



Gianmario Motta

Laboratorio Robotica / Ingegneria dei Servizi (Services Engineering / Robotics Lab) <http://camellia.unipv.it/servizi>
Dip. Ingegneria Industriale e dell'Informazione (Dpt of Electrical, Computer and Biomedical Engineering) http://iii.unipv.it/index_en.php
Università di Pavia
Via Ferrata n.1 I-27100 Pavia (ITALY)
E-mail: gianmario.motta@unipv.it ; motta05@unipv.it;
gianmariopiero.motta@yahoo.it
Tel. +39 0382 98.5517
Fax +39 0382 98.5373
Mobile +39 335 611 7702

Associate professor (tenure) at University of Pavia, Department of Electronic, Electric, Computer and Biomedical Engineering, is founder and director of the Service Engineering Lab. His current research focuses on the Business Architecture of Services, specifically for personal mobility.

He authored over 70 papers, 7 textbooks and edited two International Conference proceedings. He authored, with Giampio Bracchi (former deputy Prevost of Politecnico di Milano) a text on Information Systems, which has become the reference book in Italy with six editions. He is member of various Program Committees including IEEE-SCC (Services Computing Conference), ICIOT (International Conference on Internet of Things) and CEISEE, the China Europe symposium on software engineering education, which he chaired in 2013 in Milan.

Differently from most professors, he comes from management. After an apprenticeship in Fiat, he was partner (= director) in Deloitte Consulting, in charge for Telecommunications, where he managed very large projects of Systems Integration and Organizational Change.

Guest professor at Software Schools of HIT (Harbin and Weihai), Tongji (Shanghai), UESTC (Chengdu), and GUAT (Guilin) he taught courses on Enterprise Systems at Politecnico di Milano (Polytechnic University of Milan), University of Pavia and other Italian universities.

In 2006, first in Europe, he launched a Master's Degree in Services Engineering, and received the IBM Academic Award. In 2009, he received the award as EUCIP champion in Enterprise Systems. In 2013 is founded the Pavia-HIT joint lab on Services Engineering.

Education

- Liceo Classico (High School on Humanities) C. Beccaria, Milan, Maturità Classica, 1966
- School of Artillery, Bracciano (Rome), Warrant Officer 1969-1971
- State University of Milano, Master's Degree in Philosophy, with a thesis on Philosophy/History of Sciences, Magna con Laude (Honors), 1972
- Various courses on Business Administration: Information Systems (by Richard Nolan and Dave Norton, Harvard Business School), Organization Theory (by Jay Galbraith, Wharton School)

Current position

- Associate professor (tenure)
- Director of Service Engineering Lab
- Coordinator of Double Master Program for Computer Engineering

Main research areas

- Services systems for mobility
- Techniques and frameworks for the analysis of user needs
- Management of IT services in large corporations

University achievements

- 2006 Launches Services Engineering Curriculum at University Of Pavia (1st in Europe) and receives the 2006 IBM University Award for the first European Master's Degree in Service Science
- 2010 Launches a Double Master Program on Service Engineering, with University of Tongji, Harbin Institute of Technology (China), UESTC (Chengdu, China), NEU (Shenyang, China)
- 2013 Launches a Joint Lab on Service Engineering with the Harbin Institute of Technology

Current teaching assignments

- University of Pavia, Computer Engineering MS:
 - “Design of Enterprise Systems” (6 EU Credits)
 - “Business Analysis and Service Design” (12 EU credits)
 - “CRM systems” (6 EU credits)

