

# *Angelo Bonfanti*

## **Curriculum Vitae**

### **Personal data**

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Birth place	Verona
Birth date	September 23 <sup>th</sup> , 1978
Permanent address	Verona, Italy
Tax code	BNFNGL78P23L781I

### **Current position**

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Role	Associate professor in Business Management
University	University of Verona (Italy)
	Department of Management
Contact	Via Cantarane 24, 37129 Verona (Italy) e-mail: <a href="mailto:angelo.bonfanti@univr.it">angelo.bonfanti@univr.it</a> phone (+39) 045 8028292 web page: <a href="http://www.dea.univr.it/?ent=persona&amp;id=2102&amp;lang=en">http://www.dea.univr.it/?ent=persona&amp;id=2102&amp;lang=en</a>
ORCID	0000-0002-3332-9780
Scopus ID	55789253000

### **Academic positions**

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2018	Enabled as Full Professor in Business Management (13/B2), Scientific National Call 2018
2016	Winner of the National call for Associate Professor in Business Management (SECS-P/08), University of Verona
2015	Enabled as Associate Professor in Business Management (13/B2), Scientific National Call 2013
2006	Winner of the National call for Researcher in Business Management (SECS-P/08), University of Verona

### **Higher education**

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2006	Phd in <i>Business Management and Firm's Governance</i> – “Parthenope” University of Naples
2002	Degree in Economics and Commerce at the Faculty of Economics of the University of Verona

# RESEARCH

## RESEARCH AREAS

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- *Service marketing and management*
- *Retail, hospitality, and strategic management*
- *Social and sustainable entrepreneurship*

## RESEARCH TOPICS

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- *Service quality and customer satisfaction*
- *customer experience design and management*
- *business models*
- *società benefit and BCorps*

## RESEARCH PROJECTS

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### PARTICIPATION IN SCIENTIFIC RESEARCH PROJECTS BASED ON COMPETITIVE CALLS - WITH FUNDING

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Principal / Associate investigator of scientific research projects with funding in accordance with competitive calls based on peer review processes:

- 2024 GRinS “Entrepreneurial education for (re-)skilling NEET people and creating new ventures (EntrEdu4NEET)”
- PRIN 2022 PNRR “The hospitality experience quality in long-term care organizations: Innovative pathways for value co-creation”

Principal investigator of research projects positively assessed in accordance with competitive calls based on peer review processes but not eligible for funding:

- “Competitiveness and sustainability of the grain supply chain” (Prin project 2017)

Participation of research team about scientific research projects with funding in accordance with competitive calls based on peer review processes:

*(international projects)*

- “Transnational Youth Forum 2022: Climate Change, Global Concerns and impact on the Rights of the Future Generations” (Erasmus+ project 2020)
- A21Digital TYROL VENETO (Interreg Italia-Osterreich 2018)

*(national projects)*

- “RIDE - Retail Industry Demand Estimation” (Prin project 2020)
- Uni 4 Justice project (PON)
- Redesign of the financial structure of business networks (Firb project 2003)
- The measurement of the degree of coordination in the local touristic systems (Prin project 2004)

*(local projects)*

- “Food Democracy Museum” (2020-2021)

## AWARDS AND RECOGNITIONS

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- 2018 Highly Commended Award – paper: Bonfanti A., Vigolo V., Douglas J. Baccarani C. (2017), “Servicescape navigation: A customer typology based on the wayfinding ability of Italian hospital visitors”, *The TQM Journal*, Vol. 29, No. 4, 546-563.
- Best paper award 2015: “Scholarly management journals: Are they relevant for practitioners? Results of a pilot study”, in collaboration with Elena Giaretta, Federico Brunetti, Marco Minozzo, Chiara Rossato, Paola Castellani and Claudio Baccarani, 18<sup>th</sup> Toulon-Verona Conference “Excellence in Services”, Castello Utveggio, Palermo (Italy), 31 August-1 September 2015
- Best paper award 2014: “Customer education, evaluation skills and perceived value: A theoretical framework”, in collaboration with Federico Brunetti, 17<sup>th</sup> Toulon-Verona Conference “Excellence in Services”, Liverpool John Moores University, Liverpool (UK), 28-29 August 2014
- Best paper award 2012: “The Last Minute Market model: An innovative service of efficient assortment management in a sustainability perspective”, in collaboration with Federico Brunetti and Paola Castellani, 15<sup>th</sup> Toulon-Verona Conference “Excellence in Services”, Rishon Lezion (Tel-Aviv), Israel, 3-4 September 2012

## Participation in editorial boards/reviews of journals

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### Editorial Board Member

- *International Journal of Business and Emerging Markets* - ISSN: 1753-6219
- *Journal of Innovation and Entrepreneurship* - ISSN: 2192-5372

### Editorial Review Member

- *TQM Journal* - ISSN: 1754-2731
- *Sinergie Italian Journal of Management* - ISSN: 0393-5108

## REVIEWER ACTIVITIES

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### Reviewer for the following journals

- *British Food Journal*, *International Journal of Business and Emerging Markets*, *International Journal of Hospitality Management*, *Italian Journal of Marketing*, *Journal of Innovation and Entrepreneurship*, *Journal of Services Marketing*, *Management Decision*, *Micro & Macro Marketing*, and *The TQM Journal*

## ORGANIZATION OF SCIENTIFIC TRACKS IN THE CONFERENCE FIELD

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He contributed to the scientific organization of the following special tracks within the IFKAD (International Forum on Knowledge Asset Dynamics) conference:

