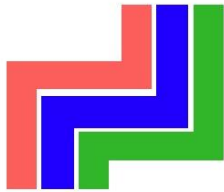




SAPIENZA
UNIVERSITÀ DI ROMA



Cultural Studies in Business

Erasmus+

K2 Strategic Partnership in the field of Higher Education

Mobility C1 - Training week in Rome
24-30 March 2018

Sapienza University of Rome
Department of Political Sciences



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Programme

Sunday 24	Participants Arrival
Monday 25	Welcome Address and Registration of Participants to the Training Week
Tuesday 26	<p style="text-align: center;">CSB Project Lessons and Papers Panel I. Cultural Dimensions of Economics. Theory and Perspectives</p> <p style="text-align: center;">Umberto Triulzi (chairmen)</p> <p><i>Emanuela Ferreri, Capitalism at the Age of Anthropocene. Are we looking for another great transformation?</i></p> <p><i>Antonija Kvasina, Practical application of CSB modules - the example of course International marketing at the Faculty of Economics, Business and Tourism, Split</i></p> <p><i>Marija Stojanova, Cultural aspects of knowledge and skills of employees</i></p> <p>The Panel is open to Sapienza PhD and Masters Students.</p>
Wednesday 27	<p style="text-align: center;">CSB Project Lessons and Papers Panel II. Cultural Dimensions of Economics. Theory and Perspectives</p> <p style="text-align: center;">Maria Cristina Marchetti, Umberto Triulzi (chairmen)</p> <p><i>Introduction to the CSB Project</i></p> <p><i>Carlo Mongardini, The role of Economy between past and future</i></p> <p><i>Ljubisha Petrushevski, The Accursed Nature of the Economy</i></p> <p><i>Hans-Peter Müller, (to be confirmed)</i></p> <p><i>Fabio D'Andrea, Economy between myth and reason</i></p> <p style="text-align: center;">Dario Miocevic (chairmen)</p> <p><i>Živilė Sederevičiūtė-Pačiauskienė, Viktorija Žilinskaitė-Vytienė</i> <i>Contemporary Research for Business: Can Consumer Research and Design Thinking be valuable without Knowledge and Skills in Cultural Studies?</i></p> <p><i>Jolanta Saldukaitytė, Cultural Diversity and Ethics</i></p> <p><i>Marjan Mladenovski, Ethnicity and perspectives of diversity management in</i></p>

Republic of North Macedonia

The Panel is open to Sapienza PhD and Masters Students.

Thursday 28

**CSB Project Lessons and Papers
Panel III. Fields and Experiences**

Maria Cristina Marchetti, Umberto Triulzi (*chairmen*)

Dario Miocevic, *International marketing research: An institutional perspective*

Enriko Ceko, *Achieving sustainability through factors of production management, applying quality management principles*

Ivana Bilić, *Crisis communication - does culture meters*

Antonio Putini, *Commons and Neoliberalism. Evidences of and chances for a counter-hegemonic paradigm*

Massimiliano Ruzzeddu (*chairmen*)

Luis Pinto, *City Business Mood*

Edit Bregu, *The importance of communication in business*

Xhesika Caushi, *Cross Cultural issues in Management & Communication*

The Panel is open to Sapienza PhD and Masters Students.

Friday 29

Visit to “Spazio Europa”

Meeting with Claudia De Stefanis, Communication Director at Representation in Italy of the European Commission.

Via IV Novembre, 149 – 00187 Rome

Visit to “Sapienza Orto Botanico”

Largo Cristina di Svezia, 24 - 00165 Rome (in Trastevere District)

Saturday 30

Training Week Conclusion

Sunday 31

Participants Departure

Participant List

LA SAPIENZA UNIVERSITY OF ROME

Maria Cristina Marchetti
Emanuela Ferreri
Umberto Triulzi
Antonio Putini

EURO COLLEGE KUMANOVO

Ljubisha Petrushevski
Marija Stojanova
Marjan Mladenovski

VILNIAUS GEDIMINO TECHNIKOS UNIVERSITETAS (VGTU)

Zivile Sedereviciute-Paciauskiene
Viktorija Zilinskaite Vytiene
Jolanta Saldukaityte

UNIVERSITY OF SPLIT, FACULTY OF ECONOMICS, BUSINESS AND TOURISM

Dario Miocevic
Ivana Bilic
Antonija Kvasina

UNIVERSIDADE DA BEIRA INTERIOR (UBI)

