

CURRICULUM VITAE

Esterina Nervino, PhD

Associate Professor, Department of English, Department of Marketing (joint appointment)
Associate Director, Institute of Global Governance and Innovation for a Shared Future (IGGI)
Co-director, New Frontiers in Professional Communication Lab (NFPC)
Associate Director, Sales and Marketing Consulting Unit (SMCU)

PERSONAL INFORMATION

Name: Esterina Nervino
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Run Run Shaw Creative Media Centre
City University of Hong Kong
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Hong Kong
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Research and
Teaching Interests: Social semiotics and Multimodality
Language for Specific Purposes (sustainability, branding)
Business and professional communication (marketing and management)
Creative and Cultural Industries (fashion, arts & culture, heritage)

ACADEMIC AND PROFESSIONAL QUALIFICATIONS

Business Sustainability Management Executive Education Certificate (Department Staff Development),
University of Cambridge (Cambridge Institute for Sustainability Leadership (CISL), 2022

INSEAD Social Entrepreneurship Programme Executive Education Certificate (sponsored by Bluebell
Group), INSEAD Business School (Singapore Campus), 2019

Doctor of Philosophy, Applied Linguistics, (Hong Kong PhD Fellowship Scheme Awardee), The Hong
Kong Polytechnic University (Department of English), March 2018

Master of Arts in Languages for Communication in International Enterprises and Organisations,
Università degli Studi di Modena e Reggio Emilia, 2013

Bachelor of Arts, Language Mediation, Università della Calabria, 2010

EMPLOYMENT HISTORY

Associate Professor, Department of English, Department of Marketing (joint appointment), City
University of Hong Kong, starting from 1 July

Assistant Professor, Department of English, Department of Marketing (joint appointment), City University of Hong Kong, 2021-Present

Public Relations Lead, Bluebell Group, January 2020-August 2021

Director, RetailinAsia.com (Part of Bluebell Group), January 2019-August 2021

Chief Editor, RetailinAsia.com (Part of Bluebell Group), August 2017-January 2019

Teaching Assistant, Department of English and Communication, The Hong Kong Polytechnic University, September 2015- June 2016

Teaching Assistant, Department of Studies on Language and Culture, Università degli Studi di Modena e Reggio Emilia, January 2014-May 2014

Language Tutor (English, Spanish), Language Centre, Università degli Studi di Modena e Reggio Emilia, March-May 2013

AWARDS AND ACHIEVEMENTS

Award	Awarding Body	Year of Award
International Research Fellow	SEGi University	2024-Present
Cultore della Materia (Junior Adjunct Professor)	Department of Studies on Language and Culture, Università degli Studi di Modena e Reggio Emilia	2014-Present
City University of Hong Kong Teaching Excellence Award (Finalist)	City University of Hong Kong	2024
The Hong Kong Polytechnic University Department of English and Communication's 2023 Outstanding Young Alumni Award in Professional Achievement	Department of English and Communication, The Hong Kong Polytechnic University	2023
Faculty of Humanities Distinguished Thesis Award Merit Prize	The Hong Kong Polytechnic University, Faculty of Humanities	2018
Ernst Mach Eurasia Pacific Uninet Scholarship (declined)	Republic of Austria	2017
	Research Grants Council of Hong Kong, The Hong Kong Polytechnic University	2014

Hong Kong PhD Fellowship
Scheme (2014-2017) +
International Scholarship

PhD Scholarship (declined)

Department of Studies on Language and Culture,
Università degli Studi di Modena e Reggio Emilia

2014

RESEARCH GRANTS

CCIDA, Fashion to Re-Connect: The Tale of Two Style Cities. In collaboration with the Italian Chamber of Fashion, Foundation Pistoletto, Tiziano Guardini, Consulate General of Italy in Hong Kong. Budget: HKD 9,184,000. Principal Investigator. Completed.

Hongkong Land Foundation, Contract Research, Enhancing Hong Kong's Shared Urban Environment Through Community Engagement, June 2025 – HKD 337,850; October 2025 – December 2026. Ongoing

Hongkong Land, Contract Research, Interweaving cities, heritage, and arts & culture for social impact, August 2025 – December 2026, Principal Investigator, HKD 400,000, Phase 2 of existing project.

Erasmus+ KA171, MOBILITY PROJECTS SUPPORTED BY EXTERNAL POLICY FUNDS with Università' di Napoli Federico II (Italy), Principal Investigator, 1 staff and 1 student mobility funding.

The University of Hong Kong Teaching Development Grants (Approved on 10 December 2024), AI Innovations and Visual Literacy: Developing Cross-Disciplinary Collaborations to Forge the Future Workforce, March 2025-June 2026, Co-Investigator, HKD 100,000, Ongoing.

HOME FUND by Hongkong Land, Contract Research, Understanding philanthropy, social license to operate, and social impact in the real estate industry across different markets, February 2025 – December 2026, Principal Investigator, HKD 440,000, Ongoing.

Research Grants Council General Research Fund (Hong Kong) (Approved on 30 June 2024), A corpus-assisted discourse analysis of the Hong Kong online place brand image, January 2025-December 2027, Co-Investigator, HKD 590,500, On-going.

City University of Hong Kong Teaching Development Grants (Approved on 25 August 2023), Artificial Intelligence Action Research for EN2837 'Communicating Fashion Culture', September-December 2023, Principal Investigator, HKD 35,904, Completed.

City University of Hong Kong Strategic Research Grant (Approved 7 September 2023), Framing Sustainability as a Business Opportunity: A Corpus-driven Approach to Sustainable Finance Discourse, September 2023-August 2025, Principal Investigator, HKD 100,000, On-going.

City University of Hong Kong College of Business & Department of Marketing Impact Case Study Fund (Approved on 16 January 2023), Enhancing professionals' digital literacies: a toolkit for the luxury sector, January 2023-September 2025, Principal Investigator, HKD 130,000, On-going.

Research Grants Council Early Career Scheme (Hong Kong) (Approved on 30 June 2022), Mapping sustainability in the luxury sector: A social semiotic analysis of environmental, social and governance multimodal discourse, January 2023-December 2026, Principal Investigator, HKD 632,000, On-going.

