

Vania Vigolo

CURRENT POSITION

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| Role: | Associate Professor of Management |
| University: | University of Verona, Department of Management |
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| Web of Science Researcher ID: | A-3907-2013 |

ACADEMIC EXPERIENCE

- Attainment of the Italian national scientific habilitation to full professor in the sector 13/B2 (Management) (since 10/11/2020)
- Researcher at the University of Verona since 01/04/2008 (confirmed since 01/04/2011).
- PhD in Marketing for Business Strategies at the University of Bergamo, Italy (2004-2008).

CURRENT INSTITUTIONAL ROLES

- Coordinator of the Master's Degree program in Languages for communication in tourism and commerce, University of Verona, since October 2022.
- Representative of the Department of Management on the Board of Directors of the University Language Center, since October 2023.
- Member of the Department Executive Committee (2024-2027)

For the academic years 2021–22 and 2022–23, she was also Director of the Professional Development Course “Smart Management in Sport,” University of Verona.

AFFILIATION TO SCIENTIFIC ASSOCIATIONS AND COMMITTEES

- Member of the Italian Society of Management (SIMA)
- Member of the Italian Society of Marketing (SIM)
- Member of the British Academy of Management (BAM)
- Member of Accademia Italiana di Economia Aziendale (AIDEA)

Since September 2020, she has served as the Representative of the Italian Society of Management for the Verona chapter.

Since April 2025, she has also been a member of the Scientific Committee of the AIETHOS Observatory—Artificial Intelligence, Ethical Horizons and Operational Strategies—recently established within the Department of Law, Economics, and Sociology at the University “Magna Græcia” of Catanzaro as part of the Research Hub of the Excellence Project.

SCIENTIFIC RESEARCH ACTIVITIES

MAIN RESEARCH INTERESTS

- Service management, with a focus on service quality and value co-creation processes, social innovation, and well-being, especially for senior individuals and customers experiencing vulnerabilities.
- Tourism and hospitality marketing and management, with a focus on destination marketing and management, senior tourists' behavior, and customer experience design in hospitality.
- Sustainable production and consumption.

RESEARCH METHODS

In her research, she has used both qualitative and quantitative methods for data collection and analysis. Softwares used to support data analysis: NVivo, VOSViewer, SPSS, Amos, SmartPLS.

SCIENTIFIC COORDINATOR OR MEMBER IN RESEARCH PROJECTS FUNDED THROUGH COMPETITIVE CALLS

- **Task leader** for Task "S6_RT2.3 – Mapping cultural and creative resources to support evidence-based tourism policies and strategies" within SPOKE 6 "Tourism, Culture and Creative Industries" as part of the project "Interconnected Nord-Est Innovation Ecosystem" (iNEST), funded by PNRR.
- **Member** of PRIN2022 PNRR "The hospitality experience quality in long-term care organizations: innovative pathways for value co-creation."
- **Member** of the project "Entrepreneurial education for (re)skilling NEET people and creating new ventures" (PNRR cascading call within the project "GRINS - Growing Resilient, Inclusive, and Sustainable," Spoke University of Catania)
- **Member** of Joint Projects 2017 (University of Verona) "Measuring the impact of cultural events: Tocati international festival of street games."
- **Scientific coordinator** for two projects funded under the Regional Operational Program of the European Social Fund 2007-2013, Objective "Regional Competitiveness and Employment" (DGR 448 of 04/04/2014). The projects regarded the enhancement and characterization of the Veneto wine system through the adoption of performance indicators to support sustainable growth.
- **Member** of PRIN 2004 "The management of local tourism systems: strategies and tools for creation, development, and governance."

