

CV of the researcher

Michelle Grillo, PhD

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Nationality: Italian and French (dual citizenship)

Areas of Study and research:

Scientific-disciplinary sector GSPS/06-A (Sociology of cultural and communication processes), sector 14/C2 - Sociology of digital cultures

Education:**PhD in Media and Mediality (37th cycle – 2021/2024)**

Organisation: eCampus Telematic University

Enrolment period: 01/11/2021 – 31/10/2024

Thesis defended and degree awarded: 11/03/2025

Duration: 3 years

Thesis title: "The Metaverse and Digital Transformation in the Fashion Industry" (SSD: SECS/P 10)

Rating: Excellent

Five-year degree in Communication Sciences (Old System)

Organisation: University of Salerno

Degree awarded on: 24.07.2007

Final grade: 103/110

Thesis title: "The Comic Body. From Chaplin to Troisi, between identity and mask" (in Sociology of Cultural Processes)

Summer School

17-22.06.2024 School of Teaching Methodology – AIDEA At the Magna Grecia University of Catanzaro

Research Funding & Competitive Calls

Marie Skłodowska-Curie Actions (MSCA-PF). Project proposal awarded Seal of Excellence (SoE) (93%), ranked among top evaluated proposals.

Teaching Experience

Adjunct Professor of Sociology of Communication (module within "Pedagogy and Sociology of Communication," 6 ECTS), Degree Course in Sport and Health Sciences (L-22), University of Sannio, Benevento, A.Y. 2026/2027

Publications**A) Edited Volumes**

2023: *Tecnomagia* by Vincenzo Valentino Susca (with Francesco Barbalace), Milan, Mimesis

ISBN-10: 8857590119

ISBN-13: 9788857590110

B) Articles in A-level journals for sector 14/C2 (Sociology of cultural and communication processes)

Grillo, M. (2023). *Technomagic in the metaverse. Rituals, bodies and games in the digital society*. Im@go. A Journal of the Social Imaginary, (21), 147-162.

Amendola, A., & Grillo, M. (2021). *Sex and the City between fashion, metropolis and eros: a sociological analysis*. Sociétés, 154(4), 125-134. 2021/4 No. 154 | ISSN 0765-3697 ISBN 9782807395060 DOI 10.3917/soc.154.0125

Amendola, A. A., & Grillo, M. (2021). *NFTs and Concerts: The Music Industry Between Liveness, Experimentation, and Future Alternatives*. Remote Connections. Artivism_Theatre_Technology, (3). <https://riviste.unimi.it/index.php/concessioniremote/article/view/16834>

C) Articles in scientific journals for Area 14 (Political and Social Sciences)

Grillo, M., Bonomi, S. (2022) *The metaverse and digital innovation in the fashion industry. A review of the literature*, (edited by) Journal of Digital Research and Education #4, Studium Editore, 70-99

Grillo, M. (2022). *Fashion and Metaverse: an expository study on the first MVFW*. VISUAL REVIEW. International Visual Culture Review / Revista Internacional De Cultura Visual, 9 (Monográfico), 1–10. <https://doi.org/10.37467/revvisual.v9.3588>

Amendola, A., & Grillo, M. (2021). *Images and reproducibility of the self in the digital society: digital practices and tools for identity construction*. ECHO, (3), 172-176. <https://ojs.cimedoc.uniba.it/index.php/eco/issue/view/126>

D) Contributions in academic journals

Camargo Molano J. Grillo M., *Gender-fluid stage costumes: the influence of Oskar Schlemmer on David Bowie and Lady Gaga* in Camera Blu 2022 no. 24 Diversity in fashion. Languages sustainability, inclusion. ISSN 1827-9198 | E-ISSN 2531-6605

E) Contributions in volume:

Grillo, M., & Bonomi, S. (2026). Is the Rise of AI in the Metaverse a Way to Make the Fashion Industry More Sustainable? In *Advanced Technologies in Business, Volume II: Industry, Policy and Societal Impacts* (pp. 275-297). Cham: Springer Nature Switzerland.