International teaching assignments

- HIT (Harbin, China) & Harbin Weihai, National Pilot School of Software: Business Process Analysis:
 - Guest professor (2011) for HIT
 - Short courses for graduate students (2009, 2010)
 - “Enterprise systems” (2012, 2013, 2014, 2015, 2016, 2017)
- HIT (Weihai, China), School of Computer Engineering
 - Adjunct professor (2015)
- Tongji (Shanghai, China), Software Engineering School,
 - Guest professor (2012; 2015)
 - Short courses on Business Process / Business Service Analysis (graduate students) – 2010, 2011
 - “Enterprise systems” (2012)
 - “Business Intelligence” (2013)
 - “Services Systems” (2016)
 - Lecture (2017)
- NEU (Shenyang, China)
 - “Services Systems” (2015, 2016, 2017)
- UESTC (Chengdu, China)
 - Adjunct Professor (2012)
 - IT Project Management (2017)
- BJTU (Beijing, China)
 - IT project management (2016, 2017)
- Lectures at
 - School of Information Studies, Syracuse University, USA (2007)
 - School of Software Engineering, UESTC, Chengdu, China (2011, 2012)
 - Dalian Maritime University, Dalian, China (2008)
 - National Pingtung Institute of Commerce, Pingtung, Taiwan (2010, 2012)
 - HIT (Weihai, China), School of Computer Engineering (2014)
 - NEU - North Eastern University, Shenyang, China (2014, 2015)
 - UESTC (Chengdu), School of Software Engineering (2014, 2015, 2016)
 - GUAT (Guilin), College of Computer Engineering (2014, 2015, 2016)

Previous teaching activities

- Politecnico di Milano, Master’s Degree on Industrial Engineering, “Information Systems”, Lecturer and practice professor (1984-2001)
- Politecnico di Milano, Bachelor’s Degree on Industrial Engineering: “Information Systems”, “Analysis of Logistic Processes” (2002-2008)
- Politecnico di Milano, Industrial Engineering curriculum (undergraduate): “Analysis of Business Process” (2003-2009)
- Università del Salento (Lecce, Italy), Graduate Industrial Engineering Curriculum: “Information Systems”, “Database” (2004-2006)
- LIUC (Castellanza, Italy), Graduate Economics curriculum, “Information Systems” (1992-1994)
- MIP (Business School of Politecnico di Milano), University of Brescia (Italy): Classes / courses on Information Systems for MBA and MS

Previous Positions

- 2001-2004 Freelance consultant and practice professor, Politecnico di Milano & University of Salento
- 2001 I&T: I&T (IT services), Rome, VP Telecommunications Division
- 1995-2000: Deloitte Consulting, Milano & Rome, Partner, Systems Integration
- 1994-1995: SYSTECH (independent company, leader of IT education): CEO
- 1982-1994: Telos (a major management consulting, merged in Deloitte), Milano: manager
- 1978-1981: Systems & Management (independent software house, now HP), Torino: manager

- 1977-1978: G.S. SpA (a major independent software house, now Telecom Italia), Torino: manager
- 1973-1977: ISVOR-FIAT, Torino (Corporate University of FIAT): teaching assistant on Information Systems
- 1972-73: University of Venice, Research Fellow, Philosophy of Science

Books

1. G. Bracchi, G. Motta, Sistemi informativi e imprese (Information Systems and Enterprises), Angeli, Milano 1985
2. G. Bracchi, G. Motta, Progetto di sistemi informativi (Information Systems Design), Etas, Milano 1993
3. G. Bracchi, G. Motta, Processi aziendali e sistemi informativi (Business Processes and Information Systems), Angeli, Milano 1997
4. G. Bracchi, C. Francalanci, G. Motta Sistemi informativi per le aziende in rete (Information Systems for Networked Enterprises), McGraw-Hill 2001
5. G. Bracchi, C. Francalanci, G. Motta Sistemi informativi per l'azienda digitale (Information Systems for the Digital Enterprise), McGraw-Hill, Milano 2005
6. C. Capè, G. Motta F. Troiani F., CIO: la sfida della innovazione pragmatica (How CIOs are facing the challenge of pragmatic innovation) Il sole24ore, Milano, 2005
7. Mazzeo A., Bellini R., Motta G. (Eds.), Government, ICT Professionalism and Competences, Service Science, Springer 2008
8. G. Bracchi, C. Francalanci, G. Motta (Eds.), Sistemi informativi d'impresa (Enterprise Information Systems), McGraw-Hill, Milano 2009
9. Motta G., Wu B.(eds), Software Engineering Education for a Global Service Economy, Springer 2014

