IEEE International Conference on Data Mining Workshops*, Pisa (Italy), December 19 (ISBN: 978-0-7695-3503-6).
49. Faraone, M.F., Gorgoglione, M., Lombardi, S., 2008, "Knowledge discovery in databases in SMEs: effectiveness of tools and organizational conditions". *Proceedings of the third International Forum on Knowledge Assets Dynamics*, Matera (Italy), June 26-27.
50. Gorgoglione M., Palmisano C., Faraone M.F., 2007, Improving customers' segmentation using contextual profiles, *Proceedings of the 4th Research Conference on Relationship Marketing and CRM*, Brussels, November 28-29.
51. Gorgoglione M., Palmisano C., Lombardi S., 2007, Using contextual information for modeling customers' behavior with different misclassification cost ratios, *Proceedings of the 4th Research Conference on Relationship Marketing and CRM*, Brussels, November 28-29.
52. Palmisano C., Tuzhilin A., Gorgoglione M., 2007, User Profiling with Hierarchical Context: an e-retailer case study, *Proceedings of the Sixth International and Interdisciplinary Conference on Modeling and Using Context*, Roskilde University, Denmark, 20-24 August, *Lecture Notes in Computer Science*, 2007, Volume 4635/2007, 369-38 (ISBN: 978-3-540-74254-8).
53. Palmisano C., Tuzhilin A., Gorgoglione M., 2007, Using Contextual Information for Modeling User Behavior in a Digital Store, *11th International Conference on User Modeling - UM 2007*, Corfù (Greece), 25-29 June.
54. Gorgoglione M., Palmisano C., Tuzhilin A., 2006, "Personalization in Context: Does Context Matter When Building Personalized Customer Models?", *Sixth IEEE International Conference on Data Mining (ICDM '06)*, pp. 222-231, Hong Kong, 18-22 December (ISBN:0-7695-2701-9).
55. Bavaro V., Garavelli A.C., Gorgoglione M., Palmisano C., 2006, "A customer profiling and recommendation approach to define employees' rewards", *21st EIASM Workshop on Strategic Human Resource Management*, Aston (U.K.), March 30-31.