Bonomi, S., Grillo, M. (2025). Metaverse: An Environmental Sustainability Tool? In: Cipriano, M., Lazazzara, A., Caporarello, L. (eds) *Technologies for Organizations and Society. Lecture Notes in Information Systems and Organisation*, vol 80. Springer, Cham. https://doi.org/10.1007/978-3-032-01697-3_4

Grillo, M. (2025). La moda nel metaverso: Trasformazioni sociali e impatti economici nell'era digitale. In L. Di Majo & G. Frezza (a cura di), *Il metaverso. Profili strutturali, socio-mediologici, economici e giuridici* (pp. 200–207). Mimesis Edizioni. <https://www.mimesisedizioni.it>

Grillo M., Bonomi S., (2024) *The metaverse: digital innovation in the fashion industry. A systematic literature review* in Braccini A, Pallud J and Pennarola F, (a cura di) *Technologies for digital transformation: moving towards the future of organisations*. Series: Lecture Notes in Information

Systems and Organisation (LNISO). Springer (Ch) ISSN 2195-4968

Molano, J. C., Grillo, M. (2023). *Metaverse and virtual reality: is it possible to be sexually harassed in a non-physical space?* Taking the lead on providing novel solutions using cutting-edge technologies-facilitation of meaningful collaborations, knowledge-sharing platforms and widely accessible publications which are supported by the fundamental value system at the heart of TIKM is what makes us stand out from the competition., 103.

Grillo M (2021) *Showcase – The Picture of Dorian Gray, death, photography and the construction of the self through selfies*, in Amendola, A., Arcieri, F., Auriemma, V., Molano, J. C., Grillo, M., Meriano, P., ... & Troianiello, N. (2021). 10 keywords. The narrative matrix and the digital society. Essays on mediology in literature. In 10 Keywords-The narrative matrix and the Digital Society (pp. 121-127).

F) Conference proceedings

Grillo M., Bonomi S., (2023) The metaverse and the fashion sector: new sales channel, interaction model or digital transformation? *ITAIS 2023 Proceedings*. 27. <https://aisel.aisnet.org/itais2023/27>

Grillo M., Bonomi S. (2023) Digital Transformation in the Fashion Industry: Metaverse as an Additional Business Platform or a New Innovative Stakeholder Interaction Model. In Lerro A., Carlucci D. and Schiuma G. "Proceeding of IFKAD2023. Managing Knowledge for sustainability Distribution. Matera 7-9 June. Institute of Knowledge Asset Management. ISBN 978-88-96687-16-1; ISSN 2280-787X

Grillo M., Fashion and the Metaverse: an exploratory study on the first MVFW, in Proceedings of the CUICIID 2022 Congress with ISBN 978-84-09-43242-4.

Camargo Molano, J., Grillo, M., & Battista, D. (2021). *Training for training: Moodle as a teaching tool*. In Proceedings of the 2nd International Conference of the Journal Scuola Democratica: Reinventing Education (Vol. III, Pandemic and Post-Pandemic Space and Time, pp. 596–603). Associazione "Per Scuola Democratica".

G) National and international conferences

17-19-19/06/2026 University of Roma Tre 8th Conference of the Italian Scientific Society of Sociology, Culture and Communication –*SISCC 2026* Crash! Rethinking humanity through narratives and conflicts

Speaker for the presentation entitled: "The fashion industry in crisis. New actors, conflicts over legitimacy and narratives of consumption in the age of deep mediatisation"

15/09/2025 – 17/09/2025 University of Bologna

International conference The older, The better! Ageing celebrity in contemporary media and sport contexts – PRIN 2022 PNRR "Celebr-age" Final Conference

Speaker for the presentation entitled: "(Non)Ageing and Celebrity of Virtual Influencers. The Lil Miquela Case"

18-19-20/06/2025 University of Cagliari 7th Conference of the Italian Scientific Society of Sociology, Culture and Communication –SISCC2025 'There is no more time!' Speaker for the presentation entitled: "Fashion in the Metaverse: AI and perception of time, between acceleration and sustainability"

11-12/10/2024 University of the Sacred Heart in Piacenza
XXI Conference of the Italian Chapter of AIS, Speaker for the presentation entitled: "Metaverse: an environmental sustainability tool in the fashion sector?"

13-14/10/2023 University of Turin XX Conference of the Italian Chapter of AIS
Speaker for the presentation entitled: "The metaverse and the fashion sector: new sales channel, interaction model or digital transformation?"

