

## MARCO BARDUS, PHD

c/o University of Exeter Medical School, St. Luke's Campus, Heavitree Road, EX1 2LU, Exeter, United Kingdom  
+41 76 337 09 81, marco.bardus@gmail.com

### EDUCATION

- 11/2008 – 4/2012 PhD in Communication Sciences (Magna cum laude), Dissertation topic: physical activity communication in the workplace, Università della Svizzera italiana (USI), Lugano, Switzerland
- 6/2008 – 9/2010 Courses: Pro\*Doc Doctoral School in Communication and Health, USI, Lugano, Switzerland
- 3/2004 – 12/2007 MA in Corporate Public Relations (Summa cum laude), University of Udine in Gorizia, Italy
- 9/2001 – 3/2004 BA in Public Relations (Summa cum laude), University of Udine in Gorizia, Italy

### RESEARCH EXPERIENCE

- 5/2014 – 10/2015 Visiting post-doctoral researcher, University of Exeter Medical School, United Kingdom
- 5/2013 – 4/2015 Post-doctoral researcher, European Journalism Observatory (EJO), Institute of Media and Journalism (IMeG), and Institute for Public Communication (ICP), Università della Svizzera italiana (USI), Lugano
- 1/2011 – 7/2011 Visiting postgraduate research student, University of Nottingham, United Kingdom
- 6/2008 – 4/2012 Research assistant and PhD Student, Institute for Communication and Health (ICH), USI
- 4/2008 – 6/2008 Research assistant, ROC Lab, University of Udine in Gorizia, Italy
- 8/2005 – 2/2006 Research assistant/intern, Savonlinna Institute for Regional Development and Education, University of Joensuu, Finland

Industry experience from different employments as Social Marketing and PR consultant, journalist, and press officer.

### TEACHING EXPERIENCE

- Spring 2014 “Comunicazione sociale e marketing sociale” (Bachelor level, 1.5 ECTS) - USI
- Fall 2013 “Disseminating Communications & Journalism Research in Legacy & Social Media” (Doctoral level, 1.5 ECTS) co-taught with Professors Stephan Russ-Mohl and L. Suzanne Suggs - USI

Fall 2008- 2012 “Social Marketing I and II” (Master level, 6 ECTS), teaching assistant of Prof. L. Suzanne Suggs - USI

*Student supervision:* I have co-supervised, examined and advised the final work of 16 Master's students and 1 Bachelor students.

### GRANTS, HONOURS AND AWARDS

- Early Postdoc.Mobility Grant, Swiss National Science Foundation (SNSF), 2014
- Sustainable Development at Universities Programme Grant (as co-applicant with Prof. L. Suzanne Suggs), Swiss Academies of Arts and Sciences: project “*USI-SINC (Università della Svizzera italiana Sustainability Incubator)*”, 2013
- Grant for prospective researchers, Swiss National Science Foundation (SNSF), 2011
- PhD Summer School Grant, Swiss National Science Foundation (SNSF), 2010
- Honour for Outstanding Academic Achievement for Master's thesis, University of Udine, Italy, 2007
- Leonardo da Vinci Scholarship, EU Lifelong Learning Programme, University of Udine, Italy, 2005

### SERVICE AND COMMUNITY INVOLVEMENT

*Reviewing for journals:* SAGE Open, International Journal of Workplace Health Management, Journal of Medical Internet Research, Health Promotion International

Reviewing for conferences: 2014 Conference on Communication, Medicine and Ethics (COMET), Lugano; 2013 International Communication Association (ICA) Conference, Health Communication Division; 1<sup>st</sup> European Social Marketing Conference (November 2012, Lisbon, Portugal); 4<sup>th</sup> USI-Com Young Scholars Research Day, May 2012, Lugano.

Other services: Conference Chair for the session on “*Health & the Media*”, at the *Conference on Communication, Medicine and Ethics* (COMET 2014); Post-doc representative in the Council of the Faculty of Communication Sciences, USI (2012-2013); PhD student representative in the Council of the Faculty of Communication Sciences, USI (2009-2010).

### PROFESSIONAL MEMBERSHIPS

International Association for Media and Communication Research (IAMCR); European Social Marketing Association (ESMA); European Communication and Research Association (ECREA) and International Communication Association (ICA).

## TRANSFERABLE SKILLS

- *Communication skills*: speaking in public, academic and non-academic writing (reports and summaries), listening attentively, facilitating group discussion, negotiating and providing appropriate feedback, interviewing and editing.
- *Research and planning skills*: collecting and analysing quantitative and qualitative data, creating ideas, identifying problems and imagining alternatives to solve them, setting goals, developing evaluation and implementation strategies.
- *Interpersonal skills*: counselling, mentoring, listening, cooperating and representing others, delegating with respect.
- *Organization, management and leaderships skills*: coordinating tasks and managing groups, delegating responsibility, teaching, coaching, counselling, decision making with others, managing conflicts.
- *Work-survival skills*: implementing decisions, cooperating, being punctual, managing time, attending to detail, meeting goals, accepting responsibility, setting and meeting deadlines, organising, making decisions.
- *Language skills*: Italian and Friulian (mother tongue), English (fluent), limited German and Finnish.
- *Technical skills*: qualitative and quantitative data analysis software: IBM SPSS Statistics, Mplus, AMOS, Atlas.ti; systematic search of databases; project management software: LiquidPlanner, BaseCamp).

