

Alessandro Gerosa

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Date of birth: 16/12/1991



Working experience

- 2021 – now **PostDoctoral Researcher in Cultural Sociology, University of Milan.**
Member of the research team working on the "AlgoCount" project, funded by Cariplo foundation
- 2020 – now **Adjunct Professor in Sociology of Consumption, Catholic University of the Sacred Hearth (Milan).**
Adjunct Professor in Sociology of Consumption for the Master degree program in Business Administration and Consultancy
- 2020 – 2021 **PostDoctoral Researcher in Economic Sociology, Catholic University of the Sacred Hearth (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*

Research Publications and Presentations

Books

- 1 Gerosa, A. (Accepted for peer review). *The hipster economy: aesthetics and economics of authenticity in contemporary societies.* UCL Press.

Peer-reviewed Articles

- 1 Gerosa, A. & Giorgi, G. (Under review). The memetic cult of personality of politicians during the pandemic. *Comunicazione Politica.*
- 2 Gerosa, A. & Tartari, M. (Accepted for publication). Bottom-up neighborhood rebranding: between community engagement and loss of place identity. *Space and Culture.*
- 3 Gerosa, A. (2021a). Cosmopolitans of regionalism: dealers of omnivorous taste under italian food truck imaginary. *Consumption Markets & Culture*, 24(1), 30–53.
- 4 Gerosa, A. (2021b). The hidden roots of the creative economy: a critical history of the concept along the twentieth century. *International Journal of Cultural Policy*, 1–15.

- 5 Gerosa, A. (2019a). Alcohol and the city: the logistics of alcoholic flows in urban transformations. *Lo Squaderno*, 52(June).

Book Chapters

- 1 Gerosa, A. & Manzini Ceinar, I. (Under Review). Coworking spaces and the pandemic: a literature review. In *New working spaces and covid-19 pandemic: implications for urban and regional development*. Routledge.
- 2 Giorgi, G. & Gerosa, A. (Under review). #brnbq: le estetiche della teppa urbana nella «piazza digitale» di instagram. In *Le strade della teppa*.
- 3 Gerosa, A. (Accepted). The resurgence of craft retailing. In *Marketing and entrepreneurship of the 'artisanal'. craft branding and 'washing' in the contemporary era*. Edgar Elgar.
- 4 Gerosa, A., Manzo, C., & Pais, I. (Accepted for publication). Il lavoro condiviso: la trasformazione degli spazi di coworking durante l'emergenza covid-19. In *Ambrosianum rapporto sulla città milano 2021*. Franco Angeli.
- 5 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 (selection)

- 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). In the name of passion: passionate work and precariousness in food and beverage italian micro-entrepreneurs. In *Esa general conference 2019*. Manchester.
- 3 Tartari, M. & Gerosa, A. (2019). Bottom-up neighborhood rebranding: community building or loss of place identity? In *Esa general conference 2019*. Manchester.
- 4 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

March 2021 - currently	■ Supervisor of a master degree student for her thesis on entrepreneurs' perspective on sustainable goods' consumption.
Jan 2021	■ Coordinator of a DataSprint working group for the AlgoCount project. Analysis of the twittersphere through digital methods.
Sep - Dec 2020	■ TA at the University of Milan for the course in "Sociologia e Cultura" (Sociology and Culture)
May-Jun 2020	■ Responsible of two didactic laboratories at University of Milan of 12 hours each titled "Digital Methods for Academic and Professional Research" (in English) and "The Memetic Society" (in Italian)
May 2019	■ Visiting researcher at CAMEo, University of Leicester (Research Institute for Cultural and Media Economies)
Nov 2018	■ Training course "Platform economy, sharing and regulation", held by Turin School of Regulation

Research and Teaching Experience (continued)

- 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

- March-May 2021 **Data scientist, Scomodo.** Digital Ethnography on the peripheral neighbourhoods of Rome on Instagram.
- Jan 2020 **Data scientist, L'Ippocastano.** Content analysis of textual material from the national congress of the professional order of surveyors and redaction of a report.
- Oct 2019 **Data scientist, CMI Magazine.** Data scraping from Twitter, data analysis and redaction of the report «IV edizione Osservatorio CX», commissioned by Italian Customer Management Insights Magazine.
- 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.

Skills

- Languages **Italian: mother tongue; English: fluent; French: basic; Spanish: basic.**
- Softwares **Stata, R, Gephi, RQDA, Python; Office, Libreoffice, \LaTeX , GIMP, Inkscape.**
- Researcher **Competency and experience in the design and implementation of qualitative and quantitative researches: interviews, participant observation, focus groups; statistical methods; quantitative and qualitative analysis of textual material; network analysis.**
- Digital Methods **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. Experience in team-working as member of Trailab, 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 **Proficiency and experience in public speaking, the chairing of events, writing press releases and managing relations with the press. Experience in the management of public pages on Facebook and websites on the Wordpress platform.**