SCIENTIFIC COORDINATOR OR MEMBER OF RESEARCH PROJECTS FUNDED BY QUALIFIED PUBLIC OR PRIVATE INSTITUTIONS

- **Scientific coordinator** of the Project "Strategic plan for the Destination Management Organization Lake Garda," funded by the Chamber of Commerce of Verona and commissioned to the Department of Business Administration, University of Verona (2019).
- **Scientific coordinator** of the Project "Integrated Communication in Water Utilities," funded by Acque Veronesi in partnership with the Department of Business Economics, University of Verona (2017).
- **Member** of the Project "Industry 4.0 and digital transformation for SMEs in Verona," a joint project between the University of Verona and the Chamber of Commerce of Verona, interdisciplinary (2018-2020).
- **Member** of the Project "Strategic plan for the Destination Management Organization Verona: analysis of the Verona tourism system and its future prospects," promoted by the Municipality of Verona in collaboration with the Department of Management, University of Verona (2016-2018).
- **Member** of the Project "Study on the tourism impact of the redevelopment of the Marina di Bardolino," funded by the Municipality of Bardolino (VR) and promoted in collaboration with CUEIM (University Consortium for Industrial and Managerial Economics) (2010-2012).

AWARDS FOR SCIENTIFIC ACTIVITIES

- 2024 Emerald Literati Awards - Outstanding Reviewer Award for *Consumer Behavior in Tourism and Hospitality*,
- Best paper award at the ACIEK Conference 2024 for the paper Bonfanti, A., Mion, G., Vigolo, V., De Crescenzo, V., “Business incubator as a driver of sustainable entrepreneurship development: evidence from the Italian experience”, Paris, 18-20 June 2024.
- Mention Award in the track “Tourism & Culture Management” for the short paper Vigolo, V., Colurcio, M., Edvardsson, B., “Co-creation and well-being for older tourists: an empirical investigation”, presented at the Sinergie-SIMA Management Conference, Parma, 13-14 June 2024.
- Best Reviewer Award at the Sinergie-SIMA Conference, Salerno, June 2023.
- Emerald Awards for Excellence 2019 - Highly Commended Award for: Cassia F., Vigolo V., Ugolini M., Baratta R. (2018). Exploring city image: residents’ versus tourists’ perceptions. *The TQM Journal*, 30(5), 476-489.
- Top downloaded paper 2018-2019 in *International Journal of Tourism Research* (Wiley) for: Confente I., Vigolo V. (2018). Online travel behaviour across cohorts: The impact of social influences and attitude on hotel booking intention. *International Journal of Tourism Research*, 20(5), 660-670.
- Emerald Awards for Excellence 2018 - Highly Commended Award for: 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*, 29(4), 546-563.
- Best paper award for: Baratta R., Cassia F., Vigolo V., Ugolini M. (2017). City Image. Comparing residents’ and tourists’ perceived image of Verona. 20th Excellence in Services International Conference, Verona.
- AIDEA award – Research Incentives 2014 for: Vigolo V. (2015). Investigating the Attractiveness of an Emerging Long-Haul Destination: Implications for Loyalty. *International Journal of Tourism Research*, 17(6), 564–576.
- Emerald Literati Network Awards for Excellence - Outstanding Paper 2015 of The TQM Journal for: Ugolini M., Cassia F., Vigolo V. (2014). Services branding: is it a matter of gender? *The TQM Journal*, 26(1), 75-87.
- Best paper award for Vigolo V., Cassia F. (2013). Loyalty and Switching Behavior among Corporate Energy Customers: A Study in the Italian Context, 16th Toulon-Verona Conference “Excellence in Services”, Ljubljana.

RESEARCH NETWORK

She collaborates with colleagues from various universities, such as Hanken School of Economics, (Finland); Karlstad University (Sweden); Mainz University of Applied Sciences and Koblenz University of Applied Sciences (Germany); University of Deusto (Spain); University of Thrace (Greece), University of Coimbra (Portugal), University of Stellenbosch (South Africa).

In Italy, she collaborates with colleagues from University Magna Graecia of Catanzaro, University of Genoa, University of Venice, University of Trento, University of Bolzano, Università Cattolica del Sacro Cuore - Milan.

She was a visiting researcher at the Department of Business Management, University of Stellenbosch, South Africa, in 2007 and 2009.