## SELECTED PUBLICATIONS

### PUBLICATIONS IN REFEREED JOURNALS

Bardus M., Blake H., Lloyd S., & Suggs L.S., (forthcoming) Reasons for participating and not participating in a e-health workplace physical activity intervention: A qualitative analysis. *International Journal of Workplace Health Management*.

Suggs S., Bardus M., Blake H., Lloyd S. (2013). Effects of text messaging in addition to emails on physical activity among university and college employees in the UK. *Journal of Health Services Research & Policy*, 18(Suppl. 2): 56-64. doi: 10.1177/1355819613478001

Bardus M. (2011). The Web 2.0 and Social Media Technologies for Pervasive Health Communication: Are they Effective? *Studies in Communication Sciences*, 11(1): 119-136.

### BOOK CHAPTERS

Suggs L.S., Rangelov N., Schmeil A., Occa A., Bardus M., Radchuk O. & Dianat S. (forthcoming). E-Health Services. In: *The International Encyclopaedia of Digital Communication & Society*. Wiley Blackwell, Oxford.

### ARTICLES IN PEER-REVIEWED CONFERENCE PROCEEDINGS

Suggs L.S., Blake H., Lloyd S. & Bardus M. (2009). An individualised approach: MoveM8! E-mail and SMS physical activity communication in the workplace. 'Abstracts', *Journal of Sports Sciences*, 27: 4, S1-S133.

### WORKS IN PROGRESS

Bardus M., Blake H., Lloyd S. & Suggs L.S., Predicting physical activity among UK employees using the Theory of Planned Behaviour.

Bardus M. & Ponzetta A. Implementing a Movember Campaign in a University Community. Reflections on a Glocal Campaign.

Coman E., Bardus M., Suggs L.S. & Blake H. Do TPB messages influence change on TPB scores pre and post exposure? If so, does it result in behaviour change?

Suggs L.S., Bardus M. & Gross C. Living with Type 2 Diabetes in Switzerland: What determines physical activity behavior and intention?

Suggs L.S., Bardus M. & Gross C. The intention-behaviour gap in a Type 2 Diabetes population.

### CONFERENCES PRESENTATIONS AND POSTERS (WITH PEER-REVIEW)

Bardus M., Abraham, C., Smith, J., & Hillsdon M. (October 2014). *Smartphone and Web 2.0 Applications for Weight Management: A Review of the Literature*. Poster presentation at the Medicine 2.0'14 Conference, 9-10 October 2014, Malaga, Spain.

Bardus M., Abraham, C., Hillsdon, M., & Smith, J. (June 2014). *Smartphone applications in behavioural interventions for weight management: Mapping the evidence*. Oral presentation at the Communication Medicine and Ethics (COMET) 2014 Conference, 26 June 2014, University of Lugano, Switzerland.

Coman E., Bardus M., Suggs L.S., Iordache E., Coman M. & Blake H. (May 2013). *Investigating the Directionality and Pattern of Mutual Changes of Health Outcomes: Adding dynamic perspectives to static longitudinal analyses*. Modern Modelling Methods Conference, 21 May 2013, the University of Connecticut, Neag School of Education, Storrs, Connecticut, USA.

Blake H., Bardus M., Suggs L.S. & Lloyd S. (December 2012). *Effects of a theory-based physical activity intervention in the workplace using latent growth modelling*. Poster presented at the 8<sup>th</sup> Annual Scientific Meeting of the UK Society for Behavioural Medicine, 10-11 December 2012, Manchester, United Kingdom.

#### INVITED PRESENTATIONS AND SPEECHES)

*Marketing sociale per la promozione della salute.* Invited presentation at the workshop “*Promuovere è meglio che curare*”, organised and sponsored by the University of Udine in Gorizia, Italy in collaboration with Associazione Nazionale Donne Operate al Seno (ANDOS), 16 April 2014, Gorizia, Italy.

*Pillole di Marketing Sociale: Possono giovare alla salute e influenzare il comportamento. Favoriscono il benessere della società*” [Bachelor level], Invited presentation for the USI Bachelor Mini-stage days, 28 March 2014, organised by the Study Advisory Service, USI, Lugano, Switzerland.

*What is Social Marketing and how could it be used as an approach for promoting healthy lifestyles?* Invited presentation at the Paavo Nurmi Centre, Sports and Exercise Medicine Unit, University of Turku, 12 September 2013, Turku, Finland.

*E-mails, SMS, social media for health promotion and behaviour change: actualising their potential.* Invited presentation at the Palmenia Center for Continuing Education, University of Helsinki, 16 August 2012, Lahti, Finland.

*Theory of Planned Behaviour, Participation, and Physical Activity Communication in the Workplace.* Invited presentation at the meeting with Lahti Regional Development Company (LAKES), 13 August 2012, Lahti, Finland.

*Web 2.0 e social media per comunicare la salute.* Invited presentation at the meeting “Web 2.0 e salute” (Web 2.0 and health), Laboratorio FIASO “*Comunicazione e promozione della salute*”, within the Conference Guadagnare salute, 22 June 2012, Venice, Italy.

*Promoting physical activity in the workplace: the MoveM8 project.* Invited presentation at Institute for Public Communication (ICP) Research Colloquium, 19 October 2011, Lugano, Switzerland.

*Promoting physical activity in the workplace: The MoveM8 study.* Invited presentation at NHS Redcar and Cleveland Public Health Directorate, Stockton-on-Tees, 30 June 2011, Stockton-on-Tees, United Kingdom.