

# ***Rossella Baratta***

## **Curriculum Vitae**

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### **CONTACTS AND PROFILES**

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ResearchGate: <https://www.researchgate.net/profile/Rossella-Baratta>

Google Scholar: <https://scholar.google.com/citations?user=DKx6nJsAAAAJ&hl=it>

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### **CURRENT POSITION**

- **Adjunct professor** in “Digital and interactive marketing for goods and services” in the Masters’ degree in Languages for Communication in Tourism and Commerce, at the University of Verona, academic year 2021-2022.

### ACADEMIC WORK EXPERIENCES

- July 1, 2019 – June 30, 2021: **research fellow** at the Department of Business Administration of the University of Verona (SECS-P/08 e SECS-P/10)
- Academic year 2019-2020: **adjunct professor** in Masters’ degree at the University of Verona
- January 7 – March 7, 2019: **research contract** at the Department of Business Administration of the University of Verona
- Academic year 2018-2019: **teaching assistant** (cultore della materia) in Bachelor’s and Master’s degree at the University of Verona

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### **EDUCATION**

- **PhD in Economics and Management** (XXXI cycle), University of Verona (SECS-P/08), May 27, 2019. Thesis: “Better late than never: Leading hospitality toward a more sustainable path”. Supervisor: Prof. Marta Ugolini, Co-supervisor: Prof. Alfonso Vargas-Sánchez.
- **Master’s degree in Languages for Communication in Tourism and Commerce**, University of Verona, March 31, 2014, 110/110 cum laude. Supervisor: Prof. Marta Ugolini.
- **Bachelor’s degree in Languages and Cultures for Tourism and International Commerce**, University of Verona, November 24, 2011. 110/110 cum laude. Supervisor: Prof. Sandro Stanzani.
- **High school diploma in foreign languages**, Liceo Ginnasio di Stato “Scipione Maffei” (Verona), June 2008.

### TRAINING ACTIVITIES ON RESEARCH METHODOLOGIES

- **First Workshop on Qualitative Comparative Analysis** (QCA), Department of Business Administration of the University of Verona, June 6, 2019.

- **Spring School on Configurational Analysis, Comparative Approaches and Natural Experiments**, University of Torino and University of Verona, April 15-18, 2019 (Customized Program on fs/QCA software).
- **Seminar on exploratory factor analysis with SPSS software** (PASW statistics), Department of Business Administration of the University of Verona, November 21 and 28, 2018 (SPSS software).
- **International Summer School on Research Methods**, University of Padova and Consortium for the Advancement of Research Methods (CARMA), July 16-21, 2018. Quantitative (SPSS software) and qualitative methodologies (Grounded Theory).
- **Spring School on Configurational Analysis, Comparative Approaches, and Natural Experiments**, University of Verona and Associazione Italiana di Organizzazione Aziendale (ASSIOA), April 9-13, 2018 (Atlas.ti; fs/QCA software).

#### ADDITIONAL TRAINING ACTIVITIES

- **Training course on blended teaching and accessibility**, University of Verona, July 20 and August 26, 2020.
- **Sustainability Summer Lab**, “Aree montane e giovani: quali semi di futuro?”, University of Verona Sustainability Committee, October 4-6, 2019.
- **English language courses**, both oral and written, Doctoral School of Law and Economics of the University of Verona:
  - Communication Skills, September 4-5, 2017
  - Academic English Writing, September 25-28, 2017
  - Communicating Research, October 8, 15, 22, and 29, 2018
- **Advances seminar on library resources for research**, Doctoral School of Law and Economics of the University of Verona, September 18-20, 2017.

#### LANGUAGE SKILLS

- Italian: mother language
- English: C2\* language certification
- Spanish: C2\* language certification
- German: B2\* language certification
- French: B1\* language certification

\*Language certifications issued by the language center of the University of Verona.