City University of Hong Kong Top-Up Start-up Grant for New Faculty (Hong Kong) (Approved 16 February 2022), Environmental, Social, and Governance Discourse in the Luxury Sector: A Social Semiotic Analysis of Social Media Posts, February 2022-November 2023, Principal Investigator, HKD 100,000, Completed.

City University of Hong Kong Start-up Grant for New Faculty (Hong Kong) (Approved 30 November 2021), Environmental, Social, and Governance Discourse in the Luxury Sector: A Social Semiotic Analysis of Social Media Posts, December 2021-November 2023, Principal Investigator, HKD 297,000, Completed.

PUBLICATIONS AND SELECTED RESEARCH OUTPUT

List of Publications in English

Journal Articles

Nervino, E., Lan, G., Cheung, O. (2025). Sustainability as a Business Opportunity: A Corpus-Assisted Discourse Analysis of Sustainable Finance Discourse. *Applied Linguistics Review*. <https://doi.org/10.1515/applirev-2024-0003> (Involvement: first and correspondent) [AHCI (2024): Language & Linguistics 11/200, Q1, JIF(5year) 3.3; JCI 2.77]

Nervino, E. Wang, J., Ma, C. (2025). Self-mentions and stakeholders in climate change discourse: The case of banks. *Language and Dialogue*, Volume 15, Issue 1, Feb 2025, p. 56 – 80. <https://doi.org/10.1075/ld.00187.ner> (Involvement: first and correspondent) [AHCI (2024): Language and Linguistics 180/200, Q4, JIF(5year) 0.5; JCI 0.7]

Nervino, E., Cheung, O., Chen, J. (2024). Charting the path of sustainability discourse research: A systematic review of applied linguistic studies. *International Journal of Applied Linguistics*, 1–22. <https://doi.org/10.1111/ijal.12537> (Involvement: first and correspondent) [AHCI (2024): Language and Linguistics 33/200, Q2, JIF(5year) 2.1; JCI 1.3]

Zheng, X., Lu, J., Nervino, E., Li, Y., Xu, Z., Xu, Y. (2023). Retail Store Location Screening: A Machine Learning-Based Approach. *Journal of Retailing and Consumer Services*. Vol. 77. <https://doi.org/10.1016/j.jretconser.2023.103620> (Involvement: co-author) [SSCI (2024): Business 13/200, Q1, JIF(5year) 12.8; JCI 2.5]

Nervino, E. (2023). Translating Business Agility into Language for Specific Purposes Teaching: An Exploratory Study on Digital Tools and Genres, *Iperstoria*, Spring/Summer 2023, 21, pp. 67-84. <https://doi.org/10.13136/2281-4582/2023.i21.1295> (Involvement: sole author) [DOAJ]

Iperstoria is a multilingual, international, blind peer-reviewed biannual journal A-journal focusing on English and American Studies with a multidisciplinary/ transdisciplinary approach. ISSN 2281-4582 (DOAJ index) The A-ranking was assigned by ANVUR which is the Italian National Agency for the Evaluation of the University and Research Systems.

Wells, V., Athwal, N., Nervino, E. & Carrigan, M. (2021). How legitimate are the environmental sustainability claims of luxury conglomerates? *Journal of Fashion Marketing and Management*. 25, 4, p. 697-722. <https://doi.org/10.1108/JFMM-09-2020-0214> (Involvement: co-author). [SSCI (2024): Business 95/200, Q3, JIF(5year) 4.9; JCI 0.79]

Rossini, F., Nervino, E. (2019). City Branding and Public Space: An Empirical Analysis of Dolce & Gabbana's Alta Moda Event in Naples. *The Journal of Public Space*, Vol 4 No 4, 61-82. <https://doi.org/10.32891/jps.v4i4.1234> (Involvement: co-author). ISSN 2206-9658 [DOAJ]
The Journal of Public Space is the first, international, interdisciplinary, academic, double-blind peer-review, open access journal entirely dedicated to public space. It is a research project developed by City Space Architecture, a non-profit organization based in Italy, in partnership with UN-Habitat, the United Nations Human Settlements Programme, based in Kenya.

Book Reviews

Nervino, E. (2021). (invited book review) (2021). Colors in Fashion. (Eds. Fraiers, J. & Bulgarella, M.W.). *Visual Communication*, 20, 3, p. 437-438. <https://doi.org/10.1177/1470357220968044> (Involvement: sole author) [SSCI (2024): Communication 80/200, Q2, JIF(5year) 1.4; JCI 0.58]

Book Chapters

Nervino, E., Choi, K., Wang, J. (2025). Creating shared value: a social semiotic analysis of ESG discourse on social media. Kosatica, M., & Smith, S. P. (Eds.). *Framing sustainability in language and communication*. Routledge, Chapter 6. (Involvement: first and correspondent) *The publisher is ranked "A"*.

Nervino, E. (2018). Luxury fashion brands online: when language matters. Facebook posts and brand identity. In Giordano, W., Garzone, G. (Eds.). *Discourse, communication and the enterprise: when economics meets language* (pp. 49-67). Cambridge Scholars Publishing, Newcastle upon Tyne (UK). (Involvement: sole author) *The publisher is ranked "B"*.

Mancuso, C., Nervino, E. (2017). Culturally competent teaching and learning in the global age: meeting the challenges. In Damascelli, A.T. (ed.). *Digital resources, creativity, innovative methodologies and plurilingualism: new approaches to language teaching and learning*. (pp. 390-409). Cambridge Scholars Publishing, Newcastle upon Tyne (UK). (Involvement: second author) *The publisher is ranked "B"*.

Industry Reports

KPMG China. (16 January 2023). *Luxury Redefined: Building trust with Chinese consumers through authenticity and integrity*. <https://kpmg.com/cn/en/home/insights/2023/01/luxury-redefined.html> (Involvement: SMCU Project Leader)

Publication in Progress

Journal articles

Xu, S., & Nervino, E. (*International Journal of Business Communication* – under review). From rupture to resonance: A discourse analysis of entrepreneurial vulnerability and audience affiliation on LinkedIn.