Miguel Moreira Pinto
Pedro Serrã
Ana Fidalgo

ALBANIA "UNIVERSITY COLLEGE WISDOM"

Enriko Ceko
Edit Bregu
Xhesika Caushi

JUMP – GIOVENTÙ IN RISALTO

Erika Geradini
Pietro Curatola

Training Week Guests List

Prof. Emeritus Carlo Mongardini (Sapienza University of Rome)
Prof. Emeritus Hans-Peter Müller (Humboldt University)
Prof. Fabio D'Andrea (University of Perugia)
Prof. Massimiliano Ruzzeddu (Unicusano University of Rome)

Abstract Book

Paper Giver: Ivana Bilić

Title: Crisis communication - does culture meters

Institution: University of Split, Faculty of Economics, Business and Tourism

Email: ibilic@efst.hr

Abstract: The paper will present theoretical crisis communication basics, along with the guidelines for the best practices. To be ready for crisis situation and crisis responses companies need to develop crisis communication manuals and the teams who will be ready to manage exact crisis and company's future. In today's global and interconnected environment all businesses becomes more vulnerable than ever before. Company established and managed in one country may have its workers or branches in many different countries. In the situation of crisis cross-cultural environment becomes more and more challenging. In next step the different crisis situations observed across cultures, with the similar mistakes, and similar or different solutions strategy in those contexts will be presented. Also, the power of social media communications in crisis set new agenda for all companies in terms of crisis management and crisis communication with a global impact. Furthermore, the results collected in a two dependent surveys of the biggest Croatian companies will be presented.

Keywords: Crisis Communication, Crisis Management

Paper giver: Dr. Edit Bregu

Title: The importance of communication in business

Institution: The Faculty of Law, "Wisdom" University College, Tirana-Albania.

Email: edit_kane@yahoo.com/edit.bregu@wisdom.edu.al

Abstract: In general terms the business success, relies, on many factors in building and maintaining the sustainable development. External and internal communication is one of the most important factors within each company. Some elements are developed and improved in continuously through the communication process like: Planning and objectives, speaking to audience, coordinating, managing and monitoring the employees, shaping company morale, developing marketing materials, promoting company innovations, negotiating, generating leads, getting referrals, in following the right style of leadership etc,. Most business people, managers, CEO-s of companies have been in situations where lack of communication or poor internal or external communication caused poor results. Not understanding the importance of business communication inside companies can cause real and big problems like: delays in new projects and innovations, unhappy dissatisfied customers, angry collaborators, less efficiency. Meanwhile, the role of good business communication is to provide clarity to anyone interested: employees, associates, or clients. Besides these aspects we need to keep in consideration that changing the role of communication in companies will depends from the goals, nature and overall business objectives.

Keywords: communication, business, importance, goals, managing etc,.

Paper Giver: Xhesika Caushi

Title: Cross Cultural issues in Management & Communication

Institution: University College Wisdom

Email: xhesikacaushi@hotmail.com

Abstract: In today's business world, working with people from different cultures is a common occurrence. Hence, when confronted with these cross-cultural encounters expats/individuals, are introduced to various challenges both in management and communication techniques, which emerge due to the cultural divergence. There are two models, which best explain the cultural dimensions in cross-cultural communication, which will be treated herewith. One model is the Hofstede's cultural framework developed by Geert Hofstede, which, defines the effects of a society's culture on the values of its members, and how these values relate to behavior, using a structure derived by various cultural factors (decision making, hierarchy, communication techniques). The second model is the Iceberg Model, which describes how like an iceberg, what can easily be observed in a culture is not enough to help built relations among cross-cultural businesses. In addition that there are also many deeply rooted ideas that can only be understood by analyzing values, studying institutions, and in many cases, reflecting on our own core values. Investing in the right tools and assistance can go a long way. Some businesses work with foreign language consultants who help to bridge the divide between cross-cultural communications. However, educating students and future employees on how to understand these cultural differences and how to adapt in a multicultural environment is the key to achieving success.

