

# Alessandro Gerosa

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Date of birth: 16/12/1991



## Working experience

- 2020 – ongoing    **PostDoctoral Researcher in Economic Sociology, Catholic University of the Sacred Heart (Milan).**  
Member of the research team working on the "Milano Collabora" project, in partnership with the Municipality of Milan

## Education

- 2016 – 2020    **Ph.D. in Sociology and Methodology of Social Research, University of Milan.**  
Thesis title: *The Hipster Economy: an ethnography of creative food and beverage micro-entrepreneurs in the Italian context.* Supervisor Prof. Luisa Leonini; Co-supervisor Prof. Adam Arvidsson.
- 2014 – 2016    **Master Degree in International Relations, University of Milan, Italy (LM - 52 «Relazioni Internazionali», 110/110 cum laude).**  
Thesis title: *Fra mito e realtà: ruolo ed effettivo successo delle Start-Up nell'economia globalizzata.* English translation: *Between myth and reality: role and actual success of Start-ups in the globalized economy*
- 2010 – 2014    **Bachelor Degree in International Sciences and European Institutions, University of Milan, Italy (LM - 36 «Scienze Politiche e delle relazioni internazionali», 110/110 cum laude)**  
Thesis title: *A metà del guado: la questione curda, la Turchia e l'Unione Europea 1993-2013.*

## Research Publications and Presentations

### Peer-reviewed Articles

- 1 Gerosa, A. & Tartari, M. (Under review). Bottom-up neighborhood rebranding: between community engagement and loss of place identity. *Space and Culture*.
- 2 Gerosa, A. (2020). Cosmopolitans of regionalism: dealers of omnivorous taste under italian food truck imaginariy. *Consumption Markets & Culture*.
- 3 Gerosa, A. (2019a). Alcohol and the city: the logistics of alcoholic flows in urban transformations. *Lo Squaderno*, 52(June).

### Books and Chapters

- 1 Tartari, M. & Gerosa, A. (2020). Il quartiere nolo, un caso di rebranding dal basso: tra creatività, innovazione sociale e criticità. In *Costellazione milano*. Fondazione Giangiacomo Feltrinelli.

### International Conference Presentations

- 1 Gerosa, A. (2019b). At the roots of creative economy: a critical history of the imaginary. In *3rd cameo conference: re-futuring creative economies*. Leicester.
- 2 Gerosa, A. (2019c). Creative work for humble professions: micro-entrepreneurs innovating the food and beverage sector in italy. In *Isa rc52 interim meeting*. Manchester.
- 3 Gerosa, A. (2019d). In the name of passion: passionate work and precariousness in food and beverage italian micro-entrepreneurs. In *Esa general conference 2019*. Manchester.
- 4 Tartari, M. & Gerosa, A. (2019). Bottom-up neighborhood rebranding: community building or loss of place identity? In *Esa general conference 2019*. Manchester.
- 5 Gerosa, A. (2018a). Creativity as new identity of a neighborhood: the economic and social impact of nolo in milan. In *Creative locations: art, culture and the city. mid-term conference of esa rn sociology of arts & sociology of culture*. La Valletta.
- 6 Gerosa, A. (2018b). Food and beverage 'creative' businesses in italy: the humble path to creative economy? In *Post-startup cultures*. Naples.
- 7 Gerosa, A. (2018c). Neighborhoods with multiple identities: the birth of creative communities and new orders of inequality in nolo, milan. In *Inequality and uncertainty: current challenges for cities. mid-term conference of esa-rn37 urban sociology*. Madrid.
- 8 Gerosa, A. (2018d). Neo-artisans innovating italian street-food tradition: an ethnography from milan. In *Artisan!: crafting alternative economies, making alternative lives*. Bristol.
- 9 Gerosa, A. (2018e). The role of vernacular creativity in urban civic and political renaissance: an ethnography of «nolo». In *7th ethnography and qualitative research conference*. Bergamo.
- 10 Gerosa, A. (2018f). Vehicles of tastemaking and precariousness: creative food economy and consumption in foodtrucks. In *Consumption and consumerism: conceptual and empirical sociological challenges. mid-term conference of esa rn05 sociology of consumption*. Copenhagen.
- 11 Gerosa, A. (2017). Promoting startup creation to fight youth unemployment in southern europe: an efficient public policy? In *Ecpr general conference 2017*. Oslo.

## Research and Teaching Experience

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- May 2019     ■ **Visiting researcher at CAMEo, University of Leicester** (Research Institute for Cultural and Media Economies)
- November 2018     ■ **Training course "Platform economy, sharing and regulation", held by Turin School of Regulation**
- 2017-2019     ■ **Teaching Assistant at University of Milan, University of Turin and IULM**. Held lectures about digital media, digital methods, research design, food and beverage economies for BA and MA courses (both in Italian and English) in Global Media, Communication Research, Methodology of Social Research, Sociology of Communication.

## Other Experiences

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- October 2019     ■ **Data scientist, CMI Magazine** Data scraping, data analysis and redaction of the report «IV edizione Osservatorio CX» commissioned by Italian Customer Management Insights Magazine.

## Other Experiences (continued)

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- 2012-2017    **City Councilman, city of Monza.** City Councilman and President of Commission IV «Affari Generali - Partecipazione e Politiche Giovanili - Comunicazione - Rapporti Istituzionali - Sport - Istruzione e Personale - Legalità».
- 2016    **Data entry, Waynaut.** Tasks with GTFS feeds.
- August 2015 - October 2015    **Curricular Internship, Ashoka Italy.** Support in organization of the launch conference of the Italian fellowship of Ashoka; support in the management and promotion of an international call for projects by Ashoka and Schneider Electric.)

## Skills

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- Languages    **Italian:** mother tongue; **English:** fluent; **French:** basic; **Spanish:** basic.
- Softwares    **Office, Libreoffice, LaTeX, GIMP, Inkscape, Stata, R, Gephi, RQDA.**
- Researcher    **Competency and experience in the design and implementation of qualitative and quantitative researches. In detail: interviews; participant observation; statistical methods; quantitative analysis of textual material (topic models, sentiment analysis, etcetera); qualitative analysis of textual material (coding, etcetera); network analysis.**
- Digital Media    **Proficiency in: data scraping from Social Media and web pages; data analysis and visualization of scraped data.**
- Team working    **An excellent propensity to team-working. Long experience in managing official public committees as president; long experience in coordinating own work with one of the colleagues and to quickly take decisions together.**
- Organizational skills    **Long experience in organizing and managing various small and medium-sized cultural, political and professional events.**
- Public relations    **Experience in writing press releases and in managing relations with the press. Experience in the management of public pages on Facebook and websites on the Wordpress platform.**