

(BRIEF) CURRICULUM VITAE

CURRENT ADDRESS

University of Verona
Department of Management
Via Cantarane 24, 37129 Verona – Italy
Phone: 0039 045 8028160
e-mail: francesca.simeoni@univr.it

EDUCATION

1999: Degree in Economics and Commerce, University of Verona (Italy).
2003: Ph.D in Business Economics and Government of the Company, “Navale” University Institute of Napoli (Italy).

CURRENT POSITION

Since 1st Dec 2019: Associate Professor of Management at the University of Verona, Department of Management

PREVIOUS RESEARCH POSITION

January 2005 – November 2019: Assistant Professor in Management at the University of Verona, Department of Business Administration (having tenure in January 2008).
November 2002 - October 2004: temporary research fellow at the University of Verona.

TEACHING ACTIVITIES

Last academic year, University of Verona:

- Principles of Management, Bachelor's degree in Languages and Cultures for Tourism and International Commerce
- Business Plan, post graduate course
- Tourism and tourism marketing, post graduate course in A new professional figure: the promoter of cycling mobility

Previous academic year, University of Verona:

- Business management, Bachelors' degree in Business Administration and Management
- “Il fair trade e le sue sfide”, Academic course “Vivere, lavorare e produrre Sostenibilmente”
- Didactics for the management, post graduate course;
- From corporate strategy to commercial policy, post graduate course in Middle Manager Commerciale;
- Business Organization, Master (postgraduate) in Project Management;
- Service Management and Customer Satisfaction, postgraduate course in Retail Management;
- Management in Editorial Process, Master (postgraduate) in Management of Digital Culture.
- Advanced Marketing, graduate course for international and tourism management;
- Public Service Company Economics and Management, graduate course for postgraduate course;
- Labour and Human Resources Economics and Management, graduate course for postgraduate course;
- Integrated Communications, Master (postgraduate) in Language for International Commerce;
- Events Organization, Master (postgraduate) in Cultural Tourism Promotion.

OTHER ACADEMIC ACTIVITIES

From 2022 she is member with the role of Vice-President of the BOARD of Directors of the Destination Verona & Garda Foundation.

From 2018 she promotes and organises a Project Work "Fair trade", Academic course and stage project for students.

From 2017 she is scientific responsible for the University of Verona of the event "Altromercato Campus", an annual congress on the fair trade issue organized with CTM Altromercato soc. coop.

From 2017 she is reviewer for different international journal, such as Journal of Cleaner Production and Sustainability.

From 2013 to 2016 she is member of the Quality Assurance Presidio at University of Verona.

From 2011 to 2012 she is member of the Academic Senate (governing council) at University of Verona.

From 2009 to 2013 she has been member of Environmental Education and Energy Saving Commission at University of Verona.

Since 1999 she has been part of the Editing Committee of the review "Sinergie", edited by CUEIM University Consortium.

From 2005 to 2009 she was member of Board of Governors at University of Verona.

From 2005 to 2009 she was coordinator of Master (postgraduate) in Language for International Commerce, Master (postgraduate) in Cultural Tourism Promotion, Master (postgraduate) in Language Mediation for Quality in Public Services and Master (postgraduate) in Front office in services.

She is member of scientific committee of different Master (postgraduate):

- Project Management, Faculty of Economics
- Management of Digital Culture, Faculty of Arts and Philosophy
- Sales Area Middle Manager, Faculty of Foreign Language and Literatures (first academic year 2012-2013)

MAIN RESEARCH INTERESTS AND ONGOING RESEARCH PROJECTS

Her main research interests focus on:

SUSTAINABLE DEVELOPMENT

This is the present and most important research interest. I study the sustainable development from different point of view and for different context and industry: Tourism and cultural events, SME, but above all fair trade.

MANAGEMENT AND DECISIONAL PROCESSES

This is the first important research in my academic study.

The purpose of these researches is to define a model that allows the integration between the rational and irrational components in the economic evaluation of an industrial investment for improving the selection process of the alternatives, with a problem solving approach.

TOURISM MANAGEMENT

The purpose of this wide research area is to study some aspects of the tourist sector such as the monitoring system of the tourist flows, other managerial aspects of the tourist companies and the problems of development for a tourist destination.

In particular, recently I have studied in particular the *en plein air* tourism from the offer and demand sides.

PUBLIC UTILITIES

The purpose of this research area is to study some aspects of the energy sector, in particular the renewable energies.

The objective of this study is to investigate the economic reasons that should guide the public decision maker, in a scenario where not all investments in renewable energy would have the same real impact on the Italian industrial system and on the economy of the country.

In the past there were others researches on the congress events and above all on health services.

The complete list of publications is available on the personal web page on the website of the Ateneo di Verona.