ORGANIZATION OF SCIENTIFIC CONFERENCES

- 20th *Excellence in Services International Conference* (EISIC) (Verona, 7-8 September 2017)
- 12th International Conference ICQSS - International Conference quality services and science (12th QMOD and Toulon-Verona Conference) (Verona, August 27-29, 2009)

PRESENTER AT NATIONAL AND INTERNATIONAL CONFERENCES

- Sinergie-SIMA Conference: 2024 and 2019
- 13th SERVSIG, Bordeaux (France), 2024
- Quis18, Hanoi (Vietnam), 2023
- Naples Forum, Ravello (Italy), 2023
- Excellence in Services International Conference, Verona (Italy), 2017; Huelva (Spain), 2016; Ljubljana (Slovenia), 2013; Alicante (Spain), 2011; Coimbra (Portugal), 2010
- IFITT “ENTER”, Bilbao (Spain), 2016; Lugano (Switzerland), 2015; Dublin (Ireland), 2014
- EuroMed Academy of Business “8th Annual Conference, Verona (Italy), 2015
- Academy of Marketing Science “World Marketing Congress”, Bari (Italy), 2015
- “Tourism & Ageing”, ISCTE, Lisbon (Portugal), 2014
- International Conference on Quality and Service Sciences ICQSS, Verona (Italy), 2009
- 11th Toulon-Verona International Conference on Quality in Services, Florence (Italy), 2008
- 12th World Congress for Total Quality Management, Edinburgh (UK), 2007
- Marketing Trends, Paris (France), 2006

She has served as session chair at national and international conferences (e.g. Sinergie-SIMA Conference 2020; Ineka 2019; Excellence in Services International Conference 2017; ENTER 2016; EuroMed 2015).

EDITORIAL EXPERIENCE

EDITORIAL BOARD MEMBERSHIPS

International journals:

- Member of the Editorial Board (Area Editor for Marketing), *SN Business & Economics* (Springer Nature) since March 2020
- Member of the Editorial Review Board of *The TQM Journal* (Emerald) since January 2019
- Member of the Editorial Review Board of *Journal of Consumer Marketing* (Emerald) since October 2018

National journals:

- Member of the Editorial Board of *Sinergie Italian Journal of Management* since 2005. Founded in 1983, it is a free open-access journal, indexed in Scopus. It is the official journal of the Italian Association of Management.
- Member of the Editorial Board of *Economia Pubblica* (FrancoAngeli, ISSN 0390-6140)

GUEST EDITOR FOR NATIONAL AND INTERNATIONAL JOURNALS

- Special Issue on “Making Service Work Decent Work: Marketing Perspectives to Uplift Human Well-Being and Service Excellence” (with Maria Colurcio and Angela Caridà, University Magna Graecia of Catanzaro), *Journal of Services Marketing* (Emerald), in progress.
- Special Issue on “Silver Economy: challenges and opportunities for an aging world (with Maria Colurcio, University of Catanzaro – Italy, and Bo Edvardsson, Karlstad University – Sweden), *Sinergie Italian Journal of Management* (official journal of the Italian Association of Management), 2023.
- Special Issue on “Ageing Consumers: Rethinking Marketing Strategies and Seizing Business Opportunities” (with Elisa Alén, University of Vigo – Spain), *SN Business & Economics* (Springer Nature), 2022.

MEMBER OF SCIENTIFIC COMMITTEES FOR INTERNATIONAL CONFERENCES

Since 2016, she has been a member of the Scientific Committee for the annual international conference ENTER, organized by the *International Federation for Information Technology and Travel and Tourism*.

REVIEWER ACTIVITIES

Reviewer and ad hoc reviewer for several international journals, including:

- Anatolia (Taylor & Francis)
- Consumer Behavior in Tourism and Hospitality (Emerald)
- Current Issues in Tourism (Taylor & Francis)
- International Journal of Contemporary Hospitality Management (Emerald)
- International Journal of Hospitality Management (Elsevier)
- International Journal of Hospitality & Tourism Administration (Routledge)
- Journal of Consumer Marketing (Emerald)
- Journal of Product and Brand Management (Emerald)
- Tourism Analysis (Cognizant Communication Corporation)
- The TMQ Journal (Emerald)

Reviewer for national and international conferences, including Aciek 2025; ENTER 2016-present; Servsig 2024; International Marketing Trends Conference 2023; IFKAD 2015, 2016; EuroMed 2015.