Liu, M., & Nervino, E. (*English for Specific Purposes* – under review). Metaphors fashion lives by: An analysis of environmental discourse in luxury fashion. *English for Specific Purposes*. (Involvement: co-author)

Veloso, F.D.O., Nervino, E. (*International Journal of Applied Linguistics* – under review). The Grammar of Myth: Systemic-Functional Analysis of Luxury Branding Discourse.

Xu, X., Nervino, E., Lezzeretti, C., (*English for Specific Purposes* – under review). Exploring the language of accessible museum communication: A study of visitor perceptions and linguistic preferences. (Involvement: second and correspondent)

Dini, S., Ludovico, L., Gisbert, M.J.V., Rocchesso, D., Nervino, E. (*Journal of Computing and Cultural Heritage* – under review). Cross-cultural Study on Color-to-Timbre Associations for a Multimodal and Multisensory Experience of Art. (Involvement: co-author)

Zhang, R., Song, E., Liu, M., Nervino, E., (*Journal of Consumer Services and Retailing* – R4 required for re-submission). Motivated to Differentiation or Assimilation: How Consumer Motives Shape Luxury Channel Preferences. (Involvement: co-author)

Talukdar, N., Yu, S., (Submitted to the *Journal of Consumer Behaviour* – R3). The specter of death and the desire to compete. The influence of mortality salience on the evaluation of limited-edition exclusive luxuries. (Involvement: co-author)

Book chapters

Nervino, E., Poppi, F., (accepted). Fostering Critical Digital Literacy: Curriculum Innovation and Student Reaction to AI Integration. (Involvement: first and correspondent)

Edited volume

Nervino, E., Feng, W., Xu, X. (ed.). *Professional Communication in the Digital Age: Subtitle: Addressing Challenges in a Changing World*. (proceedings from the CityU-PolyU conference 2023) contract signed with Routledge)

The publisher is ranked "A". The call for papers for contributions is out and some have already been received and undergone a first round of blind review. The contract states that the book is expected to be completed in 2025.

Nervino, E., Pun, J. (ed.) *Teaching professional communication in English-medium instruction contexts: voices from disciplinary researchers*. (contract signed with Bloomsbury)
The publisher is ranked "A". The call for papers for contributions is out and some have already been received and undergone a first round of blind review. The contract states that the book is expected to be completed in 2025.

Nervino, E., Ma, C. (eds.). *Sustainability 2.0: Discourse and Practice in the Luxury World*. Newcastle Upon Tyne, Cambridge Scholars Publishing. (involvement: sole editor)
The publisher is ranked "A". The call for papers for contributions is out and some have already been received and undergone a first round of blind review. The contract states that the book is expected to be completed in 2025.

Work-in-progress

Research monograph

Nervino, E., Malavasi, D., Turnbull, J. (contract for a research monograph has been offered by Routledge). *Diversity, Equity and Inclusion in Corporate Communication: An Analysis of the Discourse across Genres, Cultures and Sectors*. (Involvement: co-author) (contract signed with Routledge)

Routledge is an A publisher. The book is expected to be completed in 2026.*

Conference, Presentations, Symposia & Workshops

Conference Proceedings

Talukdar, N., Yu, S. & Nervino, E. (2022). Eco-friendly versus polyester Gucci handbags: the effect of matching green claims and temporal frame on product evaluation of self-enhancement brands, Aug 2022, *2022 AMA SUMMER ACADEMIC CONFERENCE: Light in the Darkness: Marketing's Role in Driving Positive Change*. Flynn, A. G., Mehta, R. P. & Satornino, C. (eds.). American Marketing Association, p. 371-374 (AMA Proceedings; vol. 33).

Talukdar, N., Yu, S. L., & Nervino, E. (2021). Eco-Friendly Versus Polyester Gucci Handbags: the Effect of Matching Green Claims and Temporal Frame on Product Evaluation of Self-Enhancement Brands. *Monaco Symposium on Luxury. Managing Past, Present, and Future 2021*, e-booklet replacing the conference, p. 13.

Talukdar, N., Yu, S. L., & Nervino, E. (2020). Eco-Friendly Versus Polyester Gucci Handbags: the Effect of Matching Green Claims and Temporal Frame on Product Evaluation of Self-Enhancement Brands. *ACR 2020 (PARIS) OCT 1-4: FIRST EVER VIRTUAL CONFERENCE: PROCEEDINGS*. pp. 1228 (Project funded by Russell T. Sharpe Professorship 2018-2020).

Nervino, E. (2015). Luxury and social media: crafting brand identity through Facebook posts. *2015 Global Fashion Management Conference at Florence Proceedings*, 506-508.
<http://dx.doi.org/10.15444/GFMC2015.04.03.01>

Nervino, E. (2015). Luxury fashion brands online: when language matters. Facebook posts and brand identity. Pre-conference Proceedings. *DICOEN VIII, Eighth International Conference in Discourse, Communication and the Enterprise*. Università degli Studi di Napoli Federico II, Naples, Italy, 11-13 June.

Keynote speeches

Nervino, E. The role of discourse in building brand positioning and value: a social semiotic analysis of multimodal artefacts in digital media. *The 10th Anniversary Forum and International Symposium on Business English Linguistics*, Central University of Finance and Economics, Beijing, China, 13-15 October 2023.

Nervino, E. Marketing luxury goods in a post-covid world: ESG is the new glam, *Talking Across the World Symposium (TAW)*, The Hong Kong Polytechnic University, 20/05/2022.

Veloso, F. Ribeiro, S., Nervino, E. (invited workshop). Sustainability: The Corporation, The Government, and the Forest. *Communicating Sustainability*. 4-7 September 2022. University of Glasgow (UK), Universidade de Sergipe (Brazil), Goucher College (USA).

Presentations, Symposia & Workshops

Sole author

Nervino, E. The semiotics of sustainability: A multimodal analysis of corporate ESG discourses. *PRIN-CLAVIER 2025: Communicating transparency: New trends and insights for professional and intercultural settings*, 29-20 May 2025.