28/08/2023 University of Bologna ESA RN 5 Mini Mid-Term Meeting in Bologna The Sociology of Consumption: Bonding beyond boundaries 2023 Mini Midterm Meetings in Multiple Locations
Speaker for the presentation entitled: "From digital spaces to real-life spaces: how the H&M and Loewe brands build the imaginary of the Metaverse".

6-7-8-9/06/2023 Matera
IFKAD 2023 conference "Managing Knowledge for Sustainability"
Speaker for the presentation entitled: "Digital transformation in the fashion industry: metaverse as an additional business platform or a new innovative stakeholder interaction model"

14-15/10/2022 Magna Graecia University of Catanzaro
XIX Conference of the Italian Chapter of AIS & The XIV Mediterranean Conference on Information Systems Acting in the digital society: moving towards a sustainable future
Speaker for the presentation entitled: "The metaverse: digital innovation in the fashion sector. A literature review".

05-06-07/10/2022 Madrid
12th edition of Cuiciid International University Conference on Communication in the profession and in Today's University: Content, Research, Innovation and Teaching (CUICIID).
Presentation entitled: "Fashion and the Metaverse: an exploratory study on the first MVFW".

01-02-03/09/2022 Turin Polytechnic
ESA RN18 Mid-Term Conference at the Polytechnic University of Turin.
Speaker for the presentation entitled: "Digitalization and green expectations: the environmental impact of NFTs"

23-24/06/2022 Federico II University of Naples
Fourth national congress of the SISCC (Scientific Society for Culture and Communication),
Presentation entitled: "Knowledge and technologies: prospects and challenges in the new NFT market"

24-25/11/2021 University of Salerno

The Third International Conference ILIS “Research Methods in the Digital Society: Areas and Practices”.

Presentation entitled: Methods and behaviours for successful digital social research with subjects with special learning disorders (SLD).

09/09/2021 Rome

14th ESPAnet Italy Conference

Co-author of Panel Session 8: The school and university system put to the test by the pandemic. The right to education between new inequalities and opportunities

23-24/09/2021 University of Salerno First Study Conference: Video Games in Italy - theories, methods and perspectives at the University of studies in Salerno. Presentation entitled: Fashion System: From Simmel's Metropolises to the Virtual Spaces of Video Games.

24-25/06/2021 online

SISCC 2021 “Networks of Values. The Values of Networks”

Co-author of the panel discussion “In my end is my beginning. From rubble to digital. Four ‘narratives’ between communication politics, contemporary art, video games and social networks” with a study entitled: Creative Disruption: From the ruins of MySpace to new social networks

H) Translations in magazines

Translation in journal: Joron, P., (2023) An ethics of energy in *Im@go*, 2023 no. 20, ISSN 2281-8138

I) Translation of monographs

Philip Joron, *La vita improduttiva – George Bataille e l’eterologia sociologica* (The Unproductive Life – George Bataille and Sociological Heterology, Rome, Rogas, 2022).

L) Presentation at seminars, workshops, and Laboratories

23/05/2025 (University of Salerno): *Play in social sciences*, report presented during the seminar La Macchina dei Sogni, Sport, Media e Letteratura. Spin Off. Organised by the Digital Cultures and Sports Research Laboratory (DiCSLab) at the Department of Political and Social Studies (Disps).

04/04/2025 (University of Salerno): *Metaverse, Fashion and Sport*, report presented during the seminar La Macchina dei Sogni. Sport Media e Letteratura (The Dream Machine. Sport, Media and Literature). Third Edition, organised by the Digital Cultures and Sports Research Laboratory (DiCSLab) at the Department of Political and Social Studies (Disps)

08/05/2024 (University of Salerno): The metaverse and digital transformation in the fashion industry, report presented as part of the conference Dentro il Metaverso: Oltre i riflessi del virtuale (Inside the Metaverse: Beyond the reflections of the virtual), an initiative organised by the Media Culture and Society Study Centre at the Department of Political and Social Studies (Disps).

19/04/2024 (Vanvitelli University): *The Metaverse and digital transformation in the fashion industry*, report presented during the seminar lecture as part of the Media and Fashion course, part of the Fashion Design degree programme at the Department of Architecture and Industrial Design

07/12/2023 (University of Salerno): *"The metaverse and online communities: the Roblox case"* report presented as part of the course in Sociology of Youth Cultures, LM Sociology of Policies for the Territory at the University of Salerno.