56. Garavelli A.C., Gorgoglione M., Palmisano C., 2006, "IT-based Creativity Support Systems for Organizations: Where Are We?", *International Conference on Creativity and Innovation in Decision Making and Decision Support (CIDMDS 2006)*, London UK, June 29th - July 1st.
57. M. Gorgoglione, F. Rana, A.C. Garavelli, P. De Giacomo, 2006, "Creativity assessment in organizations: monitoring the potential for knowledge creation", *International Forum On Knowledge Asset Dynamics, Matera, Italy, 15-16 June*.
58. Gorgoglione M., Palmisano C., Caldarulo D., 2006 "The relevance of context in customer profiling: Experimental Results of an E-commerce Application", *European Academy of Management Conference (EURAM '06)*, May 17-20, Oslo Norway.
59. Garavelli A.C., Gorgoglione M., Palmisano C., Bavaro V., 2006, "A customer profiling and recommendation approach to define employees' rewards", *European Academy of Management Conference (EURAM '06)*, May 17-20, Oslo Norway.
60. Garavelli A.C., Gorgoglione M., Palmisano C., 2005, "Technologies and creativity support systems in SMEs." *Proceedings of the 2nd International Conference on Small and Medium Sized Enterprises: Management – Marketing – Economic Aspects*, Lefkada (Greece), August 28–31.
61. Garavelli A.C., Gorgoglione M., Palmisano C., 2004, "Performance measurement in customer profiling with context switching", *Proceedings of the PMA 2004 Conference*, Edinburgh (UK) 28-30 July.
62. Garavelli A.C., Gorgoglione M., Romano V., 2003, "Supporting creativity in organisations: An innovative approach", *Proceedings of the 10th EIASM Workshop on managerial and organizational cognition - Creativity in organisations*, Cergy-Pontoise (France), June 18-20.
63. Garavelli A.C., Gorgoglione M., Scozzi B., 2002, "Knowledge management strategy and organization: a perspective of analysis", *Proceedings of CINet 2002 Conference "Continuous Innovation in Business Processes and Networks"*, Espoo (Finland), September 15-18.
64. Gorgoglione M., Pontrandolfo P., 2001, "A DSS for Production Planning: Context-Free and Context-Specific Knowledge", *Proceedings of the VIII Congress of SIGEF "New logics for the new economy"*, Naples (Italy), September 20-21.
65. Garavelli A.C., Gorgoglione M., 2001, "A Knowledge-Based Model For The Analysis Of Manufacturing Problems", *Proceedings of the 12th Annual Conference of the Production and Operations Management Society POM-2001*, Orlando (Florida), USA, March 30-April 2.
66. Garavelli A.C., Gorgoglione M., Schiuma G., 2000, "A knowledge-based model for organizational performance evaluation", *Proceedings of 2000 POMS Conference*, Sevilla (Spain), August 27 - September 30.
67. Gorgoglione M., Scozzi B., 1999, "Managing knowledge through knowledge technologies", *Proceedings of the International CISTEMA Conference "Mobilizing knowledge in technology management"*, Copenhagen (Denmark), October 24-27.
68. Albino V., Garavelli A.C., Gorgoglione M., 1999, "A knowledge map of manufacturing problems", *Proceedings of the International Conference on Production Research*, Limerick (Ireland), August 9-13.
69. Gorgoglione M., Pontrandolfo P., 1999, "Knowledge-based approaches for Production planning: a case study", *Proceedings of the International Conference on Production Research*, Limerick (Ireland), August 9-13.
70. Carbonara N., Garavelli A.C., Gorgoglione M., 1998, "Process Analysis and Cost Estimation in Object-Oriented Software Development", *Proceedings of the EIASM 5th International Product Development Management Conference*, Como (Italy), May 25-26.
71. Giliberti V., Gorgoglione M., Vitulli R., 1997, "An Innovative Model for Object Oriented Costs Estimating", *Proceedings of the LMO'97 Conference*, Brest (France), October 22-24.

72. Gorgoglione M., Roselli V., 1997, "The Object-Oriented Technology in the Software Industry: Perspectives for Client-Supplier Relationships", *Proceedings of the 6th International Annual IPSERA Conference (International Purchasing & Supply Education & Research Association)*, Ischia (Italy), March 24-26.
73. Gorgoglione M., 1997, "Fuzzy Logic Models For Knowledge Representation In A Decision Support System", *Proceedings of the European Symposium on Intelligent Techniques*, Bari (Italy), March 20-21.
74. Dassisti M., Gorgoglione M., 1996, "A fuzzy approach for cost estimation in the new product development", *Proceedings of the Workshop on Production Planning and Control*, Mons (Belgium), September 9-11.
75. Gorgoglione M., 1996, "A Sugeno fuzzy model for knowledge representation in a decision support system", *Proceedings of the 1st International Symposium/Workshop on Neuro-Fuzzy Systems*, Losanna (Swiss), August 29-31.
76. Albino V., Garavelli A.C., Gorgoglione M., 1995, "Fuzzy logic in the vendor rating: a comparison between a fuzzy algorithm and a neural network", *Proceedings of the II International Meeting on Fuzzy Management and Economics*, Santiago de Compostela (Spain), November 15 - 17.

Books (as single author)

77. Gorgoglione M., 2011, *Personalizzare le relazioni con i clienti. Guida per imprenditori e manager alle frontiere del business*. Franco Angeli, (ISBN 13: 9788856839531).