Nervino, E. Beyond Green: Examining Luxury Corporate Discourse on Social Responsibility. *6th Monaco Symposium on Luxury 2025*, Monte-Carlo, Monaco, 1-3 April 2025.

Nervino, E. Creating shared value: a social semiotic analysis of ESG discourse on social media. *AILA 2023 20th Anniversary AILA World Congress*, Lyon Edition, 17-21 July 2023.

Nervino, E. Green is the new black: re-purposing corporate narratives across genres. *Green Stylistics: Exploring Connections between Stylistics and the Environment (Pala 2023)*. Università di Bologna, 12-16 July 2023.

Nervino, E. Communicating ‘shared value’: a social semiotic analysis of ESG discourse on social media. *21st Annual Conference of the European Association of Languages for Specific Purposes (AELFE2023) and 7th Conference of the Asia-Pacific LSP & Professional Communication Association (LSPPC7)*, Universidad de Zaragoza, 27-20 June 2023.

Nervino, E. Redefining luxury: a social semiotic analysis of luxury branding narratives in the social media. *6th International In Pursuit of Luxury Conference (IPOL 2023)*, London, 1-3 June 2023.

Nervino, E. Communicating sustainable luxury: a social semiotic approach to the discursive construction of environmental, social and governance claims in the social media. *5th Monaco Symposium on Luxury 2023*, Monte-Carlo, Monaco, 4-6 April 2023.

Nervino, E. Creating shared value: a social semiotic analysis of ESG discourse on social media. *Discourse, Authority and Manipulation in Multimodal Perspective (DAMMP 2023)*, Université de Lorraine, 16-17 March 2023.

Nervino, E. From advertising billboards to social media galleries: the multimodal journey of fashion photography. *Digital Society Cluster event, City University of Hong Kong*, 8 February 2023.

Nervino, E. Creating shared value: a social semiotic analysis of ESG discourse on social media. *ABC Regional Conference, Re-thinking and Re-mediating Business Communication: Continuity and Evolution*, Naples, 12-14 January 2023.

Nervino, E. Diversity and inclusion in the exclusive world of luxury: a social semiotic analysis of 2020's luxury branding discourse. *Erasmus University's ERMeCC Symposium on Crisis Spillover*, 11 November 2022.

Nervino, E. Diversity and inclusion in the exclusive world of luxury: a social semiotic analysis of 2020's luxury branding discourse. *87TH ANNUAL INTERNATIONAL CONFERENCE Reconnecting and Re-engaging Our Research, Teaching, and Networks ASSOCIATION FOR BUSINESS COMMUNICATION*, Tampa, Florida, Online, 3-8 October 2022.

Nervino, E. #CEOCarbonNeutralChallenge: a social semiotic analysis of collective sustainability leadership. *17th Conference of the Latin American Association of Systemic Functional Linguistics*, Online, 23-25 November 2022.

Nervino, E. Creating shared value: a social semiotic analysis of ESG discourse on social media. Part of the panel: Sustainability: the corporation, the government, and the forest. *31st European Systemic Functional Linguistics Conference Theme: Social Semiotics and Sustainability*, Centre for Multimodal Communication, University of Southern Denmark, Online, 24-26 August 2022.

Nervino, E. From the “happy few” to the “happy many”: a social semiotic analysis of luxury branding discourse in the social media. *47th International Systemic Functional Congress (ISFC47)*, *18th China National Conference on Discourse Analysis (CNCDA18)*, *47th International Systemic Functional Pre-Congress Institute (PCI47)*, *21st China Systemics Week (CSW21)*, Online, 25-27 July 2022.

Nervino, E. #CEOCarbonNeutralChallenge: a social semiotic analysis of collective sustainability leadership discourse. *1st Ceivindico International Conference, Challenges to European Identities and Values in Digital Communities*, Online, 12-13 May 2022.

Nervino, E. Framing brand identity in the digital landscape. A socio-semiotic approach to medium-specific mode combinations. *The 8th International Conference on Multimodality (8ICOM). Multimodal Landscapes. Designing, Changing, Shaping*. South African Multimodality in Education (SAME), University of Cape Town, South Africa, 7-9 December 2016.

Nervino, E. Constructing brand identity in the social media: a multimodal analysis. *26th European systemic Functional Linguistic Conference. Functional Linguistic and Social Semiotic Approaches to the Media*. Department of English and American Studies. University of Salzburg, Austria, 13-15 July 2016.

Nervino, E. Luxury 3.0: defining luxury in the new media age. *LVMH-SMU Asia Luxury Brand Research Initiative. Asian Luxury Branding Research Conference*, Singapore Management University, Singapore, 20-21 June 2016.

Nervino, E. Manufacturing luxury discourse in the social media. A social semiotic approach. *HAAL - Hong Kong Association for Applied Linguistics*, The Hong Kong Polytechnic University, 11 June 2016.

Nervino, E. Sustainability is the new black: CSR and luxury branded discourse in the cyberspace. *Joint conference of English Linguistics Society of Korea and Korea Society of Language and Information*, Kyung Hee University, Seoul, Korea, 28 May 2016.

Nervino, E. Digital (hi)storytelling: branded stories in the social media. *Narrativity and Beyond. Transmedia, Experience, Mediation*. The Semiosis Research Center (SRC) at Hankuk University of Foreign Studies, Seoul, 29 April 2016.

Nervino, E. Digital transformation and identity crisis. Construing brand values in the social media. *RIDCH Conferences 2015, Conference on Digital Humanities 2015: Digitization of the Humanities: Technologizing Interconnections in Art, History and Literature*. Institute for Research in Digital Culture and Humanities (IRDCH), The Open University of Hong Kong, 17-18 December.

Nervino, E. Luxury and new media: crafting ‘glocal’ identities. *The 14th ABC Asia-Pacific Conference - Business Communication in the Global Century*, Guangdong University of Foreign Studies, Guangzhou, China, 27-29 November.

Nervino, E. Luxury and social media: crafting brand identity through Facebook posts. *2015 Global Fashion Management Conference at Florence “Renaissance of Marketing and Management in Fashion”*, Florence (Italy), 25-28 June.