## RESEARCH

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#### RESEARCH AREAS

- Tourism management and marketing
- Service management and marketing
- Strategic management and business model
- Fair Trade and sustainable development

#### PARTICIPATION IN SCIENTIFIC RESEARCH PROJECTS

- **Research fellow** at the Department of Business Administration of the University of Verona, July 1,

2019 – June 30, 2021. Interdisciplinary project (SECS-P/08 e SECS-P/10): “Organizational competences and performance: measurement tools and management models for sustainability in small and medium-sized enterprises”. Scientific manager: Prof. Giuseppe Favretto. Other members: Prof. Serena Cubico, Dr. Piermatteo Ardolino, Dr. Diego Bellini. Competitive call with selection by qualifications and interview.

Activities: Analysis of the relevant literature, organization and systematization of the main models of entrepreneurial skills and business performance, use of qualitative and quantitative research tools, data processing according to the references of multivariate analysis and regression and structural equation models, writing reports and scientific research products.

• **Research contract** in the project: “The graphics category in Confartigianato - Verona: Profile and service needs”, promoted by CUEIM, in cooperation with the Department of Business Administration of the University of Verona, January 7, 2019 – March 1, 2019. Scientific manager: Prof. Francesca Simeoni. Other members: Prof. Fabio Cassia, Prof. Marta Ugolini, Prof. Angelo Bonfanti, Prof. Vania Vigolo.

Activities: desk analysis, in-depth qualitative interviews and focus groups with a sample of Confartigianato stakeholders, analysis and statistical processing of data collected through questionnaires among Confartigianato members, writing a final report.

• **Research contract** in the project: “Joint Projects 2017 – Measuring the economic impact of cultural events: Tocatì – International Festival of Street Games”, at the Department of Business Administration of the University of Verona, in cooperation with: Associazione Giochi Antichi, January 7, 2019 – March 7, 2019. Scientific manager: Prof. Fabio Cassia. Other members: Prof. Marta Ugolini, Prof. Vania Vigolo, Prof. Francesca Simeoni. Competitive call with selection by qualifications.

Activities: identification of a sample of stakeholders of the Festival Tocatì, conducting in-depth qualitative interviews, analysis and statistical processing of data collected through questionnaires among visitors to the Festival, writing a final report.

## PARTICIPATION IN RESEARCH GROUPS

### International research groups:

#### • **Environmental sustainability in the hospitality sector**

The research group aims to investigate and systematize good practices of environmental sustainability that can be implemented at enterprise level in the tourism and hospitality sector. At the same time, the research also investigates the benefits associated with environmental sustainability, in terms of competitiveness, image and reputation, and the main problems encountered by operators in the sector. The research activity is conducted through qualitative methods, such as direct observation, in-depth interviews and focus groups.

Duration: September 2017-present.

Research area: tourism management.

Scientific manager: Prof. Alfonso Vargas-Sánchez, University of Huelva. Other members: Prof. Marta Ugolini.

#### • **SMEs competitiveness**

The research group aims to investigate the competitive capacity of Italian Small and Medium Enterprises that characterize the entrepreneurial system of the country, constituting on the whole

99% of the total number of companies, contributing to the generation of about 70% of the national added value and absorbing more than 80% of the employees in Italy. Specifically, the research aims to investigate the critical success factors and barriers to the performance of Italian SMEs.

Duration: May 2017 – present.

Research area: entrepreneurship.

International research group in collaboration between the University of Verona and the University of Salerno, with scientific manager: Prof. Alex Douglas, Management University of Africa. Contact person at the University of Verona: Dr. Paola Castellani. Other members: Dr. Chiara Rossato, Prof. Francesca Simeoni, Prof. Elena Giaretta.