Keywords: business communication, divergence, models

Paper Giver: Enriko Ceko

Title: Achieving sustainability through factors of production management, applying quality management principles

Institution: Department of Economy, University College "Wisdom" - Tirana, Albania

Email: enrikoceko@yahoo.co.uk

Abstract: Scientific management of factors of production creates opportunities for long term sustainable development, guaranteeing future generations' normal life and society's wealth, without damaging environment. Currently, weak experiences related to factors of production management floating, while in some countries situation has been managed with a system of decision making from above to lower levels and vice-a-verse, and in some other countries, public participation involvement on factors of production management and quality management techniques, resulted to be successful in use of production' factors and in conflicts declining, in a time that factors of production are more-and-more vulnerable against risks of misuse, damage, pollution, corruption, etc. To apply in practice these experiences, efficient decision making structures, citizens education on use of factors of production and management of them, improvement and application of a suitable legislation and ISO standards, and qualitative application of projects and action plans in national, regional, communal level, etc, are immediate. To achieve and maintain sustainable development scenarios, for all interested parties, individuals, public and private institutions, especially for decision makers and civil society, improvement of the

situation is needed, since lack of methods, systems, techniques of use and management of factors of production and lack of standardizations, still exist.

Keywords: *Factors of production, Quality Management, Sustainability*

Paper giver: Fabio D'Andrea

Title: Economy between myth and reason

Institution: University of Perugia

Email: fabio.dandrea@unipg.it

Abstract: Since its advent in the XVIII century, economy fit perfectly within the Western way of thinking, so amazingly well as to raise the suspicion of its being a direct emanation of the Modern ideology whose triumph it heralded. After a “philosophical” period it veered more and more towards hard science, until it totally forgot to be born to deal with what Brian Arthur calls «messy reality». Instead of better understanding and managing human life and activities, economy pursued the affirmation of apodictic premises derived mainly from the Cartesian dichotomy between *res extensa* and *res cogitans* and the latter’s translation into mathematical terms and procedures which is one of the main traits of contemporary culture. The coincidence between *homo sapiens* and *homo oeconomicus*, the mandatory maximization of profit, the instrumental perspective on reality are all issues connected with Descartes’ approach and answer to deep needs that Western culture tries to address since its early start; they are not objectively founded, as Weber showed with his two categories of rational action, but they can become objectively dangerous. The ideology of separation that drives contemporary thought and knowledge pushed economy to think of itself as disconnected from real life and its ethical (business is business), environmental (raw materials and waste) and social (growing inequality) ties, with consequences that we are more and more pressed to cope with. Bringing it back into the messy world will not be easy, but it should at least be tried for the sake of a new, complex and sustainable way of life and the fitting knowledge that it will require.

Keywords: Abstraction, Complexity, Imaginary, Knowledge, Myth

Paper Giver: Emanuela Ferreri

Title: Capitalism at the Age of Anthropocene. Are we looking for another great transformation?

Institution: Sapienza University of Rome

Email: emanuela.ferreri@uniroma1.it

Abstract: The present proposal intends to correspond to a line of critical reflection concerning the 'transformative visions' that challenge the systems of domination that today are considered rooted in capitalist social relations. The main purpose of the paper is to grasp some of the problems that in recent years have continued to induce the sociological debate to be interested in the interdisciplinary definition of the Anthropocene, or rather the era of the most significant human impact on the Planet. The general objective will be adequate to elaborate some arguments of sociological critique of capitalism; or rather the sociological understanding of capitalism as the

dominant structure of modern society, or the representation of the capitalism as an ideological force characterizing contemporary society. Because of these two elements (system or structure, and cultural ideological vision), capitalism can be defined in socio-anthropological terms as "global".

The specific aim of the work is to trace an insistent and distinct critical vision, characterized today by the relevance of the socio-anthropological perspective involved, as well as by the evidence of high impact cross-cultural contents and public cultural factors (environmental risk, universal rights and social justice, techniques and technologies, public information). The same critical direction seems to move in the direction of a cultural transformative will of capitalism itself if not more; that is of the ethics of the dominant society, towards a different and sociologically plausible future. The essay will cross the theoretical and critical inputs of reflexive modernization and of the so-called risk sociology (A. Giddens; N. Lhumann); anthropology of contemporary modernity (A. Appadurai, J. Friedmann, M. Sahlins), tracing the socio-anthropological consideration of a possible ethical evolution of contemporary societies (P. Berger, J. Habermas, D. Graeber).

Keyword: modernization and reflexivity; anthropology of modernity; ethical evolution of society.