Recent papers and proceedings (selection) by research area

Software and services engineering education

1. Motta G., "Engineering of Digital Services: a new degree that integrates business process and information engineering", Education for the 21st Century, www.almaden.ibm.com/asr/summit/, Palisades (NY), October 5-7, 2006, published in Hefley, Bill; Murphy, Wendy (Eds.) Service Science, Management and Engineering: Education for the 21st Century, XXVI, 384 p., ISBN 978-0-387-76577-8, Springer, Berlin 2006
2. Motta G., "Service Engineering Curriculum: Concept, structure, and research topics", Keynote speech, (CEISIE'2009), 5th China-Europe International Symposium on Software Industry Oriented Education; 25 - 26 May 2009; Bordeaux, France published as Bing Wu, J.P. Bourrieres (ed.), CEISIE 2009, John Wiley, London, 2010, ISBN: 978-1-84821-134-6
3. Motta G., Barroero T., Galvani F., Pignatelli G., "Higher education curricula for Services Science", Computer and Management (CAMAN), 2011 International Conference on (CAMAN 2011), May 19-21, 2011, Wuhan, China, ISBN: 978-1-4244-9282-4, DOI 10.1109/CAMAN.2011.5778843
4. Motta G., Sacco D., "The catchers in the rye: students model enterprise architectures", ItaIS 2012, Rome, June 2012 Systems and Organizations, Springer Verlag, Berlin, 2011, ISSN 2195-4968
5. Motta G., Barroero T., "Model driven design: teaching implications", CEISIE 2011, Northampton, UK
6. Motta G., Barroero T., Sacco D., "Modelling User Needs: Students as Enterprise Analysts", CEISIE 2012, Shanghai, May 2012
7. Motta G., Sacco D., You L. "Enterprise Oriented Software Engineering Education: a preliminary framework", CEISIE 2013, Milan, Italy
8. Motta G., Sacco D., "Service Systems and Software Engineering Education", The Tenth China - Europe International Symposium on Software Engineering Education, 24-25 April 2014, Chengdu, China
9. Motta G., Liu K. You L., "The Lab Internship Alternative", CEISIE 2015, April 29-30, Zwickau, Germany
10. Motta G., Liu K., Ma T., "Software / Services Engineering education in a China-Europe collaboration program", CEISIE 2016, May 28-29, Shenyang (China)
11. Motta G., Liu K., Abu Hashish I., Meazza M. "Integration of Services Systems: An Education Roadmap", CEISIE 2017, May 24-25, Athens (Greece)

IT management and cloud computing

1. Motta G., Roveri P., "Best practices for the innovative Chief Information Officer", IV Conference of the Italian Chapter of AIS, The Interdisciplinary Aspects of Information Systems Studies, Isola di San Servolo, Venice, Italy, October 3 - 4, 2007, <http://www.cersi.it/itais2007>

2. Motta G., Pignatelli G., Longo A., "Service Level Analysis Method - SLAM - A framework for IT service organizations", ICCSIT 2010, Chengdu, China; ISBN 978-1-4244-5539-3; IEEE Catalog Number: CFP1057E-PRT; Digital Object Identifier: 10.1109/ICCSIT.2010.5563930 Page(s): 460 - 466
3. Bochicchio M., Barroero T., Longo A., Motta G., Pignatelli G., Raffone R., "Aligning IT service levels and business performance: a case study", The 7th IEEE 2010 International Conference on Services Computing, Miami (SCC 2010), page 570-577; E-ISBN: 978-0-7695-4126-6; ISBN 978-1-4244-8147-7; DOI: 10.1109/SCC.2010.88
4. Motta G., Pignatelli G., Longo A., "Research issues in designing Services for Quality", RCIS 2010, Nice, France
5. Motta Gianmario, Barroero Thiago, Galvani Filippo, Longo Antonella, "Managing the IT service level: practices in large organizations", IBIMA 2010, Cairo, 6-7 November, published in Communications of the IBIMA <http://www.ibimapublishing.com/journals/CIBIMA/cibima.html> Vol. 2011 (2011), Article ID 635464, Vol. 2011 (2011), Article ID 635464, 12 pages , DOI: 10.5171/2011.635464; ISSN:1943-7765
6. Motta G., Sfondrini N., "Research studies on cloud computing: a Systematic Literature Review", IBIMA 2011, November 14th-15th, Milan, Italy
7. Motta G., Sfondrini N., "Cloud Computing and Enterprises: A Survey" CAMAN, 2012
8. Motta G., Sfondrini N., Sacco D., "Cloud Computing: a business and economical perspective", JICSS 2012, 24-25may 2012, Shanghai" ISBN: 978-1-4673-1992-8; DOI. 10.1109/IJCSS.2012.36
9. Motta G., Sfondrini N., Sacco D., "Cloud Computing: An architectural and technological overview", JICSS 2012, 24-25may 2012, Shanghai" ISBN: 978-1-4673-1992-8; DOI. 10.1109/IJCSS.2012.37
10. Motta G., Barroero T., Sacco D., You L. "Business Oriented Service Level Management (BOSELM): perspectives on business-IT linkage, technology and organization issues", ICIII 20103, X'ian, China, November 2013
11. Motta G., Sacco D., You L., Sfondrini N., "Cloud computing: the issue of service quality: an overview of cloud service level management architectures", ICSSI 2013, Kaohsiung, Taiwan
12. G. Motta, L. You, N. Sfondrini, D. Sacco, T. Ma, "Service Level Management (SLM) in Cloud Computing: Third party SLM framework", 2014 IEEE 23rd International WETICE Conference
13. Sfondrini N., Motta G., You L., "SLA in Public Cloud Environments", ICIST 2015
14. Sfondrini N., Motta G., You L., "SLM as a third-party service in cloud environment: a reference framework", SCC 2015, New York (NY) USA
15. Sfondrini N., Motta G., "SLM-as-a-Service - A conceptual framework", ICCCBDA 2017