#### National research groups:

##### **• Replicable models of sustainable tourism**

The general objective of the project is the analysis of the relationship between competitiveness and sustainable development of tourist destinations through the study and verification of the benefits induced by policies, strategies and best practices applied at territorial level. The collection and systematization of territorial experiences, useful to deepen the benefits generated by the actions of sustainability addressed to the tourism sector, provides for the involvement of several heterogeneous Italian destinations, appropriately selected in relation to the territorial peculiarities and the availability of regulatory tools aimed at sustainability and development of the tourism sector.

Duration: December 2019 – present.

Research area: tourism management.

Network project by CUEIM. Universities involved: University of Verona, University of Trento, University Politecnica delle Marche, University of Napoli Federico II.

#### Local research groups:

##### **• Strategic planning of tourist destinations**

The research group aims to contribute to the strategic planning and management of tourist destinations, with particular reference to the territorial area of Verona. The research activity includes the analysis of the expectations of the main stakeholders involved (such as: institutional actors, economic operators, residents, and tourists) with the aim of developing plans for tourism development and/or repositioning of the tourist destination, through the use of both qualitative (e.g., with data collection through in-depth interviews and focus groups) and quantitative methods (e.g., with data collection through questionnaires). Through the results of its studies, the research group supports the activities and decisions of the DMO Verona and the DMO Lago di Garda Veneto.

Duration: July 2016 – present.

Research area: tourism management.

Scientific manager: Prof. Marta Ugolini. Other members: Prof. Fabio Cassia, Prof. Francesca Simeoni, Prof. Vania Vigolo

##### **• Fair Trade**

The project aims to study the development of fair trade in Italy and in the world. The research activity includes an analysis of business issues, business models, distribution channels and consumer behavior, through the study of Italian and international cases.

Duration: October 2018 – present.

Research area: business model; business ethics.

Scientific manager: Prof. Francesca Simeoni.

• **Alternative modes of financing and community involvement: analysis of business models**

The project aims to analyze different financing alternatives and community involvement, investigating in particular two alternative business models in raising funds for the development of sustainable energy: crowdfunding and the cooperative model.

Duration: April 2018 – present.

Research area: strategic management.

Scientific manager: Dr. Veronica De Crescenzo. Other members: Prof. Francesca Simeoni.

• **Recycling attitudes and behavior at universities**

The research project aims to examine recycling attitudes and behavior in universities by different types of users, including students and faculty and technical-administrative staff.

Duration: October 2018 – February 2019.

Research area: service management.

Scientific manager: Prof. Angelo Bonfanti. Other members: Prof. Vania Vigolo, Dr. Rezarta Sallaku.

• **Tocatì: Economic impact of cultural events**

This project, funded by JOINT PROJECTS 2017 and in collaboration with the Associazione Giochi Antichi (AGA), aims to assess the direct economic impact of Tocatì - International Festival of Street Games on the city of Verona, while developing a replicable method to estimate the impacts of cultural events.

Duration: June 2018 – May 2020.

Research area: tourism management.

Scientific manager: Prof. Fabio Cassia. Other members: Prof. Marta Ugolini, Prof. Vania Vigolo, Prof. Francesca Simeoni.

• **Confartigianato: Members' profile and service needs**

The project aims to investigate the characteristics and problems of trade association management and the need to employ managerial tools to improve the quality of services provided by trade associations to their members.

Duration: September 2018 – October 2019.

Research area: entrepreneurship; service management.

Scientific manager: Prof. Francesca Simeoni. Other members: Prof. Fabio Cassia, Prof. Marta Ugolini, Prof. Angelo Bonfanti, Prof. Vania Vigolo.

## RESEARCH ACTIVITIES ABROAD

• **Visiting PhD student at the Department of Management and Marketing of the University of Huelva (Spain), October 2017 – November 2017, under the supervision of Prof. Alfonso Vargas-Sánchez, to carry out part of the doctoral thesis on environmental sustainability in the hospitality sector**

Activities: carrying out part of the data collection for the doctoral thesis, by conducting in-depth interviews with a sample of stakeholders in the hospitality sector of the tourist destination of Huelva, and qualitative analysis of the data collected. Participation in conferences.