Nervino, E. Luxury fashion brands online: when language matters. Facebook posts and brand identity. *DICOEN VIII, Eighth International Conference in Discourse, Communication and the Enterprise*. Università degli Studi di Napoli Federico II, Naples, Italy, 11-13 June.

Nervino, E. Luxury fashion brands online: when language matters. A linguistic analysis of Facebook posts. Final Conference: *The Spaces of Luxury: Places, Spaces and Geographies from the Renaissance to the Present*. International Luxury Network and Warwick Business School, London, United Kingdom, 4-7 February.

Co-presenter

Agostino, Deborah, Nervino, Esterina, Ho, Tat-kei Alfred. (2025). Unpacking Public Value in Cultural Districts: A Service Perspective from the West Kowloon Cultural District in Hong Kong. *IRSPM - Conference 2025*, Bologna, 7-9 April 2025.

Nervino, E., Hafner, C. Exploring the Integration of Generative AI in English Language Education: Perspectives from Communication Professionals, English-major Students, and Teachers. *International Summit on the Use of AI in Learning and Teaching Languages and Other Subjects*. The Hong Kong Polytechnic University – 4-7 July 2025.

Not, C., Nervino, E. AI-Driven Visual Literacy: A cross-disciplinary approach to climate and sustainability. *International Summit on the Use of AI in Learning and Teaching Languages and Other Subjects*. The Hong Kong Polytechnic University – 4-7 July 2025.

Nervino, E. Zhou, Z., Wang, J. Disruption or Opportunities? Insights from Communication and Marketing Experts, ALAPP, 17-19 December 2024.

Chretien-Ichikawa, S., Nervino, E. Localizing sustainability messaging in China: a triangular analysis of stakeholders' perspectives. 1st ISLUX Meeting, EDC, Paris, 07/03/2024.

Nervino, E., Lan, G. Framing sustainability as a business opportunity: a corpus-driven approach to sustainable finance discourse. *Communicating Sustainability Seminar Series*. 24 March 2023.

Nervino, E. Creating shared value: A social semiotic analysis of ESG discourse in the social media. *The Bremen-Groninger Online Multimodality Workshop*. 12 May 2023.

Nervino, E., Lan, G. Framing sustainability as a business opportunity: a corpus-driven approach to sustainable finance discourse. *CityU EN Research seminars*, 6 February 2023.

Nervino, E., Lan, G. Framing sustainability as a business opportunity: a corpus-driven approach to sustainable finance discourse. *ABC Regional Conference, Re-thinking and Re-mediating Business Communication: Continuity and Evolution*, Naples, 12-14 January 2023.

Talukdar, N., Yu, S. L., & Nervino, E. (2022). Eco-Friendly Versus Polyester Gucci Handbags: the Effect of Matching Green Claims and Temporal Frame on Product Evaluation of Self-Enhancement Brands. *AMA Conference*, Chicago. 12-14 August 2022.

Nervino, E. & Veloso, F. Love in the 21st century: a social semiotic analysis of 'About Love' by Tiffany & Co. *4th international Conference on Semiotics and Visual Culture –myths today*. Cyprus University of Technology, Limassol, Cyprus, 17-19 June 2022.

Talukdar, N., Yu, S. L., & Nervino, E. (2020). Eco-Friendly Versus Polyester Gucci Handbags: the Effect of Matching Green Claims and Temporal Frame on Product Evaluation of Self-Enhancement Brands. *ACR 2020 (PARIS) OCT 1-4: FIRST EVER VIRTUAL CONFERENCE*. (Project funded by Russell T. Sharpe Professorship 2018-2020).

Nervino, E., Atwal, N., Carrigan, M., Wells, V. A discourse analysis of sustainable luxury reporting. *LVMH-SMU Asia Luxury Brand Research Initiative. Asian Luxury Branding Research Conference*, Singapore Management University, Singapore, 10-11 May 2018.

Nervino, E., Atwal, N., Carrigan, M., Wells, V. Communicating sustainability: The cases of LVMH and Kering. *The Mystique of Luxury Brands Conference 2018*. School of Marketing, Curtin University & The Luxury Branding Research Centre, Singapore University of Social Sciences and Louken Group, 8-9 May 2018.

Schuckert, M., Tung, V., Chen, P. J. Nervino, E. (2015) Online review feedback on Chinese luxury hotels and management response: a Western perspective. *2015 TTRA Europe Chapter Conference. Travel and Tourism Research Association. MCI Management Centre*, The Entrepreneurial School, Innsbruck, Austria, 22-24 April.

Mancuso, C., Nervino, E. (2014). Culturally competent teaching and learning in the global age: meeting the challenges. *The 20th National Seminar 2014, Innovations in learning technology, methodology, and creativity for foreign language teaching*. Università degli Studi di Torino, Language Centre (CLA-UniTO), Turin, Italy, 29 – 31 May.

Invited Talks & Engagements (academic and professional community)

Invited Speaker – The power of language in driving climate action. RETHINK 2025. Panel organized by PRHK. Hong Kong, 13/09/2025.

Invited Speaker – Global Markets Entry Strategy. Retail Asia Conference 2025. Hong Kong, 03/09/2025.

Speaker & Organizer –Preserving the Past, Sustaining the Future: Cultural Sustainability Through Arts, Soho House Hong Kong, 13/05/2025.

Invited Speaker - Enhancing workplace readiness: The role of AI in language for specific purposes education, Perspectives on generative AI: In the classroom and beyond, City University of Hong Kong, 10/03/2025.

Invited Speaker - Understanding sustainability narratives: A corpus-assisted multimodal discourse analysis of corporate genres, Lingnan University, 3/03/2025.

Invited Speaker – Potentials of Green Support to Drive Sustainable Fashion Business, Fashion Summit, 26/11/2024.

Invited Speaker – Harnessing AI: Transforming Sourcing with AI. Coop internal training, 08/04/2024.

Invited Speaker – Crafting City Brands: The Power of Language in Shaping Urban Identities. La Biblioteca, Italian Library, Hong Kong, 21/03/2024.

Invited Speaker – Personal Branding and Networking, AI-driven marketing, a start-up game changer, ReelSights, LKF Group, HKDAAS, Google for Startups, 07/03/2024.

