

Curriculum vitae
Claudio Baccarani
[Mirandola (MO), 10 April 1948]

Professor Emeritus of Business Management at the University of Verona, Department of Management.

Graduated in 1973 with a thesis in management under the guidance of prof. Giovanni Panati, who will become later his Academic Maestro. In 1973 he was a scholarship holder at Cuoia, University Consortium of Business Organization of Padua, then a Research Fellow, Full Assistant and Associate Professor in 1980, getting promoted Full Professor in 1990 at the University of Verona.

The first research activities were aimed at SMEs with particular consideration to the financing problems of smaller companies, and then moved in the direction of industry studies in the energy field and the production of ceramic tiles.

The next step led him to turn his attention to the forms of productive decentralization and the characteristics of district development, before arriving at the management and quality of services from the perspective of Total Quality Management.

Over time, interest was directed towards the topics of entrepreneurship and theory of the firm in the perspective of its harmonious evolution as a community of actors and interests aimed at generating and spreading well-being, under a condition of efficiency and effectiveness of choices in the pursuit of prosperous sustainability.

He then moved his research to time and its use in business management, deepening his studies of the characteristics and evolution of the long-lived companies.

The current areas of scientific interest deal with entrepreneurship, theory of the firm, organizational well-being, creativity, place marketing, service quality.

He has published more than 200 pieces of research, including books, articles and conference papers at both a national and international level.

From an organizational point of view he took part with prof. Panati at the birth of “Sinergie”, initially a “Review of studies and research”, then the Italian Journal of Management, and of Cueim, University Consortium of Managerial and Industrial Economics, of which he was subsequently Director and President of the Steering Committee respectively.

He participated in the Board of Directors and the Academic Senate of the University of Verona, was the Rector's Delegate for University Communication and was Director of the Department of Business Management. He was President of the Evaluation Unit of the Federico II University of Naples.

He is co-founder of the international scientific network Toulon-Verona Conference, now EISIC (Excellence In Services International Conference) on the subject of quality and excellence in services.

“Utopia is on the horizon. I take two steps closer, it takes two steps away. I take ten steps and the horizon moves ten steps away. No matter how much I walk I will never reach it. So what is utopia for? To this: it is useful for walking”, Eduardo Galeano

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