## RESEARCH SOFTWARE

• **Atlas.ti: qualitative analysis**

- Fs/QCA: *qualitative comparative analysis*
- UCINET, NetDraw: *social network analysis*
- SPSS, Gretl: quantitative analysis
- Mendeley, Zotero: reference management
- Microsoft Office (Word, Excel, Power Point)

## REVIEWER ACTIVITIES

- Reviewer for the following **international conferences**:
  - Sinergie-SIMA 2021 Conference, Palermo, June 10-11, 2021.
  - Sinergie-SIMA 2020 Conference, Pisa, Septmeber 7-8, 2020.
  - Sinergie-SIMA 2019 Conference, Roma, June 20-21, 2019.
  - INEKA 2019 (formerly GIKA), Verona, June 11-13, 2019.
- Reviewer for the following **international journals**:
  - since 2021, The TQM Journal, Emerald (Fascia A Anvur ASN – ABS 1\*)
  - since 2020, SN Business & Economics, Springer
  - since 2020, Journal of Hospitality and Tourism Management, Elsevier (ABS 1\*)
  - since 2020, World Development Perspectives, Elsevier
  - since 2019, Enlightening Tourism. A path making journal, University of Huelva

## MEMBERSHIP

- Since 2021 corresponding member of the followings:
  - SIMA**: Società Italiana di Management
  - AIDEA**: Accademia Italiana di Economia Aziendale
  - BAM**: British Academy of Management

## PRESENTER AT NATIONAL AND INTERNATIONAL CONFERENCES AND WORKSHOPS

- **Sinergie-SIMA 2021 Conference**, Palermo, June 10-11, 2021.
- **TOURMAN 2021**, 4th International Scientific Conference, “Restarting tourism, travel and hospitality: The day after”, Online (International Hellenic University) May 21-23, 2021.
- **Session chair** on Circular Economy in Tourism during **INVTUR 2020** Conference, “Tourism and The Sustainable Development Goals: From theory to practice”, Online (University of Aveiro) May 13-15, 2020, (postponed to May 6-7, 2021).
- **Sinergie-SIMA 2020 Conference**, Pisa, September 7-8, 2020.
- **Sustainable tourism: good practices from the academy to the territories**, University Politecnica delle Marche, Ancona, December 5, 2019.
- **22<sup>nd</sup> “Excellence in Services” International Conference**, Thessaloniki, August 29-30, 2019.
- **Sinergie-SIMA 2019 Conference**, Roma, June 20-21, 2019.
- **INEKA 2019** (formerly GIKA), Verona, June 11-13, 2019.
- **Workshop on Tourism Sustainability and Regional Development**, Free University of Bolzano, Bruneck, November 5-6, 2018.
- **21<sup>st</sup> “Excellence in Services” International Conference**, Paris, August 30-31, 2018.
- Workshop de Novos Investigadores (WIN) during the **XIX Seminário Luso-Espanhol de Economia Empresarial**, University of Algarve, Faro, November 9-10, 2017.

- 20<sup>th</sup> “Excellence in Services” International Conference, Verona, September 7-8, 2017.
- Ph.D. Consortium during the 13<sup>th</sup> Italian Conference of the Italian Chapter of AIS (ItAIS2016), Verona, October 7, 2016.
- 19<sup>th</sup> Toulon-Verona Conference “Excellence in Services”, Huelva, September 5-6, 2016.

## AWARDS

- **Emerald Literati Award 2019** – Highly Commended Paper: Cassia, F., Vigolo, V., Ugolini, M., Baratta, R. (2018). Exploring city image: residents' versus tourists' perceptions. *The TQM Journal*, 30(5), pp. 476-489.
- **Best conference paper award**: Baratta, R., Cassia, F., Vigolo, V., Ugolini, M. (2017). City image. Comparing residents' and tourists' perceived image of Verona. *Proceedings of the 20<sup>th</sup> “Excellence in Services” International Conference*, Verona 2017, pp. 47-62.