Reviewer profile on Web of Science: <https://www.webofscience.com/wos/author/record/1460799>

TEACHING EXPERIENCE

Undergraduate courses:

- International Marketing (2007-now)
- Tourism Management (2007-2008, 2008-2009)
- Management Principles (2008-2009, 2009-2010)

Postgraduate courses:

- Destination Management (2009-2010)
- Advanced Tourism Marketing, 2010-2011
- Public management (2018-2019, 2019-2020)
- Place marketing (2020-2021, 2021-2022)
- Marketing and digital communication for tourism (since 2020-2021)
- Place and destination marketing (since 2023-2024)

She has also lectured in several Executive Master's programs on tourism and marketing-related topics.

The full list of **teaching activities** is available online here:

<https://www.dima.univr.it/?ent=persona&id=2511&lang=en#tab-didattica>

PUBLIC ENGAGEMENT INITIATIVES

Since October 2024, she has been a member of the working group "Brand and Communication" of The Great Wine Capitals, an international network of wine destinations.

Invited speaker for:

- Joint webinar organized by the Creative and Cultural Industries Group of the British Academy of Management and the Cultural and Tourism Management Group of the Italian Association of Management (2024).

- Online panel “Fostering Clean Cooking in Africa” at the 28th United Nations Climate Change Conference (COP28), with a presentation on behavioral change, December 11, 2023.
- Sustainability Pills, “Empowering consumers towards eco-friendly energy technologies,” University of Verona, November 23, 2022.
- Responsible Enterprise, API Giovani Confimi Verona, November 25, 2021. PID Tour, as part of the project “Industry 4.0 and digital transformation for SMEs in Verona,” funded by the Chamber of Commerce of Verona at the University of Verona.
- Interview with “The Vision” on the role of country branding strategies, January 30, 2018.
- Kidsuniversity Verona 2017 and 2019.
- Veneto Night, Researchers’ Night in Veneto, 2017.
- International Fair Smart Energy Expo (Verona) with a presentation titled “Energy efficiency in Italy and the rest of the European Union,” 2014.
- Event “Sustainable tourism in Lessinia,” Badia Calavena (VR) as part of an urban development and land enhancement project (November 26, 2014).

SCIENTIFIC PUBLICATIONS

ARTICLES IN INTERNATIONAL JOURNALS:

- Bonfanti, A., Mion, G., Vigolo, V., & De Crescenzo, V. (2025). Business incubators as a driver of sustainable entrepreneurship development: evidence from the Italian experience. *International Journal of Entrepreneurial Behavior & Research* (online ahead of print).
- Vigolo, V., Mion, G., & Moura e Sá, P. (2025). Gaining legitimization during environmental crises: an inquiry into the relationship between corporate social responsibility, reputation, and blame attribution. *Social Responsibility Journal*, 21(5), 1009-1031.
- Bonfanti, A., Bagnato, G., & Vigolo, V. (2025). The contribution of sustainable practices to the creation of memorable customer experience: Empirical evidence from Michelin Green Star restaurants. *International Journal of Hospitality Management*, 126, 104110.
- Bonfanti, A., Mion, G., Vigolo, V., & Munni, A. (2024). An explorative study of how benefit corporation business incubators can support sustainable entrepreneurial development: evidence from Italy. *The Journal of Technology Transfer*, 1-26.
- Sallaku, R., & Vigolo, V. (2024). Predicting customer loyalty to Airbnb using PLS-SEM: the role of authenticity, interactivity, involvement and customer engagement. *The TQM Journal*, 36(5), 1346-1368.
- Bonfanti, A., Rossato, C., Vigolo, V., & Vargas-Sánchez, A. (2023). Improving online food ordering and delivery service quality by managing customer expectations: evidence from Italy. *British Food Journal*, 125(13), 164-182.
- Mion, G., Vigolo, V., Bonfanti, A., & Tessari, R. (2023). The virtuousness of ethical networks: How to foster virtuous practices in nonprofit organizations. *Journal of Business Ethics*, 188(1), 107-123.
- Bonfanti, A., Vigolo, V., Vannucci, V., & Brunetti, F. (2023). Creating memorable shopping experiences to meet phygital customers' needs: evidence from sporting goods stores. *International Journal of Retail & Distribution Management*, 51(13), 81-100.
- Bonfanti, A., Vigolo, V., Gonzo, E., & Genuardi, I. (2023). Customer experience management in themed amusement parks: the impact of safety measures on the physical, social and digital servicescape of Gardaland Park. *Consumer Behavior in Tourism and Hospitality*, 18(3), 386-406.
- Bonfanti, A., Vigolo, V., Yfantidou, G., & Gutuleac, R. (2023). Customer experience management strategies in upscale restaurants: Lessons from the Covid-19 pandemic. *International Journal of Hospitality Management*, 109, 103416.
- Vigolo, V., Bonfanti, A., & Rivera-Hernaez, O. (2021). Disentangling customer delight: a needs-based analysis of senior tourists in hotels. *Anatolia*, 32(4), 565-578.
- Bonfanti, A., Vigolo, V., & Yfantidou, G. (2021). The impact of the Covid-19 pandemic on customer experience design: The hotel managers’ perspective. *International Journal of Hospitality Management*, 94, 102871.

