

# Manisera Marica



University of Brescia C.da S. Chiara, 50 25122 – BRESCIA - Italy



marica.manisera@unibs.i



+39 030 2988673



0000-0002-2982-0243

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https://www.researchgate.net/profile/Marica Manisera



marica1609



it.linkedin.com/in/maricamanisera-5b856643



@ManiseraMarica

# **PROJECTS**

BODal-Lab (Big&Open Data Innovation Laboratory)

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**BDsports** (Big Data analytics in sports)

bdsports.unibs.it



# Associate Professor in Statistics – University of Brescia, Italy

#### **STUDY DEGREES**

2001: Master of Science in Political Economics (summa cum laude) University of Brescia, Italy

2005: PhD in Methodological and Applied Statistics University of Milano-Bicocca, Italy

## **RESEARCH ACTIVITY**

#### Main research interests:

- Statistical methods and models applied to sport, with focus on machine learning and data mining algorithms, big data visualization and data integration applied to perfomance analysis in basketball
- Statistical methods and models for rating data, coming from Likert-type scales
  and multi-item questionnaires with ordered response categories, with
  attention on methodological issues related to the presence of latent variables,
  the treatment of missing values and "don't know" responses. Main application
  are in the field of human perceptions' measurement and quality evaluation in
  several contexts (job, marketing, sensory analysis, arts and cultural places)

I published more than 40 peer-reviewed papers on national and international journals and books, one book and more than 30 working papers and conference proceedings (Google Scholar profile:

https://scholar.google.com/citations?user=DBQRGsYAAAAJ&hl=it&oi=ao).

I participated to more than 40 international conferences, as invited speaker, contributed speaker or invited discussant. Over the years, I have been involved in several research projects granted by international (European Union Seventh Framework Programme), national (PRIN) and local funds

I spent some visiting periods at Leiden University in 2004-2006. I organized or coorganized several international and national conferences, seminars, workshops.

## **MAIN PROFESSIONAL POSITIONS**

- Associate Professor of Statistics at the Department of Economics and Management of the University of Brescia (since 2017); previously, Assistant Professor (2009-2017)
- Main lecturer of Statistics, Data Analysis, Data Mining (University of Brescia) and teacher in the PhD Program, supervisor of more than 70 bachelor and master degree theses
- Member of the Committee of the PhD "Analytics for Economics and Management" of the University of Brescia (since 2017); previoulsy, member of the Committee of the PhD "Analytics for Economics and Business" of the Universities of Bergamo-Brescia (2013-2017)
- Scientific coordinator, with Paola Zuccolotto, of the international project BDsports (Big Data Analytics in sports, bdsports.unibs.it).
- Elected Member of the International Statistical Institute (ISI)
- Chair of the Special Interest Group on Statistics in Sports of the International Statistical Institute
- Member of Italian Statistical Society (SIS)
- Member of International Association for Statistical Computing (IASC)
- Member of the Scientific Committee of the SIS Group "Statistics for Services' Evaluation and Quality"
- Associate Editor of the Journal of Sports Analytics
- Member of the Editorial Committee of the scientific journal Statistics & Applications
- Member of the Editorial Committee of the SIS journal Statistica e Società
- Guest Editor of special issues for the journals Statistical Modelling and Electronic Journal of Applied Statistics
- Reviewer for scientific journals and Springer, McGraw-Hill and CRC Press books