Techniques for the analysis of user needs

1. Longo, A., & Motta, G. (2006, January). Design processes for sustainable performances: a model and a method. In Business Process Management Workshops (pp. 399-407). Springer Berlin Heidelberg.
2. Motta G., Pignatelli G., "Designing business processes for business performance: a framework", BAI 2008, ISSN 1729-9322, <http://bai2008.atistr.org>, Seoul, July 7-9 (**best paper**)
3. Motta G., Pignatelli G., "Strategic Modelling of Enterprise Information Requirements - A normative model of information domains and information types", in: Mazzeo, Antonino; Bellini, Roberto; Motta, Gianmario (Eds.), E-Government ICT Professionalism and Competences Service Science, Springer 2008, ISBN 978-0-387-09712-1, Proceedings of IFIP 20th World Computer Congress, Industry Oriented Conferences, September 7-10, 2008, Milano, Italy
4. Germani G., Motta G., Pignatelli G., "ICT Portfolio Mapping Business and ICT Services", in: Mazzeo, Antonino; Bellini, Roberto; Motta, Gianmario (Eds.), E-Government ICT Professionalism and Competences Service Science, Springer 2008, ISBN 978-0-387-09712-1, Proceedings of IFIP 20th World Computer Congress, Industry Oriented Conferences, September 7-10, 2008, Milano, Italy
5. Motta G., Pignatelli G., Roveri P., User goal-oriented requirements elicitation to improve acceptance and use: a case study on document management, KMIS 2009, Madeira Oct 6-9, 2009, <http://195.251.17.14/kmis-2009>, publ. in Kecheng Liu (Ed.): KMIS 2009 - Proceedings of the International Conference on Knowledge Management and Information Sharing, Funchal - Madeira, Portugal, October 6-8, 2009. INSTICC Press 2009, ISBN 978-989-674-013-9, pg 153-160
6. Motta G., Pignatelli G., Roveri G., "Stakeholder oriented analysis for information intensive applications - a case study", ICIS 2009, Phoenix Arizona
7. Motta G., Pignatelli G., "Information strategy: an analysis framework", Journal of US-China Public Administration, Vol. 7, N.2, February 2010, ISSN:1548-6591
8. Motta G., Pignatelli G., "From strategic to conceptual enterprise information requirements", ICEIS 2010, Funchal, Madeira
9. Barroero T., Motta G., Pignatelli G., "Business Capabilities Centric Enterprise Architecture", in: Enterprise Architecture, Integration and Interoperability, IFIP TC 5 International Conference, EAI2N 2010, Held as Part of

