



ALLA MAGNIFICA RETTRICE
DELL'UNIVERSITA' DEGLI STUDI DI MILANO

COD. ID: 6996

Il sottoscritto chiede di essere ammesso a partecipare alla selezione pubblica, per titoli ed esami, per il conferimento di un assegno di ricerca presso il Dipartimento di Department of Economics, Management and Quantitative Methods

Responsabile scientifico: Prof. VURRO

FAHEEM UDDIN SYED

CURRICULUM VITAE

INFORMAZIONI PERSONALI

Cognome	SYED
Nome	FAHEEM UDDIN

OCCUPAZIONE ATTUALE

Incarico	Struttura
-	-

ISTRUZIONE E FORMAZIONE

Titolo	Corso di studi	Università	anno conseguimento titolo
Dottorato Di Ricerca	Business Administration and Management	University of Pisa, Pisa, Italy	2024, Expected defense 2025 February
Laurea Magistrale o equivalente	International management and business consultancy (LM-77)	University of Messina, Messina, Italy	2021
Master	Business Administration	Iqra University, Karachi, Pakistan	2019
Bachelor	Business Administration	Iqra University, Karachi,	2017



		Pakistan	
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ISCRIZIONE AD ORDINI PROFESSIONALI

Data iscrizione	Ordine	Città
-	-	-

LINGUE STRANIERE CONOSCIUTE

lingue	livello di conoscenza
English	Advanced
Urdu	Advanced
Italian	Basic
Arabic	Reading only

PREMI, RICONOSCIMENTI E BORSE DI STUDIO

anno	Descrizione premio
2024	Used 50% Increased scholarship of PhD for the visiting period in Norway (Inland Norway University of Applied Science)
2024	Used 50% Increased scholarship of PhD for the visiting period in UAE (American University of Sharjah)
2021-2024	PhD Scholarship – Granted PhD Pegaso Scholarship from Regione Toscana - annual 15343,28 Euro
2020-2021	ERSU Scholarship – Awarded ERSU scholarship of the annual fund of 2600 Eurs and Accomodation and meals.
2018	60% off semister fees as top ranked student at Iqra University

ATTIVITÀ DI FORMAZIONE O DI RICERCA

descrizione dell'attività

I am working on Servitization, sustainability, metaverse, and Industry 4.0

Research Activities:

1. 2024 Global Fashion Management Conference (11-14 July 2024) University of Milan. Supporting staff member in organizing the conference, including the scientific side.



2. Online reputation management conference (13-14 April 2023)

Writer of call of papers

Organizing committee team member.

The conference has been funded (approximately 78.000\$) through an EU sponsored program named Erasmus+, action KA203 – Strategic Partnership for Higher Education project – Project “ORM - Online Reputation Management”

Link: Special Tracks | The conference | International conference "Online reputation management in tourism and hospitality conference" | DISEI | UniFI

3. Consultancy

Polaris Engineering

4. Industrial Site visit for Research activities

LEM INDUSTRIES SPA

TRE A - La bellezza diventa accessorio.

FEMEC SPA

METALAB SPA

5. Reviews activities

Industrial Marketing Management

Journal of Global Fashion Marketing

Journal of Strategic Marketing

EURAM Conference

R&D Management Conference

Qeios

ATTIVITÀ PROGETTUALE

Anno	Progetto
2024	Visiting scholar Servitization and circularity Inland Norway University of Applied Science, Rena, Norway
2024	Visiting scholar Micro-foundation of servitization American University of Sharjah, Sharjah, United Arab Emirates (UAE)
2023	On-field researcher Industry 4.0 and automation EMA - Accessori Metallici per la Moda, Florence, Italy

TITOLARITÀ DI BREVETTI

Brevetto
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CONGRESSI, CONVEGNI E SEMINARI

Data	Titolo	Sede
31st August – 01st September 2024	27th Excellence in Services International Conference How Industrial Employee Capitalize On Digital Servitization: Total Quality Management Perspective	University of Bergamo, Bergamo, Italy
11th July – 14th July 2024	Global Fashion Marketing conference (GFMC) Towards Full Potential Of Servitization Industrial Metaverse: A New Frontier For Employee Engagement And Employer Branding	University of Milan, Milan, Italy
13th May – 14th May 2024	Spring Servitization Conference How Dynamic Capabilities Transform Symbiotic Relationship: Achieving Resilient Servitization Process	Tilburg, Netherland
20th July -23rd July, 2023	Global Marketing Conference Promoting perceived green brand trustworthiness through virtual reality: a conceptual framework	lotte hotel & Yonsei University, Seoul, South Korea
16th June – 18th June 2023	R&D Management Conference Culture Disparities: the barriers to the adoption of Industry 4.0 Technologies	Pablo de Olavide University Sevilla, Spain
14th June – 16th June 2023	EURAM The interplay between digital servitization and industry 4.0 in the fashion industry	Trinity Business School, Dublin, Ireland
13th April to 15th April 2023	Online Reputation Management Conference Online reputation management in smart sustainable tourism	University of Florence, Florence, Italy
30th June – 1st July 2022	SINERGIE-SIMA 2022 Conference Are digital platform Bridge between Developed and Emerging Markets? Evidence from multiple case studies	Milan Bicconi University, Milan, Italy
28th June – 30th June 2022	ACIEK Conference Are digital platform Bridge between Developed and Emerging Markets? Evidence	Seville, Spain



