

Marcin Łukasz Bartosiak, PhD

Address: Dpt. of Economics and Management
University of Pavia
via San Felice 7, 27100, Pavia - IT

E-mail: marcin.bartosiak@unipv.it

Phone: (0039) 0382 986239

RESEARCH EXPERIENCE

- 2019 - present **Assistant Professor**
University of Pavia
- Conducted research on behaviour design in digital environments and the influence of intelligent bots on users' decisions.
- 2019 - present **Scientific Committee Member**
Centre for Artificial Intelligence and Cyber-communication Research,
University of Lodz
- Developed and implemented the strategy of the Centre.
 - Designed the research programme for the Centre.
- 2013 – 2019 **Research Fellow**
Digital Data Streams Lab, Louisiana State University & University of Pavia
- Designed, developed and managed a relational database for a university career centre.
 - Conducted research on the influence of intelligent bots on users' behaviour.
- 2019 **Research Consultant**
PROTO LAB Project; Confindustria Pavia & University of Pavia
- Conducted market research to support technology transfer from between the University of Pavia and local firms.
- 2017 - 2019 **Postdoc Research Fellow**
University of Pavia
- Conducted research on algorithmic transparency impact on decision-making and on the persuasiveness of innovative interfaces on human-computer interactions.
- 2013 – 2017 **Doctoral Candidate**
University of Pavia, Italy
- Conduct research on human-computer interactions, with particular focus on the influence of online reviews on individuals' decisions.
- 2009 – 2011 **Head of the Board at the University of Lodz Students' Association of Political Science, Lodz, Poland**
- Managing the organization.
 - Organized conferences and academic events.
 - Handled relationships with partners and the media.
 - Designed and kept a yearly budget of the association.

EDUCATION

- 2017 **PhD**, Economics and Management of Technology
University of Pavia
Thesis: Online Consumer Reviews as a Means of Social Influence: Theory and Empirical Evidence.
Methods: systematic literature review, in-depth interview, behavioural observation, experimentation
- 2013 **MA**, International Marketing
University of Lodz
Thesis: The Influence of Consumer Preferences and Local Market Conditions on Business and Marketing Decisions of Foreign Investors. The Case of Italian Food Brands in Poland.
Methods: survey, case study analysis
- 2013 **MA**, Political Studies
University of Lodz
Thesis: The Influence of Political Risk on Foreign Direct Investments
Methods: case study, in-depth interview, comparative politics
- 2011 **BA**, Political Studies
University of Lodz

VISITING POSITIONS

- 09/2014 – 12/2014 **Visiting Scholar**
Sauder School of Business, University of British Columbia

PUBLICATIONS

Refereed Journals

- Bartosiak, M.**, 2020, *Can You Tell Me Where to Stay? The Effect of Presentation Format on The Persuasiveness of Hotel Online Reviews.*, Current Issues in Tourism.
- Farronato, C., Iansiti, M., **Bartosiak, M.**, Denicolai, S., Ferretti, L. and Fontana, R., 2020. *How to Get People to Actually Use Contact-Tracing Apps.* Harvard Business Review. [Online].
- Bonaretti, D., **Bartosiak, M.**, Lui, T., Piccoli, G., Marchesani, D., 2020, *“What can I(S) do for you?”: How technology enables service providers to elicit customers’ preferences and deliver personalized service*, Information & Management.
- Piccoli, G., Rodriguez, J., Palese, B., **Bartosiak, M.**, 2020, *Feedback at Scale: Designing for Accurate and Timely Practical IT Skills Evaluation*, European Journal of Information Systems.
- Piccoli, G., **Bartosiak, M.**, Palese, B., Rodriguez, J., 2019, *Designing Scalability in Required In-Class Introductory College Courses*, Information & Management.
- Bartosiak, M.**, Pigni, F., Piccoli, G., 2018, *Zoorate: Certifying Online Consumer Reviews to Create Value*, Communications of the Association for Information Systems.
- Lui, T., **Bartosiak, M.**, Piccoli, G., Sathya, V., 2018, *Online Review Response Strategy and its Effects on Competitive Performance*. Tourism Management. 60, 180-190.
- Pigni F., **Bartosiak M.**, Ives B., Piccoli G., 2018, *Targeting Target with a 100 Million Dollar Data Breach*, Journal of Information Technology Teaching Cases.

Conference and Workshop Proceedings

Rodriguez J., Piccoli, G., **Bartosiak, M.**, *Nudging the Classroom: Designing a Socio-Technical Artifact to Reduce Academic Procrastination*, 'System Sciences (HICSS), 2019 51st Hawaii International Conference', Maui 2019.