Presentation Giver: Antonija Kvasina

Title: Practical application of CSB modules - the example of course International marketing at the Faculty of Economics, Business and Tourism, Split

Institution: University of Split, Faculty of Economics, Business and Tourism

E-mail: akvasina@efst.hr

Abstract: Presentation will focus on the syllabus of International Marketing course being offered to Master students at the Faculty of Economics, Business and Tourism in Split; curriculum that has CSB perspective. Creating a quality information foundation is the key of designing a successful export marketing strategy. Therefore, creating a marketing mix must take into account characteristics of foreign markets where company plans to export, among which are cultural and institutional aspects. It is essential that students learn how to transform the data into an information base that will indicate the export activities' possibilities. The output of students' groups are comprehensive studies of company's export activities to one foreign market that result in the creation of a marketing program for that market.

Keywords: *institutional analysis, international marketing, culture, formal institutions, export marketing strategy*

Paper Giver: Dario Miocevic

Title: International marketing research: An institutional perspective

Institution: University of Split, Faculty of Economics, Business and Tourism

E-mail: dmiocevi@efst.hr

Abstract: Presentations will focus on recent theoretical advances in international marketing/business field with a special focus on application of institutional theory in understanding cross-national issues in business research. New institutionalism has gained significant popularity among international business researchers during last two decades. Studies have documented that institutions, formal (regulations, law, policies) or informal (cultural values, norms, traditions) influence occurrences in the marketplace, by shaping behavior of both firm and consumers. This paper will focus on key theoretical advances regarding new institutionalism in international business/marketing research from both consumer and firm perspectives. Author will present recent studies and work in progress in this field of inquiry.

Keywords: *institutional theory, formal institutions, informal institutions, consumer behavior, firm internationalization*

Paper giver: Marjan Mladenovski

Title: Ethnicity and perspectives of diversity management in Republic of North Macedonia

Institution: PVP "Euro College"-Kumanovo, Macedonia

Email: m.mladenovski@eurocollege.edu.mk

In recent decades there is a global trending of increased opening of the labor market to all social groups and individuals, irrespective of national, ethnic, religious and gender, sexual orientation disability etc. Despite the democratic and humanist principles of this process in terms of equality, there is a strong economic leverage of trends in terms of utilization of overall economic potential of a country. The managers are faced with new conditions that bring an opportunity for competitive advantage, but also potential organizational conflict. Therefore, the main leitmotiv of this paper was to determine the attitudes of among young people in N. Macedonia for inclusion against the rejection of "different" from themselves, in the context different ethnicity. The paper, actually has a research approach, since it is on methodological techniques – survey, where in the focus is faculty of Business Administration of the Republic Macedonia (Kumanovo and Tetovo). Crucial questions that the young (future managers) were asked, were related to the horizontal relationships – work in the same office, opening the joint venture and the vertical relations to such issues as employment, promotion or working for a member of the "different" social groups and ethnic communities. The result of the survey noted the series of challenges which the young generation of managers from different ethnic communities in N. Macedonia, carry current (and future) demographic changes in the structure of labor.

Key words: youth, ethnicity, diversity management, workplace.

Paper giver: Ljubisha Petrushevski
Title: The Accursed Nature of the Economy
Institution: PVPU "Euro College"-Kumanovo, Macedonia
Email: ljubisha@eurocollege.edu.mk

The article deals with the philosophical, anthropological, aesthetic and economical aspect of the excessive object: the part that always slips and escapes the classical economic reasoning. This unknowable dimension of economic life whose occurrence cannot be predicted is the very reason behind all the economic activities. It ruptures the economic models and ridicules the concept of *homo economicus*. Being determined by the flow of energy it breaches any market equilibrium. Sovereign in nature, beyond accumulation or preservation of objects, it rests on precarious structures and thrives on destabilization. It is the background, the noise of the system, the parasite; the dirty, unclear, unwanted element in the economic relation between the subject and the object: the *third man* as Serres calls it; the noisy accompaniment of every communication; the interference and the filtering mediator that enables the perception of the larger picture of the general economy of life. The whole modern society is organized to protect itself from its violent intrusions. And although its circulation is termed as *evil*, it is still the crucial prerogative for the functioning of the system and the basis for the economical principle of non-violence. Unlike the economists who do not allow any unclear, blind spots in their theories, the artists' works are primarily engaged in locating that out-of-sync revelatory spot that opens up the hidden nature of the object. That is why, as Franco Berardi famously said, in order to understand the world the economists should start reading poetry.