	from multiple case studies	
28th June – 30th June 2022	EURAM Are digital platform Bridge between Developed and Emerging Markets? Evidence from multiple case studies	The ZHAW School of Management and Law, Winterthur, Switzerland
10th June – 12th, June 2022	8th International Conference On Management Development of an instrument to measure adoption of Online personal trainer: technology acceptance model in fitness context	Double tree By Hilton, Istanbul, Turkey

PUBBLICAZIONI

Libri
Syed F.U. “Chicken or Egg! Let See Who Comes First?” From Servitization to Servitization 5.0, Emerald Publishing Limited, 2025
Syed F.U. Strategic Road Map Towards Servitization 5.0 Through House Of Capabilities, Springer International Publishing, 2025
Syed, F. U., Vianello, D., Kvítková, Z., & Rialti, R. (2024). From Disruption to Absorptive Capacity: The Life Cycle of Digital Marketing Innovation for Luxury Businesses. In W. Ozuem, S. Ranfagni, & M. Willis (Eds.), <i>Digital Transformation for Fashion and Luxury Brands: Theory and Practice</i> (pp. 67–89). Springer International Publishing. https://doi.org/10.1007/978-3-031-35589-9_4
Syed, F. U., Donvito, R., & Aiello, G. (2023). Global Impacts of Online Reputation Management of Pre- and Post-Coronavirus Pandemic: Comparative Analysis in Context of Industry 4.0. In R. Rialti, Z. Kvítková, & T. Makovník (Eds.), <i>Online Reputation Management in Destination and Hospitality</i> (pp. 111–130). Emerald Publishing Limited. https://doi.org/10.1108/978-1-80382-375-120231006

Articoli su riviste
Kniazeva, M., Aiello, G., Dasmi, C., Mazzoli, V., Nechaeva, O., & Syed, F. U. (2024). Why fashion brands enter the metaverse: Exploring the motivations of fast fashion and luxury fashion brands. <i>Journal of Global Fashion Marketing</i> , 15(1), 62–89. https://doi.org/10.1080/20932685.2023.2269952
UddinSyed, F. (2023). Supply Chain Management and Modeling in the Era of Industry 4.0: Insights and Strategies for Resilience and Sustainability. <i>Industrial Management Advances</i> , 1(1), Article 1. https://doi.org/10.59429/ima.v1i1.121
Marrucci, A., Rialti, R., Donvito, R., & Syed, F. U. (2022). “Connected we stand, disconnected we fall”. Analyzing the importance of digital platforms in transnational supply chain management. <i>International Journal of Emerging Markets</i> , ahead-of-print(ahead-of-print). https://doi.org/10.1108/IJOEM-01-2022-0073
Khan, A. A., Abbas, B., Jabeen, A., Syed, F. U., Ali, G., Faisal, M., & Saleem, A. (2022).



Hedonism and Repurchase: Determining Value for Money and Repurchase Intentions in Shopping Malls. <i>International Journal of Innovations in Science and Technology</i> , 4(3), 943–964. https://doi.org/10.33411/IJIST/2022040314
Syed, F. U., Abbass, B., Rizwan, M., Baloch, M., & Mehmood, D. K. (2021). Subjective Knowledge and The Antecedent-Mediator Relationship of TPB In Female Adolescence: Healthy Eating Intentions Prediction. <i>Reviews of Management Sciences</i> , 3(2), Article 2. https://doi.org/10.53909/rms.03.02.0101
Syed, F. U., Baloch, M., & Awan, M. (2021). Covid-19 and Rural Education, a perspective on Global Education System: AMSTAR Tool as Systematic literature Review. <i>IOSR Journal of Business and Management</i> , 23, 30–48. https://doi.org/10.9790/487X-2308063048
Atta, H. S., Abbas, B., & Syed, F. U. (2021). Study of Consumer Values for Organic Personal Care Products in the Fields of Health and Cosmetics. <i>International Journal of Innovative Science and Research Technology</i> , 6(8). https://ijisrt.com/assets/upload/files/IJISRT21AUG285.pdf
Jabeen, A., Abbas, B., Syed, F. U., & Khalil, M. (2021). An Investigation of the Consequences of Workplace Bullying, Including Defensive Silence and Psychological Well-Being. The Role of Negative Work Rumination in Mediating the Effects of Workplace Bullying. <i>International Journal of Innovative Science and Research Technology</i> , 6, 1004–1010. https://www.ijisrt.com/assets/upload/files/IJISRT21JUL1085.pdf