- Vigolo, V., Bonfanti, A., Sallaku, R., Douglas, J. (2020). The effect of signage and emotions on satisfaction with the servicescape: An empirical investigation in a healthcare service setting. *Psychology & Marketing*, 37(3), 408-417.
- Vigolo, V., Bonfanti, A., & Brunetti, F. (2019). The effect of performance quality and customer education on attitudinal loyalty: A cross-country study of opera festival attendees. *Nonprofit and Voluntary Sector Quarterly*, 48(6), 1272-1295.
- Cassia, F., Vigolo, V., Ugolini, M. M., & Baratta, R. (2018). Exploring city image: residents' versus tourists' perceptions. *The TQM Journal*, 30(5), 476-489.
- Confente, I., & Vigolo, V. (2018). Online travel behaviour across cohorts: The impact of social influences and attitude on hotel booking intention. *International Journal of Tourism Research*, 20(5), 660-670.
- Guerrini, A., Vigolo, V., Romano, G., & Testa, F. (2018). Levers supporting tariff growth for water services: evidence from a contingent valuation analysis. *Journal of Environmental Management*, 207, 23-31.
- Bonfanti, A., Vigolo, V., Douglas, J. A., & Baccarani, C. (2017). Servicescape Navigation: A Customer Typology based on the Wayfinding Ability of Italian Hospital Visitors. *The TQM Journal*, 29(4), 546-563.
- Vigolo V., Ugolini M. (2016). Does this fit my style? The role of self-congruity in young women's repurchase intention for intimate apparel. *Journal of Fashion Marketing and Management*, 20(4), 417-434.
- Vigolo, V., Bonfanti, A., Magliocca, P., & Kirakosyan, K. (2016). Corporate culture and firm performance: a service-oriented perspective. *International Journal of Managerial and Financial Accounting*, 8(2), 109-123.
- Vigolo, V. (2015). Investigating the attractiveness of an emerging long-haul destination: Implications for loyalty. *International Journal of Tourism Research*, 17(6), 564-576.
- Ugolini, M. M., Cassia, F., & Vigolo, V. (2014). Services branding: is it a matter of gender?. *The TQM Journal*, 26(1), 75-87.
- Vigolo, V., & Cassia, F. (2014). SMEs' switching behavior in the natural gas market. *The TQM Journal*, 26(3), 300-307.

BOOKS

- Vigolo V. (2017), *Older Tourist Behavior and Marketing Tools*, Cham, Springer.
- Vigolo V. (2011), *Mercati emergenti per i prodotti italiani: prospettive dal Sud Africa*, Milano, Giuffrè.