- “Knowledge in Digital Age”, IFKAD 2020, Roma (Italy), June 17-19, 2020
- “Business model and innovation - Knowledge Ecosystems, Social Innovation and Neo-Strategic Management: How do they Interact to Face the Challenges of the New Millennium?”, IFKAD 2019, Matera (Italy), June 5-7, 2019
- “Creative Architectures for Knowledge Transfer and Learning”, IFKAD 2016, Dresden (Germany), June 15-17, 2016
- “Managing Knowledge for Innovation: The Role of Culture and Cultural Diversities”, IFKAD 2015, Bari (Italy), July 16-18, 2015

## ORGANIZATION OF SCIENTIFIC CONFERENCES

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- 21<sup>st</sup> *Excellence in Services International Conference* (Paris, Le Cnam, 30-31 August 2018)
- 20<sup>th</sup> *Excellence in Services International Conference* (EISIC) (Verona, 7-8 September 2017)
- 12<sup>th</sup> International Conference ICQSS - International Conference quality services and science (12th QMOD and Toulon-Verona Conference) (Verona, August 27-29, 2009)
- VII Global Conference for Total Quality Management entitled “Business Excellence - Make it happen!” (Verona, June 25-27, 2002)
- From 2004 to 2018, he was member of the Organizing committee, and from 2014 he was National coordinator of the Sinergie(-SIMA) Conference

## PUBLICATIONS

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The list of publications is available online here:

<https://www.dima.univr.it/?ent=persona&id=2102&lang=it#tab-pubblicazioni>

## TEACHING

### TEACHING ACTIVITIES

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2023/2024 academic year

- *Business management (bachelor degree)*
- *Strategic management in services (master degree)*
- *Management Information Systems (bachelor degree)*

The full list of teaching activities is available online here:

<https://www.dima.univr.it/?ent=persona&id=2102&lang=it#tab-didattica>

## THIRD MISSION

### PUBLIC ENGAGEMENT INITIATIVES AND PUBLICATIONS

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#### Public engagement initiatives

- Active participation as juror at MYStartup Competition (Stage 3 Verona), organized by MarshYellow at 311Verona in Verona on November 16, 2022
- Active participation as a juror in the pitch competition, organized by StartupPack at 311Verona in Verona on May 12, 2022
- Active participation as speaker at the meeting entitled “Relaunching tourism through creative collaboration (Lightning Decision Jam)”, promoted by the European Social Fund within the project entitled “Let’s start again! For the relaunch of tourism in Veneto”, organized at the Polo Universitario Santa Marta of the University of Verona on May 20, 2022

- Active participation as moderator of the conference entitled “Resilience and innovation: for social and health services it is already tomorrow!”, organized by the University of Verona with UNEBA Veneto, Monsignor Carraro Center (Verona) on July 2, 2021
- Active participation as moderator of the workshop entitled “Soft skills to improve business performance”, organized by Apindustria Confimi Verona, Villa Quaranta in Pescantina (Verona) on July 23, 2020
- Active participation as speaker in the public presentation of the results of the scientific research conducted as part of the Interreg Italia-Osterreich “A21 Digital Tyrol Veneto” project entitled “Building bridges towards the digital future”, University of Verona (Vicenza) on November 27, 2019
- Active participation as a juror in the event and photographic competition “Mountain, what can you tell me?”, organized by the University Sustainability Commission at the Polo Universitario “Giorgio Zanotto”, University of Verona on March 7, 2019
- Active participation as moderator in the “Sustainability pills” meeting entitled “How is a European trained?” at Thesy bar on May 7, 2019
- Active participation as introductory speaker at the 14<sup>th</sup> edition of the Biblical Festival entitled “For a future of integral ecology. Economy, Business, Environment” at the S. Marta University Center of the Verona University on May 4, 2018
- Active participation as organizer of the public meeting entitled “The University of Verona at the Festival of Sustainable Development” and speaker on “The 2030 Agenda and the 17 objectives of sustainable development”, promoted on May 25, 2017 by the Italian Alliance for Sustainable Development (ASVIS)
- Active participation as a speaker at the Research Night (VenetoNight 2017), speaking on the “Scientific method” at “Piazza dei Signori” in Verona on September 29, 2017
- Active participation as a speaker at a public meeting entitled “The role of the local bank”, organized by Banca di Verona in Verona on July 11, 2016
- Active participation as a speaker at a public conference entitled “Looking at Verona with awareness. From listening to the territory, the proposals of the Bank of Verona in the context of the Cooperative Credit reform”, organized by Banca di Verona in collaboration with CUEIM and the Department of Business Administration at the University of Verona on November 12, 2016
- Active participation as speaker at a company meeting entitled “Founding values of Cooperative Credit: reflections on the past to better plan the future of the Bank”, organized by Banca dei Colli Euganei Credito Cooperativo - Lozzo Atestino in Pieve di Soligo on April 18, 2010

### Public engagement publications

- Bonfanti A., Danese S., Zambotto M. (2018), “Cambiare o non cambiare il commercialista? Questo è il dilemma”, *Il Commercialista Veneto*, vol. 245, n. settembre/ottobre, pp. 19-20
- Canestrino R., Magliocca P., Bonfanti A. (2017), “Dallo sviluppo sostenibile all’inclusione sociale: le esperienze imprenditoriali italiane”, *Quaderni di Economia Sociale*, n. 2, pp. 40-50 (ISSN: 2421-0315)
- Canestrino R., Magliocca P., Bonfanti A. (2017), “Quando la collaborazione diventa ‘socialmente responsabile’: la nascita dei ‘Network for Social Innovation’. Esempi e pratiche nella città di Napoli”, *Quaderni di Economia Sociale*, n. 1, pp. 49-54 (ISSN: 2421-0315)

I authorize the use of personal data including sensitive ones for the purposes and effects of 196/2003 law.

February 24, 2022

*Angelo Bonfanti*  
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