## PUBLICATIONS IN SCIENTIFIC JOURNALS

Baratta, R., Simeoni, F. (2021). Food is good for you (and the planet): Balancing service quality and sustainability in hospitality. *Sinergie Italian Journal of Management*, 39(1), pp. 193-213. (**Rank A Aidea**). (ISSN 0393-5108). DOI 10.7433/s114.2021.11

De Crescenzo, V., Baratta, R., Simeoni, F. (2020). Citizens' engagement in funding renewable and energy efficiency projects: a fuzzy set analysis. *Journal of Cleaner Production*, 227, 124060. (**Rank A Anvur ASN – ABS 2\***). <https://doi.org/10.1016/j.jclepro.2020.124060>

Simeoni, F., Brunetti, F., Mion, G., Baratta, R. (2020). Ambidextrous organizations for sustainable development: The case of fair-trade systems. *Journal of Business Research*, 112, pp. 549-560. (**Rank A Anvur ASN – ABS 3\***). <https://doi.org/10.1016/j.jbusres.2019.11.020>

Sallaku, R., Baratta, R., Bonfanti, A., Vigolo, V. (2019). Recycling behaviour in higher education institutions. A systematic literature review. *Sinergie Italian Journal of Management*, 37(3), pp. 127-148. (**Rank A Aidea**). (ISSN 0393-5108). DOI 10.7433/s110.2019.06

Cassia, F., Vigolo, V., Ugolini, M., Baratta, R. (2018). Exploring city image: residents' versus tourists' perceptions. *The TQM Journal*, 30(5), pp. 476-489. (**Rank A Anvur ASN – ABS 1\***). (ISSN 1754-2731). <https://doi.org/10.1108/TQM-11-2017-0161>

## PUBLICATIONS IN CONFERENCE PROCEEDINGS

Baratta, R., Ardolino, P., Bellini, D., Cubico, S., Simeoni, F. (2021). Students' entrepreneurial intentions in the Covid era: Balancing leadership and innovation aptitudes for sustainable entrepreneurship. Accepted for publication in *Proceedings of the Sinergie-SIMA 2021 Conference*, Palermo, June 10-11, 2021.

Baratta, R., Vigolo, V., Simeoni, F., Andrich, S. (2021). Perceived risks and future travel intentions: The experience of solo female travelers. *Proceedings of the TOURMAN 2021 conference*, International Hellenic University, May 21-23, 2021, pp.135-137. (ISBN 978-618-84798-9-0).

Baratta, R., Simeoni, F. (2020). Fair Trade and Universities: The Case of Certified Fairtrade Universities in the UK. *Proceedings of the Sinergie-SIMA 2020 Conference*, Pisa, September 7-8, 2020, pp. 51-57. (ISBN 97888943937-6-7). DOI 10.7433/SRECP.EA.2020.01

Vigolo, V., Bonfanti, A., Sallaku, R., Baratta, R. (2019). Guest delight and memorable service experiences. *Proceedings of the 22<sup>nd</sup> "Excellence in Services" International Conference*, Thessaloniki, August 29-30, 2019. pp. 636-643. (ISBN 9788890432798).

Baratta, R., Cassia, F., Simeoni, F., Vigolo, V., Ugolini, M. (2019). The economic impact of cultural events. A focus on professionals' perceptions. *Proceedings of the 22<sup>nd</sup> "Excellence in Services" International Conference*, Thessaloniki, August 29-30, 2010, pp. 1-12. (ISBN 9788890432798).