Invites Speaker: Navigating Sustainability Luxury Lifestyle, SMCU & GlobeScan, 31/01/2024.

Invited Speaker – Corporate, consumer narratives, and sustainability, Nuo Capital Sustainability Think Tank, 06/09/2023.

Invited Speaker – Communicating “sustainabilities”: the role of discourse in encoding and decoding sustainability, Slowear internal training, 13/07/2024.

Invited Speaker – Luxury in the virtual worlds: building a rhetoric of newness, Luxury Marketing Course, PG courses-MBA, MIB, MBAN, Hult Business School, Dubai Campus. 26/05/2023.

Invited Speaker – Sustainability Workshop, EmpowerU programme for domestic workers sponsored by Goldman Sachs, 22/10/2023.

Invited Speaker - Language and Society: Reading the Texts of Our Times, Homantin Government Secondary School, 14/03/2024.

Invited speaker – Communicating ‘shared value’: a social semiotic analysis of ESG discourse on social media. Division of Languages and Communication, CPCE PolyU. 28/02/2023.

Invited speaker – Marketing luxury goods in the post-covid world: from CSR to brand activism. GEOG 2057 “Leisure and Recreation in Modern Society”, Department of Geography, The University of Hong Kong, 27/02/2023.

Invited Speaker – Luxury in the texts of our time, Kick-start meeting 2022, Pernod Ricard Hong Kong & Macao. 24/06/2022.

Invited Speaker – “La tecnologia come strumento motivazionale nell’insegnamento delle lingue straniere”, Università degli Studi di Modena e Reggio Emilia. 21/06/2022.

Invited Moderator & Speaker – eTail Asia 2022. The In-person Summit & Expo for Asia’s Leaders in eCommerce and Digital Marketing. 7-9 June 2022.

Invited Speaker – Luxury in the virtual worlds: building a rhetoric of newness, Luxury Marketing Course, PG courses-MBA, MIB, MBAN, Hult Business School, San Francisco and Dubai Campus. 23/05 and 06/06/2022.

Invited Speaker – Tech is the new black: communicating heritage in virtual worlds. Talk series: AI and Tech in Cultural Heritage and Digital Humanities. Giornata della Ricerca Italiana nel mondo 2022. Event part of the year of culture and tourism Italy-China. Hong Kong Baptist University, Consulate of Italy in Hong Kong, 6/04/2022.

Speaker & Organizer - From paintings to social media posts: reviewing discursive representations of luxury. SMCU Seminar series: Luxury in texts of our Times. Sales & Marketing Consulting Unit, City University of Hong Kong, 11/03/2022.

Invited Speaker – The Fashion Vocabulary: the role of Italian language in the fashion system. La Biblioteca, Italian Library, Hong Kong, 8/12/2021.

Invited Speaker - InvestHK Webinar on Talent Attraction (Italy). Aspire to Achieve More @Hong Kong: Explore the Opportunities in Asia’s Premier Business Hub, 1/12/2021.

Invited Speaker – From the “happy many” to the “happy few”: a social semiotic analysis of luxury branding discourse. Department of Media and Communication. City University of Hong Kong. 25/10/2021

Invited Speaker – Communication luxury: a social semiotic perspective. Sharing session for the MA in Integrated Marketing Communication (IMC) & MA Communication and New Media (MACNM) programmes. Department of Media and Communication. City University of Hong Kong. 15/10/2021 & 20/10/2021

Invited Keynote Speaker – Marketplaces are gaining momentum in ace toward digitization. Young Presidents' Organization (YPO). 09/12/2020

Invited Speaker - Love to Shop? Retail Communications series. Hong Kong’s Association for the PR and Communications Community. 26/11/2020

Invited Speaker – How luxury brands are navigating the pandemic crisis. Podcast recorded for Luxury Marketing. Hult Business School. June 2020.

Invited Speaker - Has Fashion sold its soul? The impact of streetwear on contemporary fashion. Fashion Salon. 04/04/2019

Invited Speaker – Social media is the new black: a social semiotic analysis of luxury branding discourse. Creative Industries course, City University of Hong Kong. 22/03/2019

Invited Speaker – It's a matter of discourse! Bridging the gap between academia and industry. PhD seminar. The Hong Kong Polytechnic University. 21/03/2019.

Invited Speaker – Luxury in the Digital Era. Session for the HTM541x Luxury Management, MicroMasters Program (MM) in International Hospitality Management, School of Hospitality and Tourism, The Hong Kong Polytechnic University. 22/02/2019

Invited Speaker – Social media is the new black: a social semiotic analysis of luxury branding discourse, PhD course, HTM582 Research Methods. School of Hospitality and Tourism, The Hong Kong Polytechnic University. Hong Kong. 03/11/2018

Invited Speaker – Interview Session for the HTM541x Luxury Management, MicroMasters Program (MM) in International Hospitality Management, School of Hospitality and Tourism, The Hong Kong Polytechnic University. 21/09/2018

Invited Speaker – Fashion Marketing - Nervino, E. Title: A social semiotic approach to branding. Raffles Design Institute, Hong Kong. 25/04/2018.

Invited Speaker – Nervino, E. Title: Social Media is the New Black: A Social Semiotic Analysis of Luxury Branding Discourse. PhD course, Department of Linguistics and Cultural Studies. Università di Modena e Reggio Emilia, Modena. 26/03/2018

Invited Speaker – M.A. course Professional Communication. – Nervino, E. Title: Luxury branding discourse in the social media: identifying site-specific discursive practices. Università di Modena e Reggio Emilia, Modena. 26/03/2018

Invited Moderator – Nervino, E. Title: “Tell Me a Story...About Content Marketing”. HKTDC Conference Marketing Pulse, 21 March 2018.

Invited Speaker – Interior Design, Retail - Nervino, E. Title: A social semiotic approach to branding. Raffles Design Institute, Hong Kong. 28/02/2018.

Invited moderator & speaker – Nervino, E. Title: “Where are the market opportunities to expand and invest?” MIPIM Asia, Hong Kong. 28-29 November 2017.

