Name
Nicola Frega

Role
Assistant Professor

Short CV

Graduate in Computer Science Engineering (orientation Computer Science Applications) the 18/12/91 at University of the Calabria. He's currently working at DIMEG of University of Calabria as assistant professor in Management Engineering School.
At University of Calabria He's teaching in e-government and web marketing courses and involved in many national and international projects on ICT and Technology Management topics.
I'm also a qualified consultant for many SME for software design&development, for web and mobile apps, and for web marketing multi-channel strategies.

Teaching Activity

Teaching "Marketing" in second level degree in Management Engineering
Teaching "e-Government" in second level degree in Management Engineering

Selected Publications

- Volpentesta A. P. , Frega N., Filice G.," Interactions Patterns in NFC Interfaces for Applications and Services", Atti del convegno Pro-Ve'13 - 14th IFIP Working Conference on Virtual Enterprises, Dresden, Germany, 30 Sep-2 Oct 2013.
- Volpentesta A.P., Frega N., "Modeling NFC-triggered user interactions with simple services in a smart environment" (2015) ICEIS 2015 - 17th International Conference on Enterprise Information Systems, Proceedings, 3 , pp. 96-104.

Research lines

- Business strategies and applications for Internet of things
- Business strategies and applications for Internet of foods
- Cultural Tourism Management
- Food Tourism Management
- Internet Marketing
- Social Media Marketing
- E-Government strategies, applications and tools