Piccoli G., Palese B., Rodriguez J., **Bartosiak M.**, *The Dark Side of Digital Transformation: The Case of Information Systems Education*, 'ICIS 2017 Proceedings', Seoul 2017.

Bonaretti D., **Bartosiak M.**, Piccoli G., *The Cognitive Anchoring of Color Cues on Online Review Ratings*, 'AMCIS 2017 Proceedings', Boston 2017.

Bartosiak M., Piccoli G., *Presentation Format and Online Reviews Persuasiveness: The Effect of Computer-Synthesized Speech*, 'ICIS 2016 Proceedings', Dublin 2016.

Bonaretti D., **Bartosiak M.**, Piccoli G., *Anchor Contraction Effect in Interface Design: The Impact of Color Cues on Online Review Rating*, 'Proceedings of the Fifteenth Annual Pre-ICIS Workshop on HCI Research in MIS', Dublin 2016.

Bartosiak M., Piccoli G., *Tell Me What to Do! Computer-Synthesized Speech as a Persuasive Technology in the Context of Online Reviews*, 'AMCIS 2015 Proceedings', Fajardo 2015.

Bartosiak M., *Web-Mediated Persuasion: Online Reviews as a Tool of Influence*, 'Proceedings of First DREAMT Research Workshop', Pavia 2014.

Book Chapters

Schmitt P., **Bartosiak M.**, *Spatiotemporal Data Analytics for the Maritime Industry*, in (Eds.) Lind, M., Michaelides, M., Ward, R., Watson, R. 'Maritime Informatics', Springer 2020 (Forthcoming).

Modlinski A., **Bartosiak M.**, *Replaced by machines. Are intelligent (ro)bots the disruptive innovation for human workforce?*, in 'Facets Of Managing In Cross-Cultural Diversity', Łódź 2020 (Forthcoming).

Bartosiak M., *Terroryzm jądrowy jako potencjalne zagrożenie XXI wieku (Nuclear Terrorism as a Potential Threat in XXI Century)*, in 'Zagrożenia asymetryczne we współczesnym świecie', edited by M. Rączkiewicz, Łódź 2012.

Bartosiak M., *Nowa architektura bezpieczeństwa jako rosyjska próba odzyskania pozycji mocarstwa (New Security Architecture as Russian Way to Retrieve a Superpower Position)*, in 'Zeszyt Naukowy nr 7 WSH w Piotrkowie Trybunalskim', edited by D. Fleszer, Piotrków Trybunalski 2011.

Non-refereed Reports

Denicolai S., Farronato C., **Bartosiak M.**, Bonaretti D., Gatteschi G., 2020, Covid19 e interazioni sulla rete: la percezione di sintomi e trend da parte degli italiani.

Denicolai S., Farronato C., **Bartosiak M.**, Bonaretti D., Gatteschi G., 2020, Lockdown, mobilità e diffusione del contagio.

Denicolai S., Farronato C., **Bartosiak M.**, Bonaretti D., Gatteschi G., 2020, Impatto economico della pandemia: un'indagine sulla base di dati bancari.

Denicolai S., Farronato C., **Bartosiak M.**, Bonaretti D., Gatteschi G., 2020, Mobility and Contagion – analysis of Facebook "Data for Good" and Italian Civil Protection data.

EXTERNAL FUNDING

Olinde Career Center LSU (2015 – 2019) \$ 80,000 (member of a research team)

AWARDS & HONORS

2013 – 2016 **Doctoral Scholarship funded by 7Pixel Srl**

2013 **Excellence Medal for Outstanding Studies from the Senate of the University of Lodz**

2013 **Scholarship from the Marshal of Lodz Voivodeship for the best students in the region**

2011/2012 and 2010/2011 **Scholarship from the Minister of Science and Higher Education of Poland**
Awarded to ca. 0.05% best students in Poland

2012/2013 and 2009/2011 **Scholarship from the Rector of the University of Lodz for the best students**

TEACHING EXPERIENCE

Doctoral Seminars

12/2018 **Theory, Causality and Experimental Design**
University of Pavia
DAEM

01/2018 **Design and Analysis of Experiments**
University of Pavia
DREAMT

Master Level Courses

10/2020 – present **Business Analytics with Excel**
University of Pavia
Master in International Business and Entrepreneurship

02/2020 – present **Exponential Coding with AI and Data Management**
University of Pavia
Master in International Business and Entrepreneurship

10/2018 – 02/2021 **Database Design and Management**
University of Pavia
Master in International Business and Entrepreneurship

01/2019 **Creating Value with Digital Products. The case of certified online reviews.**
University of Pavia
Master in Digital Innovation and Entrepreneurship (guest lecture)