Invited Speaker - Nervino, E. Title: “Clothes mean nothing until someone lives in them”: fashion as/and pop culture. Centre for the Arts. Hong Kong University of Science and Technology. (co-presented with Dr. F.O.D. Veloso). 07/11/2017

Invited Speaker – FH6053 New Media. Title: Social media is the new black: a social semiotic analysis of luxury branding discourse. Faculty of Humanities, The Hong Kong Polytechnic University. 27/09/2017

Invited Speaker – Nervino, E. Title: Social Media is the New Black. LfPlaza Group, Hong Kong. 06/06/2017

Invited Speaker – ENGL4007 Multimodal Analysis of Advertisements. Title: Advertising in the new media age. A multimodal analysis of corporate Facebook posts. Faculty of Humanities, The Hong Kong Polytechnic University. 24/03/2017

Invited Speaker for the course “Italian Fashion and Style”. Title: Dalla lingua alla moda italiana. Dante Alighieri Society, Hong Kong. The course is part of "Bellissima Italia" programme and the "Italian Language Week in the World". 10/11/2016

Invited Speaker – FH6053 New Media. Title: Framing brand identity on Facebook. A socio-semiotic analysis of site-specific discursive practices. Faculty of Humanities, The Hong Kong Polytechnic University. 04/11/2016

Invited Speaker - for the subject CLC5404 Fashion and Visuality. Title: The semiotic landscape of the fashion system. Department of Cultural & Religious Studies, MA in Visual Culture Studies. The Chinese University of Hong Kong. 31/10/2016

Invited Speaker for the Fashion Film Festival Milano - The Best Of. Title: The linguistic landscape of the fashion system. Jointly organized by the Italian Cultural Institute and the Consulate General of Switzerland in HK with the High Patronage of the President of the Italian Republic, in collaboration with the Hong Kong Polytechnic University and Fashion Film Festival Milano as part of "Bellissima Italia" programme and the "Italian Language Week in the World". 17/10/2016

Invited Speaker - ENGL3023 Introduction to European Visual Art. Title: From Renaissance to Renaissance effect: between memory and modernity. Department of English, The Hong Kong Polytechnic University. 29/03/2016

Invited Speaker - ENGL1B04 Language and Society in Europe. Title: Italy and Made in Italy. From stereotypes to cultural values. Department of English, The Hong Kong Polytechnic University. 11/03/2015

Others

Media coverage

Potloc (June 2024), The Future of Luxury, <https://www.potloc.com/en/resources/studies/kpmg/survey-the-future-of-luxury>

South China Morning Post, (25 June 2024), Sustainability as the “New Black”: Transforming the Language of Marketing, <https://www.scmp.com/presented/news/hong-kong/education/topics/harmony-urban-jungle/article/3267017/sustainability-new-black-transforming-language-marketing>

MingPao, (23 May 2024). 時尚產業走向永續環保. 城大學者助重新定義品牌價值. *MingPao*, <https://jupas.mingpao.com/%E9%99%A2%E6%A0%A1%E8%B3%87%E8%A8%8A/%E6%99%82%E5%B0%9A%E7%94%A2%E6%A5%AD%E8%B5%B0%E5%90%91%E6%B0%B8%E7%BA%8C%E7%92%B0%E4%BF%9D->

<https://www.scmp.com/presented/news/hong-kong/education/topics/harmony-urban-jungle/article/3267027/exhibition-and-lecture-trace-marco-polos-700-year-heritage>

South China Morning Post, (25 June 2024). Exhibition and Lecture Trace Marco Polo's 700-Year Heritage, <https://www.scmp.com/presented/news/hong-kong/education/topics/harmony-urban-jungle/article/3267027/exhibition-and-lecture-trace-marco-polos-700-year-heritage>

Jarrett, M. (19 June 2023). China's Retail Resurgence: Key takeaways from Dao Insights' webinar and Insights Report. *Dao Insights*, <https://daoinsights.com/exclusives/chinas-retail-resurgence-key-takeaways-from-dao-insights-webinar-and-insights-report/>

Hall, A. (24 October 2022). Why Filters on Social Media Are Changing Make-up Trends for the Better. *Tatler Asia*, <https://www.tatlerasia.com/style/beauty/social-media-filters-influencing-make-up-trends>

Hall, A. (October 2022). The Filter Factor. *Tatler Hong Kong*. (print, pp. 86-91).

Worldwide Business Research. (8 September 2022). eTail interview: Increase Brand Awareness and Loyalty. WBR YouTube channel, <https://youtu.be/lkXBQId-xwE?feature=shared>

Universidade Federal de Acre (8 September 2022). Professores da Ufac participam de conferência sobre sustentabilidade. Universidade Federal de Acre, <https://www.ufac.br/site/noticias/2022/professores-da-ufac-participam-de-conferencia-sobre-sustentabilidade>

Event organization and project leadership

Coordinator: Educational Partnership for *Fashion Summit 2025*

Co-chair: Asia-Pacific LSP and Professional Communication Association Conference "*LSPPC8 - Collaboration, Innovation, and Impact*"

Organizer: 4th *Sales & Marketing Consulting Unit's Marketing Exchange Forum*. 22 May 2025.

Organizer –Preserving the Past, Sustaining the Future: Cultural Sustainability Through Arts, Soho House Hong Kong, 13/05/2025.

Organizer: CLASS Digital Society Research Cluster Event, *Museums, Visitors, and Data*. 14 May 2024. (the event generated media coverage)

Organizer: 3rd *Sales & Marketing Consulting Unit's Marketing Exchange Forum*. 10 May 2024.

Co-organizer and emcee: Exhibition "*Marco Polo and His Footprints*" and Public Lecture "*Marco Polo 700 Years Later*". The event was organized by the Italian Cultural Institute Hong Kong; College of Liberal Arts and Social Sciences, Department of Chinese and History, Department of English, Department of Public and International Affairs, Southeast Asia Research Centre of City University of Hong Kong; In collaboration with: The Consulate General of Italy in Hong Kong. The event was included in the CityU 30th anniversary celebration as cultural event. 26 March 2024. CLASS news, https://www.cityu.edu.hk/class/media_events/news_item.aspx?ref=484 (the event generated media coverage)

Co-organizer: Navigating Sustainability Luxury Lifestyle, SMCU & GlobeScan, 31/01/2024.