BOOK CHAPTERS WITH INTERNATIONAL PUBLISHERS

- Vigolo, V., Simeoni, F. (2023). Accessible Tourism: The Demand-Side Perspective. In *Accessible Tourism in the Digital Ecosystem* (pp. 17-30). Cham: Springer International Publishing.
- Confente, I., Vigolo, V., Brunetti, F. (2020). The role of WOM in affecting the intention to purchase online: A comparison among traditional vs. Electronic WOM in the tourism industry. In *Exploring the Power of Electronic Word-of-Mouth in the Services Industry* (317-333). IGI Global.
- Vigolo, V. (2018), "Box di approfondimento - Un segmento emergente: il turista senior", in Kotler P., Bowen J.R., Makens J.C., Baloglu S. (edizione italiana a cura di Mauri A.), *Marketing del Turismo*, Pearson, pp. 162-163.
- Vigolo, V., Bonfanti, A. (2016), "Exploring the importance of basic hotel attributes: a focus on senior wellness tourists", *Proceedings of the Academy of Marketing Science® World Marketing Congress Rediscovering the Essentiality of Marketing*, 14-18 July 2015 Springer, pp. 969-981.
- Bonfanti, A., Vigolo, V., Negri, F. (2016), "Hotel responses to guests' online reviews: an exploratory study on communication styles", in *Information and Communication Technologies in Tourism 2016*, Cham, Springer, pp. 397-409.
- Negri, F., Vigolo, V. (2015), "Hotel attributes and visual image: a comparison between website and user-generated photos", in *Information and Communication Technologies in Tourism 2015*, Cham, Springer, pp. 621-633.
- Vigolo, V., Confente, I. (2013), "Older tourists: an exploratory study on online behaviour", in Xiang Z. and Tussyadiah I. (eds.), *Information and Communication Technologies in Tourism 2014*, Cham, Springer, pp. 439-452.

PAPERS PRESENTED AT NATIONAL AND INTERNATIONAL CONFERENCES

- Vigolo V., Colurcio M., Edvardsson B. (2024), “Co-creation and well-being for older tourists: an empirical investigation”. Sinergie-SIMA Management Conference, Parma, Italy, 13-14 June 2024,
- Vigolo V., Colurcio M., Edvardsson B. (2024), “Redefining Hospitality: Innovating Service Design for Active Seniors in Tourism”, 13th SERVSIG Conference, Bordeaux, France, 6-8 June 2024.
- Colurcio M., Vigolo V., Edvardsson B. (2023), “Shaping cities through services: toward an urban service ecosystem for aging consumers”Relatore a The Naples Forum on Service”, Ravello, Italy, 6-9 June 2023.
- Vigolo V., Simeoni F., Cassia C., Ugolini M. (2017), “Older tourists’ travel motivations and overall satisfaction at the destination: the case of Sirmione”, 20th Excellence in Services International Conference, University of Verona, 7-8 September 2017.
- Baratta R., Cassia F., Vigolo V., Ugolini M. (2017), “City Image. Comparing residents’ and tourists’ perceived image of Verona”, 20th Excellence in Services International Conference, University of Verona, 7-8 September 2017.
- Vigolo V., Negri F. (2015), “Cultural heritage and co-creation in the Web 2.0. An exploratory study on TripAdvisor photos”, Sinergie Italian Journal of Management Conference, Termoli, 9-10 July 2015.
- Vigolo V., Simeoni F. (2014), “Motor caravan tourism in an ageing society: A supply-side perspective”, International Conference “Tourism & Ageing”, Lisbon, Portugal, 26-29 November, 2014, pp. 1-15.
- Vigolo V., Bonfanti A. (2014), “Satisfying and delighting senior guests at hotels”, International Conference “Tourism & Ageing”, Lisbon, Portugal, 26-29 November, 2014.
- Vigolo V. (2011), “Quality and destination image: differences between visitors and non-visitors. An Italian perspective on South Africa”, 14th Toulon-Verona Conference Excellence in Services, Alicante (Spain), 1st-3rd September 2011.
- Cobelli N., Simeoni F., Ugolini M., Vigolo V. (2010), “The economic impact of nautical tourism: an Italian Experience on Lake Garda”, 13th Toulon-Verona Conference Organizational Excellence in Services”, University of Coimbra, Portugal, 2-4 September 2010.
- Testa F., Ugolini M., Vigolo V. (2009), “Analyzing tourists’ expected quality factors within a destination: a survey conducted in the Province of Verona, International Conference on Quality and Service Sciences ICQSS, Verona, 27-29 August 2009

The complete list of publications can be found here:

<https://www.dima.univr.it/?ent=persona&id=2511#tab-pubblicazioni>

Verona, 24 September 2025

Vania Vigolo