Atti di convegni
Syed, F. U., & Rialti, R. (2024). TOWARDS FULL POTENTIAL OF SERVITIZATION. <i>Global Fashion Management Conference</i> , 146–146. https://doi.org/10.15444/GFMC2024.02.08.04
Syed, F. U., & Albani, R. (2024). INDUSTRIAL METAVERSE: A NEW FRONTIER FOR EMPLOYEE ENGAGEMENT AND EMPLOYER BRANDING. <i>Global Fashion Management Conference</i> . 569–575. https://doi.org/10.15444/GFMC2024.06.08.02
Syed, F. U., Rialti, R., Donvito, R., & Aiello, G. (2024). How dynamic capabilities transform symbiotic relationship: Achieving resilient servitization process. <i>Digital Service Innovation: Redefining Provider-Customer Interactions, Proceedings of the Spring Servitization Conference.</i> , 222–224.
Dasmi, C., Marrucci, A., Syed, F. U., & Aiello, G. (2023). PROMOTING PERCEIVED GREEN BRAND TRUSTWORTHINESS THROUGH VIRTUAL REALITY: A CONCEPTUAL FRAMEWORK. <i>Global Marketing Conference</i> , 234–238. https://db.koreascholar.com/Article/Detail/422218
Best conference track paper award

ALTRE INFORMAZIONI

On Going projects

1. An interconnected multi-level framework of servitization: (macro-meso-micro) perspective. Co Authors: Riccardo Rialti, Faheem Uddin Syed, Raffaele Donvito, and Gaetano Aiello.
2. Let servitize together! Collaborative servitization and ecosystem management: the process framework. Co Authors: Faheem Uddin Syed, Riccardo Rialti, Raffaele Donvito and Raffaele Filieri.
3. Construction of servitization absorptive capacity: an employee perspective. . Co Authors:



Faheem Uddin Syed, Rodrigo Basco and Riccardo Rialti.
Invited Talks November 2024 Customer insights – Iqra University November 2024 Multilevel servitization – University of Pisa July 2023 Brain drain – Federal Urdu University May 2022 Research methodology – Bahria University August 2021 Master the exam with ClassWizz, MeditecX Institute August 2021 Digital marketing – Iqra University August 2021 Teacher assessment – Aga Khan institute September 2020 Globalization – Iqra University
Courses/Seminars Attended March 2024 High quality manuscript writing – Emerald Publishing January 2024 Moonshot thinking – Rotterdam School of Management, Erasmus University August 2023 Advance statistics – Udemy December 2022 Qualitative research methodology – University of Florence October 2022 Digital marketing and innovation – University of Milan August 2022 Advance research methodology – Greenwich University July 2019 Casio certification – Karachi School of Business and Leadership (KSBL) March 2017 Simulation – Karachi School of Business and Leadership (KSBL)
Skills SPSS EVIEWS AMOS SMART PLS Qualtrics FSQCA MAXQDA R Studio Digital Marketing expert
Reference Professor Dr. Riccardo Rialti Senior Assistant Professor of Marketing University of Siena Piazza San Francesco 7/8, 53100 Siena, Italy. Work: +39 328 058 4728 Email: riccardo.rialti@unisi.it Professor Dr. Lamberto Zollo Associate Professor University of Milan Via Conservatorio, 7 20122, Milan, Italy Work: 02503 21472 Email: lamberto.zollo@unimi.it Professor Dr. Rodrigo Basco Rodriguez Professor American University of Sharjah University City – Sharjah (U.A.E) Email: rbasco@aus.edu Professor Dr. Raffaele Donvito Associate Professor



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Le dichiarazioni rese nel presente curriculum sono da ritenersi rilasciate ai sensi degli artt. 46 e 47 del DPR n. 445/2000.

Il presente curriculum, non contiene dati sensibili e dati giudiziari di cui all'art. 4, comma 1, lettere d) ed e) del D.Lgs. 30.6.2003 n. 196.

RICORDIAMO che i curricula **SARANNO RESI PUBBLICI sul sito di Ateneo** e pertanto si prega di non inserire dati sensibili e personali. Il presente modello è già precostruito per soddisfare la necessità di pubblicazione senza dati sensibili.

Si prega pertanto di **NON FIRMARE** il presente modello.

Luogo e data: Florence, Italy, 27/11/2024