

Angelo Bonfanti

Curriculum Vitae

Personal data

Birthplace Verona
Birth date September 23rd, 1978
Permanent address Verona, Italy
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Current position

Role Associate professor in Business Management
University University of Verona (Italy)
Department of Management
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Web of Science ResearcherID DVW-6880-2022
H-index Google 21 - Scopus 15 - Web of Science 13

Academic positions

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

2006 PhD in *Business Management and Firm's Governance* – “Parthenope” University of Naples
2002 Degree in Economics and Commerce at the Faculty of Economics of the University of Verona

SCIENTIFIC RESEARCH ACTIVITIES

RESEARCH AREAS

- *Hospitality management*
- *Retail management*
- *Service marketing and management*
- *Social and sustainable entrepreneurship*
- *Strategic management*

RESEARCH TOPICS

- *Service quality and customer satisfaction*
- *Customer experience design and management*
- *Business models*
- *Benefit corporation (società benefit) and certified BCorps*

RESEARCH PROJECTS

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

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 following 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

- Best paper award 2024: “Business Incubator as a driver of sustainable entrepreneurship development: Evidence from the Italian experience”, in collaboration with Giorgio Mion, Vania Vigolo and Veronica De Crescenzo, ACIEK Conference, Paris (France), 4-6 June 2024
- 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, 18th Toulon-Verona Conference “Excellence in Services”, Castello Utveggi, 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, 17th 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, 15th Toulon-Verona Conference “Excellence in Services”, Rishon Lezion (Tel-Aviv), Israel, 3-4 September 2012

TRAINING ON SCIENTIFIC RESEARCH METHODS

He has participated in training courses on textual analysis, wording exploration, logistic regression, cluster analysis, semiotic analysis of network communication, social network analysis, and multivariate analysis for social research.

RESEARCH SKILLS

He has developed research skills using qualitative (interviews, focus groups, and case studies using NVivo, IRaMuTeQ, Alceste, Leximancer, and UCINET software) and quantitative (surveys using SPSS software) methods.

RESEARCH NETWORK

Research partnerships are active with colleagues from several national and international universities such as Parthenope University, Salerno University, Foggia University, Catania University, Torino University, Bologna, and Bolzano University in Italy, as well as Democritus University of Thrace (Greece), Technische Hochschule Ingolstadt (Germany), University of Huelva (Spain), Liverpool John Moores University (England), and University of Coimbra (Portugal) abroad.

MEMBER OF SCIENTIFIC COMMITTEES OF CONFERENCES

- Scientific Committee for the Sinergie-SIMA Management Conference from 2022
- Scientific Committee for the 2nd International Symposium on Industrial Engineering and Automation (ISIEA 2023), Bolzano, South Tyrol (Italy), June 22-23, 2023

ORGANIZATION OF SCIENTIFIC CONFERENCES

- From 2014 to 2018 he was the Organizational Coordinator of the Sinergie Annual Conference
- 21st *Excellence in Services International Conference* (Paris, Le Cnam, 30-31 August 2018)
- 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)
- VII Global Conference for Total Quality Management entitled “Business Excellence - Make it happen!” (Verona, June 25-27, 2002)
- From 2004 to 2012 he was a member of the Organizing Committee of the Sinergie Annual Conference

PRESENTER AT INTERNATIONAL CONFERENCES

- ACIEK Conference: Paris 2024, Madrid 2023, Seville 2022
- Excellence in Services International Conference: Verona 2017
- IFKAD: Dresden 2016, Bari 2015
- Toulon-Verona International Conference: Palermo 2015, Liverpool 2014, Tel-Aviv 2012, Alicante 2011, Coimbra 2010, Florence 2008
- International Strategic Management Conference: Spain 2012
- International Conference ATHENS: Athens 2007

PRESENTER AT NATIONAL CONFERENCES

- AIDEA: 2023, 2013, 2012, 2011
- SIM: 2022, 2021, 2014, 2008
- Sinergie-SIMA: 2017
- Sinergie: 2014, 2013, 2012
- Young AIDEA: 2011, 2008, 2006, 2005

SCIENTIFIC PUBLICATIONS

The list of all the publications is available online here:

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

TEACHING ACTIVITY

The full list of teaching activities is available online here:

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

- *Business management (bachelor's degree) from the academic year 2010-2011 to today*
- *Strategic management in services (master's degree) from the academic year 2011-12 to today*
- *Management Information Systems (bachelor's degree) from the academic year 2023-2024 to today*
- *Business management in the SME (bachelor's degree) from the academic year 2006-2007 to the academic year 2009-2010*
- *Retail and tourism management (bachelor's degree) from the academic year 2006-2007 to the academic year 2009-2010*
- *Internet marketing (master's degree) from the academic year 2006-2007 to the academic year 2009-2010*
- *Specialization Course in Retail Management from the academic years 2007-2008 to the academic year 2011-2012*
- *Service management (bachelor's degree) from the academic year 2010-2011 to the academic year 2015-2016*
- *Retail management (bachelor's degree) from the academic year 2010-2011 to the academic year 2015-2016*
- *Advanced/professional development course in Business communication techniques from the academic year 2010-2011 to the academic year 2015-2016*

Executive education

Each year, he makes teaching activities within educational projects linked between the University of Verona and local institutions such as in the tourism and hospitality field as follows:

- *Assistant to the touristic management*, professional course of the European Social Fund
- *Customer relationship management*, training course to front office personnel in the hospitality industry of the Garda Lake, organized in the “Fondo Forte” project and promoted by UGAV Garda

THIRD MISSION ACTIVITY

PUBLIC ENGAGEMENT INITIATIVES AND PUBLICATIONS

Public engagement initiatives

- Active participation as a juror at MYStartup Competition, organized by MarshYellow, and in the pitch competition, organized by StartupPack - Verona 2022
- Active participation as a 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 by the University of Verona - Verona 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 - Verona 2021
- Active participation as moderator of the workshop entitled “Soft skills to improve business performance”, organized by Apindustria Confimi Verona - Verona 2020
- Active participation as a juror in the event and photographic competition “Mountain, what can you tell me?”, organized by the Verona University Sustainability Commission - Verona 2019
- Active participation as a moderator in the “Sustainability pills” meeting entitled “How is a European trained?” - Verona 2019
- Active participation as an introductory speaker at the 14th edition of the Biblical Festival entitled “For a future of integral ecology. Economy, Business, Environment” - Verona 2018
- Active participation as an 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” by the Italian Alliance for Sustainable Development - Verona 2017
- Active participation as a speaker at the Research Night (VenetoNight 2017), speaking on the “Scientific method” - Verona 2017
- 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 of the University of Verona - Verona 2016

Publications

Some purely informative publications appear in national journals.

Verona, 28 February 2026

Angelo Bonfanti
