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## Speaker's Biography

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| <b>Paper code</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>20110495</b>                                                             |                    |                        |
| <b>Title of Paper</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>The Enterprise 2.0 adoption process: a participatory design approach</b> |                    |                        |
| <b>Speaker's Name</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Palmalisa Marra</b>                                                      |                    |                        |
| <b>Title</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Dr.</b>                                                                  |                    |                        |
| <b>Organization</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Links S.p.a.</b>                                                         |                    |                        |
| <b>Position in Organization</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Functional analyst</b>                                                   |                    |                        |
| <b>E-mail</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>palmalisa.marra@linksmt.it</b>                                           |                    |                        |
| <b>Full Mailing Address</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Via Rocco Scotellaro, n. 55</b>                                          |                    |                        |
| <b>City</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Lecce</b>                                                                | <b>State</b>       | <b>ITALY</b>           |
| <b>Country</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>ITALY</b>                                                                | <b>Postal Code</b> | <b>73100</b>           |
| <b>Tel. No.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>+39 320 0318430</b>                                                      | <b>Fax. No.</b>    | <b>+39 0832 443926</b> |
| <b>Speaker's Biography (Please detail below special points of background experience)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                             |                    |                        |
| <p>Palmalisa Marra obtained a Computer Engineering degree at University of Salento (Puglia, ITALY) and is at present functional analyst at Links s.p.a., a consultancy firm in Lecce (Italy), where she's actually working on a research project on Enterprise 2.0 field. She has a 6 year experience in process engineering and web information systems areas she developed also by working in public sector: at University of Salento as research fellow and at European Commission DIGIT as process analyst. Her main research subjects concern business process analysis and Enterprise 2.0. She authored two conference papers and one journal publication.</p> |                                                                             |                    |                        |
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