- WCC 2010, Brisbane, Australia, September 20-23, 2010. Proceedings; Editors: Peter Bernus, Guy Doumeingts, Mark Fox; ISBN: 978-3-642-15508-6 (Print) 978-3-642-15509-3 (Online)
10. Motta G., Pignatelli G., "From strategic to conceptual information modelling: a method and a case study", in: D'Atti, A.; Ferrara, M.; George, J.F.; Spagnoletti, P. (Eds.), *Information Technology and Innovation Trends in Organizations*, page 179-186; ISBN: 978-3-7908-2631-9 (Print) 978-3-7908-2632-6 (Online)
 11. Motta G., Barroero T., Telese I. "Design of performance aware service systems: a conceptual framework and a case study", 2011 Joint Conference on Services Sciences (JCSS 2011), Taipei, May 25-27, 2011 (**Best paper**); ISBN 978-1-4577-0326-3; DOI 10.1109/IJCSS.2011.17
 12. Motta G., Sacco D., Barroero T., "General Enterprise Framework (GEF): an agile framework to define the business architecture of enterprises", *Service Operations and Logistics, and Informatics, 2012 IEEE International Conference on (SOLI 2012) Suzhou, China, July 8-10, 2012; Pages 54-59; ISBN: 978-1-4673-2400-7; DOI: 10.1109/SOLI.2012.6273504*
 13. Motta G., Sacco D., Barroero T., "A SME-oriented extension of agile development process", *ItaIS 2012, Rome, June 2012 in: Spagnoletti P., De Marco M., Te'eni D., Pouloudi N., etc. Lectures Notes in Information Systems and Organizations, Springer Verlag, Berlin, 2011, ISSN 2195-4968*

Services systems & smart city

1. Motta G., Ferrara A., Sacco D., Cugola G., You L., "Integrated Mobility: a research in progress", *CAMAN 2013, Wuhan, China*
2. Motta G., Sacco D., Belloni A., You L., "A system for green personal integrated mobility: a research in progress", *International Conference on Service Operations and Logistics, and Informatics, July 28-30, 2013 Dongguan, China (best application paper)*
3. L. You, G. Motta, K. Liu, T. Ma, "A Pilot Crowd-sourced City Governance System: CITY FEED", *2014 IEEE 17th International Conference on Computational Science and Engineering*
4. G. Motta, D. Sacco, "Service Systems Paradigm", *NICST (China-France International Workshop on New and smart Information Communication Science and Technology to Support Sustainable Development), Weihai, 2014*
5. G. Motta, L. You, D. Sacco, T. Ma, G. Miceli, "Mobility Service Systems: guidelines for a possible paradigm and a case study", *2014 International Conference on Service Operations and Logistics, and Informatics, Qingdao, China*
6. L. You, G. Motta, D. Sacco, T. Ma, "Social data analysis framework in Cloud and Mobility Analyzer for Smarter Cities", *2014 International Conference on Service Operations and Logistics, and Informatics, Qingdao, China*
7. G. Motta, L. You, D. Sacco, T. Ma, "CITY FEED: A Crowdsourcing System for City Governance", *SOSE 2014*
8. F. Rizzi, G. Motta, D. Sacco, "A System for Green Personal Integrated Mobility: Compensation Engine", *International Journal of Computer Applications (0975 – 8887), Volume 105 – No. 1, November 2014*
9. Motta G., Sacco D., Ma T., You L. "Personal Mobility Service System in Urban Areas: the IRMA Project", *SOSE 2015*
10. Liu K., Motta G., You L. "A threefold similarity analysis of crowdsourcing feeds", *ICSS 2015*
11. Liu K., Motta G., Ma T. "XYZ Indoor Navigation Through Augmented Reality: a research in progress", *SCC 2016, San Francisco, Jun 27-July 2*
12. Ma T., Motta G., Liu K., "MOBANA: A Distributed Stream-based Information System for Public Transit", *SCC 2016, San Francisco, Jun 27-July 2*
13. Liu K., Motta G., Ma T., Guo T., Multi-floor Indoor Navigation with Geomagnetic Field Positioning and Ant Colony Optimization Algorithm, *SOSE 2016*
14. You, L., Motta, G., Liu, K., & Ma, T. (2016). City feed: A pilot system of citizen-sourcing for city issue management. *ACM Transactions on Intelligent Systems and Technology (TIST)*, 7(4), 53.
15. Liu K., Motta G., Ma T., SMARTIN – A smart indoor mobility platform, *NICST 2016*
16. Liu K., Motta G., Ma T., Navigation Services for Indoor and Outdoor User Mobility: An Overview, *ICSS 2016, Chongqing University. October 15-16. 2016*
17. Liu K., Tuncer B., Motta G., Ma T., Abu Hashish I., 2D and 3D Indoor Mapping Approach for Virtual Navigation Services, *SOSE 2017*
18. Ma T., Motta G., Liu K., Delivering Real-time Information Services on Public Transit: A Framework, *IEEE-ITS*
19. Xu. X, Motta G., Tu Z., Xu H., Wang Z., Wang X., A New Paradigm of Software Service Engineering in Big Data and Big Services. *ADMA, 2016*
20. Motta G., Longo A., Liu K., Abu Hashish I., Services Systems for Digital Services: A Framework, *BAI 2017, Hiroshima*
21. Abu Hashish I., Motta G., Ma T., and Liu K. An Analysis of Social Data Credibility for Services Systems in Smart Cities – Credibility Assessment and Classification of Tweets, *IJSSC 2017*
22. Xu. X, Quan Z., Motta G., Tu Z., Xu H., Wang Z., Wang X. "A New Paradigm of Software Service Engineering in Big Data and Big Service Time", *Computing Journal, 2017 (to be published)*