Keywords: Noise, General Economy, Serres, Bataille, Poetry, Art

Paper Giver: Luis Pinto (with Artur Modlinski, Emilian Gwiaździński)
Title: City Business Mood
Institution: Universidade Da Beira Interior (Ubi)
E-mail: moreirapinto.arg@clix.pt

Abstract: Throughout this article we will demonstrate how the use, in the city, of new technologies, marketing and architectural shapes or colors can influence people's moods.

When some people think about a city, they imagine a place full of beautiful buildings, very clean streets, trees and gardens with charming people walking on the walk sides. For others they image the city has a place to make business or just to go shopping. But nowadays the city is still a place for culture and each day much more people travel to other cities just to understand the memory of the place, just to feel the local culture.

Because of that, new ways of doing business are appearing.

We can find along the streets shops and commercial spaces destined to sell traditional products that maintains the memory and the cultural identity of the place, in general those shops are especially directed to the tourists; however, the locals are increasingly and looking for traditional heritage products too.

The city is not only made of business and tourism. The city is made of environments that result in atmospheres that are more welcoming and others more aggressive. These atmospheres will directly influence the way we do business and the way we see and feel the city.

The population becomes more and more demanding both in terms of the architectonic layout characteristics and in terms of the decorative details of facades and streets.

The shapes and colors will directly influence the mood of the people who are walking on the city streets.

The city becomes more and more technological. Internet it is increasingly used within the city to solve problems related to traffic and to urban mobility. Nowadays the internet connects all the constructed elements of the city organizing the citizens life.

Technologically evolved city awakens the curiosity of all its users that increasingly demanding in relation to the use of technology. The city becomes smart and self-sufficient.

Today we are witnesses of incredible transformations of the urban environment. This space, thanks to new technologies is becoming more digitalized, which has a significant impact on the operation, infrastructure and tourist offer. The observed new trend - smart cities, also called the city 2.0, is the implementation of modern technological solutions such as Intelligent Transport Systems (ITS), which manage public transport, Green Investment Scheme (GIS), which is a system responsible for economical lighting on the streets of the city.

The city is organized on three fundamental pillars one linked to marketing, linked to culture and another linked to the use of new technologies.

Key words: Architecture, Management, City, Technology, Business

Paper giver: Antonio Putini

Title: Commons and Neoliberalism. Evidences of and chances for a counter-hegemonic paradigm

Institution: Department of Political Science, Sapienza University of Rome.

E-mail: antonio.putini@uniroma1.it

Abstract: Neoliberalism and common pool resources management model appeared in the same temporal frame of the past century. Neoliberalism spread as a very new model of production; common pool resources model, on the opposite side, as a recovery of ancient forms of managing resources based on collective use and government of resources.

Neoliberalism quickly became the hegemonic developing model, and it changed both the way of exploitation and value extraction and the shaping of interaction among individuals, and between market and political institutions.

Commons, on the opposite side, continued to play a niche-role both as a mode of production and alternative narrative at least until the Nineties, when ecological threat, Nation-State crisis and weakness of social ties became evident.

Based on collective use of a resource, horizontal political procedures and a different approach to the connection between Nature and human beings (sustainability) commons turned into "The Common", a sort of counter-hegemonic paradigm.

By analysing the principal features of this paradigm, this contribution aims to give evidence to the potentialities and the main obstacles to its growing.

Keywords: common pool resources; Commons; Neoliberalism; sustainability;

Paper giver: Dr. Jolanta Saldukaiytė
Title: Cultural Diversity and Ethics
Institution: Vilnius Gediminas Technical University, Lithuania
Email: Jolanta.saldukaiyte@vgtu.lt

My presentation addresses the concept of cultural diversity and its ethical implications. On one hand, diversity usually is understood as a categorical difference, i.e. including both qualitative and quantitative features which can be measured, classified, and/or institutionalized. If we know how to interpret and use this kind of knowledge, it can prove a helpful tool for solutions to cultural conflicts or serve as the basis of cultural integration and assimilation.

On other hand, such an approach might at the same time miss encountering others as others, having put the other into reductive categories. Diversity regarding human beings cannot be reduced to spatial-temporal or quantitative differences but precede these and gives them ethical orientation.

For better understanding the ethical aspects of diversity I suggest a Levinasian approach. To encounter the Other as a face, i.e. ethically, is to transcend the particularities of cultural and social context. To face the face of the other is, despite the other's particularities, to refuse to reduce him or her into any category, kind, specie.