Sallaku, R., Baratta, R., Bonfanti, A., Vigolo, V. (2019). Toward a framework for understanding recycling behavior in higher education institutions. *Proceedings of the Sinergie-SIMA 2019 Conference*, Roma, June 20-21, 2019, pp. 149-164. (ISBN 97888943937-4-3). DOI 10.7433/SRECP.FP.2019.09

Baratta, R., Cassia, F., Simeoni, F., Vigolo, V. (2019) The economic impact of cultural events: a focus on residents' expenditures. *Proceedings of the Sinergie-SIMA 2019 Conference*, Roma, June 20-21, 2019, pp. 235-239. (ISBN 97888943937-1-2). DOI 10.7433/SRECP.EA.2019.42

Baratta, R., Vargas-Sánchez, A., Ugolini, M. (2018). Environmental sustainability and hospitality. An exploratory research on modalities, motivations and barriers. *Proceedings of the 21<sup>st</sup> "Excellence in Services" International Conference*, Paris, August 30-31, 2018, pp. 35-50. (ISBN 9788890432781).

Simeoni, F., Baratta, R., Rossato, C., Castellani, P. (2018). From a Pilot Survey to Improve the Quality of a Research: The Case of the SMEs Survival Research Project in Italy. *Proceedings of the 21<sup>st</sup> "Excellence in Services" International Conference*, Paris, August 30-31, 2018, pp. 661-678. (ISBN 9788890432781).

Castellani, P., Rossato, C., Simeoni, F., Baratta, R. (2018). SMEs Survival Research Project in Northern Italy. *Proceedings of the 21<sup>st</sup> "Excellence in Services" International Conference*, Paris, August 30-31, 2018, pp. 125-140. (ISBN 9788890432781).

Baratta, R., Cassia, F., Vigolo, V., Ugolini, M. (2017). City image. Comparing residents' and tourists' perceived image of Verona. *Proceedings of the 20<sup>th</sup> "Excellence in Services" International Conference*, Verona, September 7-8, 2017, pp. 47-62. (ISBN 9788890432774).

Baratta, R., Ugolini, M., Cassia, F. (2016). Why should hotels turn green? Exploring emergent sustainable behaviors on lake Garda. *Proceedings of the 19<sup>th</sup> Toulon-Verona Conference, "Excellence in Services"*, Huelva, September 5-6, 2016, pp. 51-64. (ISBN 9788890432767).

Cassia, F., Ugolini, M., Baratta, R. (2013). Gardaland and its surrounding area: a study of residents' attitudes to tourism development. Abstract in *Proceedings of the Consumer Behavior in Tourism Symposium 2013*, Bruneck, December 4-7, 2013, pp. 11-11.

## TEACHING ACTIVITY

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### TEACHING ACTIVITIES IN BACHELOR'S AND MASTER'S DEGREES

- **Adjunct professor** in "Digital and interactive marketing for goods and services" in the Master's degree in Languages for Communication in Tourism and Commerce, at the University of Verona, academic year 2021-2022 (Credits 9/9).
- **Adjunct professor** in "Marketing and digital communication for tourism" in the Master's degree in Languages for Communication in Tourism and Commerce, at the University of Verona, academic year 2019-2020. Coordinator: Prof. Ilenia Confente (Credits 6/9).

### TEACHING ACTIVITIES WITHIN EDUCATIONAL PROJECTS LINKED BETWEEN UNIVERSITY AND LOCAL INSTITUTIONS

- Teaching contract in **Marketing**, within the module of Business Organization, Economics and Marketing, at the ITIS in "Logistica and Trasporti 4.0" Verona and Vicenza, since academic year 2020-2021.

### TEACHING ACTIVIES IN COURSES DELIVERED IN ENGLISH

- Teaching contract in the module "Global Dimensions in the Supply Chains: Fair Trade and Logistics Networks", in the first level **master EIBGA** – English for International Business and Global Affairs", University of Verona, academic year 2020-2021.
- **Teaching contract CLIL – Content and Language Integrated Learning**, as part of the teaching of Business Administration, at the ITS "Marco Polo", Verona, since school year 2018-2019.