02/2014 – 06/2017 **Teacher's Assistant for International Entrepreneurship and Marketing course**
University of Pavia

Thesis Committees

Master's Advisement

MSc in International Business and Entrepreneurship (University of Pavia)

2019 – 2020

- F. Rezzonico, 2020, Tell me who you are, and I'll tell you what you'll eat. Designing personalized persuasive technology to promote healthy eating habits.
- G. Marmonti, 2020, Digital Transformation Processes in European B2b SMEs: Evidence from Five Case Studies
- E. Colace, 2020, Persuasive Design and Psychological Patterns in E-commerce Based Start-ups: Similarities and Differences in the Era of Digital Branding.
- L. Donnalà, 2020, How the Covid-19 Crisis And Lockdown Period is Affecting the Internal Operations and Organization of an International SME?

2018 – 2019

- D. Rossi, 2020, Application of Digital Nudging: an Experiment to Promote Healthy Food Purchase
- M. Minafò, 2020, Bridging the Gap between Student and Job-market. Application of the DSR method to the candidate-requisition matching problem.
- M. Fortunato, 2020, A customer perspective on data driven engagement: how big data can foster co-creation of value
- D. Martinengo, 2020, Google and Facebook: analysis and perspectives of the digital advertising duopoly
- S. Farca, 2020, The use of artificial intelligence in freelancer recruiting and the potential disruption of present procurement intermediaries
- D. Rizzo, 2019, Millennials & Travels: Impact of Social Media Influencers & Online Platforms
- K. Jump, 2019, Dark Patterns on the Internet: "Ethical concerns and consumer behaviour"
- A. Pawlak, 2019, Destination Marketing: Impact of Music Congruence in Virtual Experiences on Travel Intention
- N. Golovina, 2019, The Application of Design Thinking to Experience Design: A Case Study from the Banking Industry

2017 – 2018

- S. Aguilar Kleimann, 2019, Decision Support Systems and Algorithms in the Management Field
- P. Schmitt, 2018, Demonstrating the Benefits of Graph Databases in Analysing Network Structures the Case of Maritime Transportation
- E. Pajula, 2018, Managing Risks in Business Travel

INTERNATIONAL PROJECTS

2020 - present

digITA4Good Lab

A project focused on data analysis for humanitarian development and emergency response, involving scholars from University of Pavia, Harvard Business School, Oxford University, and Nova Southeastern University.

2015 and 2016	Marketing Communication Innovativeness of European Entrepreneurs An ERASMUS+ project of 9 universities in 7 European countries. It aims to strengthen the innovativeness of European entrepreneurs and to professionalize their intercultural communication.
2015 and 2016	X-culture International Business Student Collaboration Project <i>Instructor participant</i> A project connecting thousands of universities from over 40 countries. It aims to give real-life experience and practical business skills to students.
2012	X-culture International Business Student Collaboration Project <i>Student participant</i>

OTHER PROFESSIONAL INVOLVEMENT

Departmental service

10/2020 – present	Faculty of PhD in Applied Economics and Management Program, University of Pavia
10/2018 – 2/2019	Responsible for organization of a series of MIS seminars and exams at the Department of Economics and Management, University of Pavia

Invited talks

2019	Projektowanie zachowań i technologia perswazji (Behavior Design and Persuasive Technology) University of Lodz Seminar given at the Department of Management. 21/11/2019
2016	Digital Marketing Seminar Vilnius University Seminar given at the International Business School. 7/04/2016
2015	Creare le recensioni online più convincenti usando la sintesi vocale (Building persuasive online review with computer synthesized speech) 7Pixel Srl Seminar given at 2 nd Workshop Ricerca@7Pixel. 28/09/2015
2015	Can computer tell you where to buy? Louisiana State University Seminar given at the E. J. Ourso College of Business. 18/08/2015

Reviewer

- Computers in Human Behaviour
- International Conference on Information Systems

PROFESSIONAL MEMBERSHIPS

Association for Information Systems ITAIS PLAIS

LANGUAGES

Polish	Native
English	Professional Certificate in Advanced English (2008) First Certificate in English (2005)
Italian	Advanced
Russian	Advanced
Spanish	Intermediate

IT SKILLS

Data analysis	Quantitative: Python, Jupyter, R, SPSS Qualitative: NVivo, RQDA
Database design	Relational: MySQL, MariaDB Non-relational: MongoDB, Neo4j
Web development	HTML, CSS, JavaScript, PHP, DNS cloud hosting management, AWS server management
Others	MS Windows (7/8/10), MS Office, Open Office, Zotero