I am going to ask how it is possible and why it is necessary in the practical field to take into consideration both of the above approaches: categorical and ethical. In addition, this theoretical analysis will be followed up by introducing relevant elements of diversity management theory.

Keywords: cultural diversity, difference, ethics, Levinas.

Presentation Givers: Živilė Sederevičiūtė-Pačiauskienė, Viktorija Žilinskaitė-Vytiene
Title: Contemporary Research for Business: Can Consumer Research and Design Thinking be valuable without Knowledge and Skills in Cultural Studies?
Institution: Vilnius Gediminas Technical University, Faculty of Creative Industries
E-mail: zivilė.sedereviciute-paciauskiene@vgtu.lt, viktorija.zilinskaite@vgtu.lt

Abstract

Presentation will focus on analysis of business research. Contemporary business could not be imagined without consumer research and design thinking. However, both consumer research and design thinking as methods require knowledge of the possible consumer that is superficial without understanding about cultural processes and individual experience of culture, that influences consumer behavior. Changing time and cultural diversity requests permanent renewal and update of knowledge about cultural dimensions of society. Skills in research in the field of cultural studies allow research for business go much deeper and concentrate not only on consumer attitudes towards the analyzed products, but encompass reasons and symbolic values influencing consumer decisions.

Keywords: *cultural studies, culture, design research, design thinking, consumer research*

Paper giver: Dr. Marija Stojanova

Title: Cultural aspects of knowledge and skills of employees

Institution: PVPU "Euro College"-Kumanovo, Macedonia

Email: m.stojanova@eurocollege.edu.mk

My paper will present the cultural aspect of value of knowledge, competences and skills. The question of knowledge exchange is an old topic where Aristotle states that there is no common measure between knowledge and money and recommends the compensation through gifts. On the other side, the Sophist brought to light the idea that the expertise must be compensated. This question is still active in the real world of organization where the main problem is what money value we will address to certain skills and knowledge of our employees. There are different types of measurement of efficiency but what is the real compensation. Boyatzis (1982) defined competency as 'an underlying characteristic of an individual which is causally-related to effective or superior performance' and the salary structure differs from the specialized knowledge. Again we arrive the question of knowledge. Mallarme ask the questions: What good is it to traffic, what should and should not be sold? This is the way to come back at the beginning and to arise again the question what is for sale, the idea of the author or the intellectual performance of the employee as part of the profit accumulation.

Keywords: knowledge, skills, commercial exchange, value.

The Project

CSB, Cultural Studies in Business is a strategic project proposed by a consortium coming from the “Erasmus+ Macro Region”: Sapienza University of Rome (Italy), Eurocollege of Kumanovo (FYROM), Technical University of Vilnius (Lithuania), University of Split, Faculty of Economy (Croatia), Universidade da Beira Interior (Portugal), University Wisdom of Tirana (Albania) and Jump Association (Italy).

The main object is to design an Innovative European Curriculum in Economics, Social Science and Humanities. The Project Group is providing facilitation with “no formal education” and support for monitoring, evaluation and social media promotion. CSB Project previews the realization of three main intellectual outputs:

- An in-depth **analysis** of the *status quo* in the “Erasmus Plus Region” of High Education Curricula in the field of Economic studies;
- A **pilot curriculum** to be implement and tested during a period of six months with a group of 140 students.
- The launch of an on-line “**International Journal of Cultural Studies in Business**”.

Key words or Topics: economical processes in contemporary world; cultural dimensions of economics; interdisciplinary research; good practices; innovative high education.

Info Pack for Partners

Meeting Venue and Rooms

Sapienza University of Rome

Dept. of Political Sciences – Building CU002, 3th Floor, Room 8

P.le Aldo Moro, 5 - 00185 Rome

Lodging:

Casa dell'Aviatore

Via Spallanzani, 42 – 00161 Rome

<https://www.casaviatore.it/room/dependance/>

Useful Link:

www.uniroma1.it Sapienza University of Rome

<http://www.turismoroma.it/?lang=en> The Official Website of Tourism in Rome

<http://www.trenitalia.com/> Trenitalia

<http://www.adr.it> Rome Airport Website (Fiumicino and Ciampino)

Info:

csbproject.italy@gmail.com

mc.marchetti@uniroma1.it