### SERVICE ACTIVITIES TO TEACHING AND STUDENTS

- **Thesis supervisor and co-supervisor** in the Master's degree in Languages for Communication in Tourism and Commerce, at the University of Verona, since academic year 2019-2020.
- Teaching assistant (cultore della materia) in "**Marketing and digital communication for tourism**" in the Master's degree in Languages for Communication in Tourism and Commerce, at the University of Verona, since academic year 2020-2021. Coordinator: Prof. Vania Vigolo.
- Teaching assistant (cultore della materia) in "**Principles of management**" in the Bachelor's degree in Languages and Cultures for Tourism and International Commerce, at the University of Verona, since academic year 2018-2019. Coordinator: Prof. Francesca Simeoni.
- Teaching assistant (cultore della materia) in "**Principles of tourism marketing**", in the Bachelor's degree in Languages and Cultures for Tourism and International Commerce, at the University of Verona, since academic year 2018-2019. Coordinator: Prof. Marta Ugolini.
- Teaching assistant (cultore della materia) in "**Strategic management of tourism and cultural businesses**" in the Master's degree in Languages for Communication in Tourism and Commerce, at the University of Verona, since academic year 2018-2019. Coordinator: Prof. Marta Ugolini.
- **Tutor in the advanced course** in "Systems management for social and sociomedical services", at the Department of Business Administration of the University of Verona, academic year 2020-2021. Coordinator: Prof. Giorgio Mion.

- **Tutor in the professional development course** in “Systems management for social and sociomedical services”, at the Department of Business Administration of the University of Verona, academic year 2019-2020. Coordinator: Prof. Giorgio Mion.
- **Tutor FSG – Fondo Sostegno Giovani** – for students participating in the Tocatì Festival, at the University of Verona, May 2019. Coordinator: Prof. Fabio Cassia.
- **Tutor FSG – Fondo Sostegno Giovani** – for the Tandem course “From advertising to marketing management”, at the University of Verona, academic year 2016-2017. Coordinator: Prof. Marta Ugolini.

## TRAINING AND CONSULTANCY ACTIVITIES

- Corporate training activities in “**Tourism and Territorial Marketing for Food Democracy**” within the project FSE – Fondo Sociale Europeo “Food Democracy Museum”, Consorzio Gamma Servizi, July 2021.
- Corporate training activities in “**Destination Management and Marketing for the tourist offer in Verona**” within the project FSE – Fondo Sociale Europeo “Safe and Eco-Friendly Hospitality in Veneto”, Consorzio Gamma Servizi, April 2021.

## THIRD MISSION

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Public engagement activities as presenter during the following divulgative meetings:

- “Presentazione dei risultati della ricerca” during: “**Sviluppiamo la grafica: profilo e bisogni di servizi**”, organized by the Department of Business Administration of the University of Verona in cooperation with Confartigianato Imprese Verona, at the University of Verona, October 18, 2019.
- “Le organizzazioni ambidestre e lo sviluppo sostenibile: il caso del sistema Fair Trade” during: “**Altromercato Campus: Maneggiare con cura. Cambiamento climatico e fair trade**”, organized by the Department of Business Administration of the University of Verona in cooperation with Altromercato, at the University of Verona, October 12, 2019.
- “Sostenibile sì, ma con comodo... Come e perché i turisti adottano comportamenti green” during: “**Il nostro comune futuro: riflessione a più voci sul turismo sostenibile**”, organized by Rotary Club di Villafranca, at Museo Nicolis di Villafranca (Verona), Villafranca, March 30, 2019.

The undersigned, aware of the criminal liability under D.P.R. 445/2000, for the hypothesis of falsehoods in acts and misrepresentation therein, **DECLARES** that the above information is true.

The undersigned authorizes the processing of personal data in accordance with GDPR 679/16 and Legislative Decree 196/2003.

Verona, August 31, 2021

*Rossella Baratta*