M) Organising Committees

31/03/25 Member of the organising committee of the Second Research Seminar of the PRIN PNRR 2022 'PRIN PNRR Seminar "Celebrity: What's Left of the Stars? Ageing Processes and the Evolution of Celebrity Careers" at the University of Salerno.

01/10/2024 Member of the organising committee of the national conference "Performativity and/in/ media" organised by the Centre for Media, Culture and Society Studies of the Department of Political and Social Studies at the University of Salerno.

27/03/2024 Member of the organising committee of the PRIN PNRR seminar 'Celebr-età', Ageing and Sports Celebrity in Media and Social Narratives.

N) Study centres and laboratories

Member of Digital Cultures & Sports (DiCuSLab) Research Laboratory

05/02/2025 University of Salerno

Department of Political and Social Studies

present

O) Referee

1) Category A journals for sector 14/C2: "Im@go – A Journal of Social Imaginary" (ISSN: 2281-8138); "Mediascapes Journal" (ISSN: 2282-2542)

2) Scientific journals for sector 14/C2: "Funes. Journal of Narratives and Social Sciences" (ISSN 2532-6732); "Eracle. Journal of Sports and Social Sciences" (ISSN: 2611-6693)

P) Academic Positions

07/04/2025 Collaboration agreement for "Survey on celebrities, cultural memories and models of active ageing among elderly audiences in Italy" carried out as part of the PRIN 2022 PNRR "Celebr-età" project. Scientific Director Prof. Mario Tirino.

26/05/2021 Lecturer for the seminar "From synchronous to asynchronous: The experience of the PCTO 'Creative Work in the Digital Society'", as part of the training activities of the Seminar on the use of SOCIAL media and E-LEARNING platforms in guidance programmes between SCHOOLS and UNIVERSITIES - Project "POT9 GPS. UNI" - 2017/2018 academic year - proposed with note no. 147435 of 26/05/2021

Professional Experience – Non-academic sector

01/01/2020 – present

Social Media Manager and Strategist (freelance)

Design and management of digital communication strategies for SMEs, professionals and cultural associations.

Content production, editorial management, storytelling for value-based campaigns on Instagram, Facebook, and LinkedIn.

Data analysis (insights, KPIs) and engagement optimisation.

01/02/2014 to 30/10/2020

Founder and Artistic Director – Freedom Book & Music (Salerno)

Co-founding of a hybrid cultural space (literary bistro) serving as a bookshop, concert hall and event venue.

Curator of cultural programming (presentations, readings, live performances).

Digital marketing management, media and supplier relations, financial administration and event planning.

01/05/2006 to 01/05/2007

Press officer – Municipality of Pontecagnano Faiano (SA)

Drafting institutional press releases, managing relations with local media and organising press conferences.

Communication support for events, campaigns and graphic design.

01/02/2004 to 30/04/2006

Correspondent – freelance journalist at La Città (Salerno)

Cultural and social news, interviews, reviews and reports.

Specialisation in topics related to young people, culture, entertainment and society.

Language Skills

English B2

Native French speaker

Computer Skills

I have solid knowledge and expertise in using the main Office Automation tools, both in Windows and MacOS environments. In particular, I am proficient in the advanced use of software such as Microsoft Word, Excel, PowerPoint, Outlook and their equivalents on Apple platforms, as well as in the organisation and management of digital activities and documents in professional and collaborative contexts.

AI Fluency: advanced use of generative AI tools (ChatGPT, Claude, Gemini) for research support, content creation, data analysis, and prompt engineering. Familiarity with AI-powered platforms for text, image, and video generation (e.g. Midjourney, Canva AI, Runway). Applied knowledge of AI integration in academic workflows and digital communication strategies.

Digital & Social Media Tools: proficient in social media management platforms (Meta Business Suite, Later, Hootsuite), web analytics (Google Analytics), SEO basics, and content management systems (WordPress). Experience with collaborative tools such as Google Workspace, Notion, and Moodle (LMS).

Other activities

Writer

Author of two novels published in 2018 and 2020 by Polidoro Editore.

Michelle Grillo PhD