23. Liu K., Motta G., Dong J., Abuhashish I., "Wi-Fi-aided Magnetic Field Positioning with Floor Estimation in Indoor Multi-floor Navigation Services", ICIOT 2017, Honolulu

Call center management

1. Motta G., Sacco D., You L., "Forecasting in multi-skill call centers: a multi-agent multi-service (MAMS) approach: research in progress", ICSSI 2013, Kaohsiung, Taiwan
2. Motta G., Sacco D., Ma T. "Delivering Knowledge to the Mobile Enterprise: Implementation Solutions for a Mobile Business Intelligence", ITAiS 2013, Milan, December 14-15, 2013
3. Barroero T., Motta G., Della Vedova M., Durante M., "How to right size customer care? An approach for modelling sustainable Service Level Agreements", Frontiers in Service Sciences, Columbus, June 30, 2011
4. Barroero T., Motta G., Della Vedova M. "Right Sizing Customer Care: an approach for sustainable Service Level Agreements", 2011 Joint Conference on Services Sciences (JCSS 2011), Taipei, May 25-27, 2011; ISBN 978-1-4577-0326-3; DOI 10.1109/IJCSS.2011.16; page 40-43

Miscellaneous

1. G. Motta, M. Gloria, "Milan Duchy Castles: A Re-Visitation of a Hidden Heritage", ICC 2014, Tainan, Taiwan, December 1st

Consulting projects

- 2016-17: University Library Navigation System
- 2015-16 Basiglio Municipality (Italy): City Feed Test
- 2013-15 Pavia Municipality (Italy): Smart citizen project; City Feed Test (2015)
- 2012-13: Phonetica (Customer Care / Call Center): Real time management of the workforce
- 2011: INAZ (IT service provider, Leader in HR administration) Business Process Analysis for Customer Management
- 2011: Phonetica (Customer Care / Call Center): Competitiveness development
- 2010: Ferrovie (Italian Railways) IT SLA definition
- 2010: Assocontact (Italian Call Centres Association) SLA and rightsizing for call centers
- 2009: Ferrovie (Italian Railways) /TSF (IT outsourcer for Italian Railways): Service Level Management
- 2009: Vodafone: Audit on phone number switching
- 2008: Milan Municipality, Advisor on ERP strategy
- 2008: Milan Municipality, Advisor on Housing IT Systems
- 2007: Advisor for the Pavia Industry Chamber MBO and BSC
- 2007: SAS Institute, "Customer Value" Research Project
- 2006: IT strategic Plan for Telecom Italia
- 2002-2004 CINI: technical advisor for the Italian E-Government project on behalf of the Prime Minister office
- 2003: Advisor on ERP post mortem audit of ERP projects
- 2002: Intesa BCI- User needs analysis of Analytic CRM
- 2001: Performance audit on Customer Care (Telecom Italia, Consumer Customer Division)
- 2000: Telecom Italia: Finance SAP project.
- 2000: TIM: Campaign management: analysis of user needs.
- 2000: Customer Profiling for Telecom Italia

Spoken languages

- Italian: mother tongue
- French: almost mother tongue/ very fluent
- English: very fluent
- German: basic
- Spanish: basic