National conferences and journals

78. Gorgoglione M., Martiradonna V., 2023, "Indagine sui bisogni dei consumatori di integratori alimentari", *Notiziario Chimico Farmaceutico*, N. 1, gennaio.
79. Gorgoglione M., Panniello U., 2017, "Recommendation Strategies In Personalization Applications", *XXVIII Riunione Scientifica Annuale della Associazione italiana di Ingegneria Gestionale (RSA AiIG 2017)*, Bari, 19-20 Ottobre 2017.
80. Fortunato A., Gorgoglione M., Panniello U., 2015, "The Influence Of Social Strategies And Contents On Tv Online Engagement: Towards A Research Model", *Proceedings della XXVI Riunione Scientifica AiIG*, Vicenza (Italy), 15-16 ottobre.
81. Gorgoglione M., 2013. "Cambiare" in AA.VV., *Discorsi sulla crisi*, Quaderni della Fondazione Gianfranco Dioguardi, 5, p. 63-78.
82. Klaus, P., Gorgoglione M., Panniello U., 2012. "Are you providing the "right" customer experience? The case of Banca Popolare di Bari". *Proceedings della XXIII Riunione Scientifica AiIG*, Matera (Italy), Ottobre 11-12.
83. Gorgoglione M., Klaus P., 2012, "Mettere in pratica una strategia di customer experience", *MK. La rivista ABI di marketing e comunicazione in banca*, No. 3, p. 20-25.
84. Gorgoglione M., 2010, Innovazione e creatività, in "In viaggio per Itaca. Antologia tra cultura e organizzazione. Scritti dedicati a Gianfranco Dioguardi", AA.VV., Franco Angeli (ISBN 13: 9788856822908), p. 775-783.
85. Albino V., Gorgoglione M., Faraone M.F., Lombardi S., 2010, "Migliorare la conoscenza di mercato attraverso strumenti di data mining: i casi di Laterza e Incanto", in "Dall'Aut-Aut all'Et-Et. Competere con la conoscenza fra efficienza e innovazione", a cura di Filippini R., Guttel W., Nosella A., Franco Angeli (ISBN: 13: 9788856825336), p. 149-168.

86. Albino V., Gorgoglione M., 2009, "Imprenditorialità e creatività", in "L'imprenditorialità: Pensiero, elementi, contesto", a cura di Cassia L., Kalchschmidt M., Paleari S., Bergamo University Press – Sestante edizioni (ISBN: 978-88-95184-99-9), p. 205-230.
87. Gorgoglione M., 2008, "L'analisi del potenziale creativo degli attori locali di un territorio produttivo: il metodo 'SISCI on-line'", in Contò F. e Lopes A. (eds), "Organizzazione territoriale e sviluppo locale nell'area dell'Alto Tavoliere. Capitale umano e territori intelligenti nell'esperienza del Distretto agroalimentare del Tavoliere", Franco Angeli, (ISBN 13: 9788846499035).
88. Faraone, M.F., Gorgoglione, M., Palmisano, C., 2008. "Using contextual information in transactional segmentation: an empirical study in e-commerce". *Proceedings della XIX Riunione Scientifica AiIG*, Palermo (Italy), October 23-24.
89. Gorgoglione, M., Lombardi, S., Palmisano, C., 2008. "The effect of contextual information on the cost of incorrect predictions in e-commerce customer behaviour modeling". *Proceedings della XIX Riunione Scientifica AiIG*, Palermo (Italy), October 23-24.
90. Gorgoglione M., Palmisano C., 2007, "Using contextual information for modeling customer behavior in e-commerce applications", *Atti della XVIII Riunione Scientifica AiIG*, Milano 11-12 ottobre.
91. Gorgoglione M., 2003, "La conoscenza manageriale: come insegnare il management?", *Studi Organizzativi*, No. 1, pp. 21-43.
92. Garavelli A.C., Gorgoglione M., Palmisano C., Pistacchi G., 2003, "Supporting creativity in organisations: An innovative approach", *Atti della XIV Riunione Scientifica AiIG "Imprenditorialità e competenze manageriali"*, Bergamo, Ottobre, 30-31.
93. Garavelli A.C., Gorgoglione M., Lollino M., 2002, "Un modello competence-based per la valutazione delle performance dei processi organizzativi", *Atti della XIII Riunione Scientifica Nazionale AiIG "Impresa e competizione Knowledge-Based"*, Lecce, 7-8 novembre.
94. Gorgoglione M., Lanzolla G., 2001, "Modelli di e-business per le PMI: un'indagine empirica", *Atti della XII Riunione Scientifica Nazionale AiIG "Percorsi innovativi e sviluppo dell'impresa"*, Parma, 8-9 novembre.
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