Co-organizer: Sustainability Mixer, SMCU & GlobeScan, 28/11/2023.

Organizer: CLASS Digital Society Research Cluster Event, *Multimodal Communication in the Contemporary Museum: Metafunctional Principles for Cross-modal Analysis*. 8 November 2023. (the event generated media coverage)

Co-convener: *CityU-PolyU Joint conference: Talking Across the World & Business and professional communication in a changing world*. Co-organized by Research Centre for Professional Communication in English, Department of English and Communication, PolyU and Department of English, CityU, in collaboration with Asian Pacific Region of Association for Business Communication. 16-18 May 2023.

Organizer: CLASS Digital Society Research Cluster Event, *Digital Humanities and Multimodality*. 11 May 2023. (the event generated media coverage)

Co-organizer: 2nd Sales & Marketing Consulting Unit's Marketing Exchange Forum. 11 April 2023.

Organizer: CLASS Digital Society Research Cluster Event, *Miscibility and Digital Humanities: What kinds of solutions are we talking about?* 8 February 2023.

Co-organizer: 1st Sales & Marketing Consulting Unit's Marketing Exchange Forum. 22 January 2022.

TEACHING AND SUPERVISION

Teaching information in the last 3 years, if applicable.

EN2859 The Language of Sustainability (course designed and approved to be launched in SEM B 2025-26)

FB779 Special Topics II: Effective Business Communication

GE2002 Communicating Fashion Culture (Dongguan Campus)

EN4576 Professional Final-Year Project

EN3593 Internship

EN4574 Communication Strategies for Business Projects

EN2837 Communicating Fashion Culture

EN4511 English for Creative and Cultural Industries

CB3602 Global Business Culture and Management

MKT Fundamentals of Public Relations

Student Supervision	Role	Status
Ma, Chaojun, PhD, City University of Hong Kong	Supervisor	On-going – 2027
Liu, Minqing, PhD, City University of Hong Kong	Supervisor	On-going – 2027
Licastro, Irene, B.A., University 'La Sapienza'	Co-supervisor	On-going – 2023
Han, Yuxin, M.A., City University of Hong Kong	Supervisor	Graduated, 2023
Li, Guanting, M.A., City University of Hong Kong	Supervisor	Graduated, 2023
Vulcano, Rocco, M.A., Università degli Studi di Modena e Reggio Emilia	Co-supervisor	Graduated, 2022
Luo, Huifang, M.A., City University of Hong Kong	Supervisor	Graduated, 2022

Campanella, Vincenzo, M.A., Università degli Studi di Modena e Reggio Emilia	Co-supervisor	Graduated, 2019
Casadio, Sofia, M.A., Università degli Studi di Modena e Reggio Emilia	Co-supervisor	Graduated, 2019
Li Noci, Daniela, M.A., Università degli Studi di Modena e Reggio Emilia	Co-supervisor	Graduated, 2018

COMMUNITY AND PROFESSIONAL SERVICES

Membership of Professional Bodies	Role	Period
Asia-Pacific LSP and Professional Communication Association	Invited Executive Committee Member and Outreach Officer	2023-Present
Association for Business Communication	Member	2023-Present
Associazione Italiana di Anglistica	Member	2023-Present
Communicating Sustainabilities Research Group	Member	2023-Present
Research Centre for Professional Communication in English, The Hong Kong Polytechnic University	Invited External Member	2018-Present
Department of Studies on Language and Culture, Università degli Studi di Modena e Reggio Emilia	Cultore della Materia (Junior Adjunct Professor) of Intercultural Communication and Language Variation	2014-Present
The Italian Chamber of Commerce in Hong Kong and Macao	Executive Committee Member	2021
The Italian Chamber of Commerce in Hong Kong and Macao, Women's Leadership Network	Vice-President	2019-2021
The Italian Chamber of Commerce in Hong Kong and Macao, Retail Committee	President	2018-2021
Community / Professional Services	Role	Period
Cittadellarte Fondazione Pistoletto	Ambassador of the Third Paradise	2025-Present
European Research Council	Reviewer	2025
Consulate General of Italy	English Language Expert for Public Exam	2023 and 2025

	for Recruitment Purposes	
Italia Mia Rebranding Contest (Consulate General of Italy)	Jury Member	2023-Present
European Association for Consumer Research	Reviewer	2023
ESP Today	Reviewer	2023
Lingue Culture Mediazioni - Languages Cultures Mediation Journal	Reviewer	2023
Periodicos Letras	Reviewer	2023
HK Baptist University President's Entrepreneurship Programme "BIG8.0"	Invited Mentor	2023
Routledge	Reviewer	2022
Linguistics and Education	Reviewer	2022
English for Specific Purposes	Reviewer	2022
Journal of Fashion Marketing and Management	Reviewer	2022
Jockey Club AI Community Innovation Programme	Invited Mentor	2022-Present
Campus Services at City University of Hong Kong	Role	Period
Institute of Global Governance and Innovation for Shared Future	Associate Director	2025-Present
EN Alumni Coordinator	Co-ordinator	2025-Present
EN New Frontiers in Professional Communication Lab	Co-director	2024-Present
EN Digital Learning	Co-ordinator	2023-2025
MKT Impact Case Writer	Impact Case Writer	2023-Present
EN4576 Final-Year Project	Course Leader & Co-ordinator	2022-Present
EN Corpus & Multimodality Lab	Co-ordinator	2022-Present
MKT Sales & Marketing Consulting Unit		2022-Present

EN3593 Internship	Associate Director (External Affairs)	2022-Present
EN Departmental Career Development	Course Leader & Co-ordinator	2021-2024
EN Research Seminar Series	Co-ordinator	2022-2024
B.A. Programme Committee	Co-ordinator	2021-Present
Digital Society Research Cluster	Member	2021-Present
	Member	

REFEREES

UPON REQUEST

S:\Personnel-related Exercise\2023 Exercise\CLASS\Announcement of Review\Doc\CV_2023.docx