

PAOLA SIGNORI
Academic Vita

University of Verona, Department of Business Administration
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Paola Signori is Full Professor of Marketing at the Department of Management, University of Verona, Italy. Her research focus is on Sustainable Communication, Supply Chain Sustainability and Resilience, International Relationship Marketing and Social Network Analysis. She is actively working on international research projects on brand scandals, collective identity meanings, Big Data Analysis for Digital Marketing. In 2015 she has been visiting scholar at the Department of Marketing and Supply Chain Management of the University of Tennessee, supported by the Cooperint program of the University of Verona. In 1999 she collaborated as Visiting Research Scholar with Visiting Research Scholar at the Department of Marketing, University of South Florida, Tampa, FL, USA.

1. Academic experience

10/2022 – Present	Full Professor of Marketing Department of Management, University of Verona, Italy
26/07/2017	Full Professorship National Habilitation (Italy) Abilitazione Scientifica Nazionale, Settore Concorsuale: 13/B2, Fascia: 1
10/2006 - present	Associate Professor of Marketing (confirmed in role/tenure since 2009) Department of Business Administration University of Verona, Italy
11/2000 - 9/2006	Assistant Professor of Marketing (confirmed in role/tenure since 2003) Department of Business Administration University of Verona, Italy
3/1999 - 10/2000	Post-doctoral fellow Department of Business Administration Faculty of Economics University of Verona, Italy
3/1995 - 12/1995	Research Analyst CUEIM (Consorzio Universitario di Economia Industriale e Manageriale) for research on tourism in Verona area, supported by Verona Chamber of Commerce (CCIAA Verona)
2/1995 - 10/2000	Lecturer of Marketing and Supply Chain management Faculty of Economics University of Verona, Italy

2. Visiting Scholarships

1/8/2015-31/8/2015	Research scholar in Marketing and Supply Chain Management (Cooperint 2014, University of Verona)
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Department of Marketing and Supply Chain Management (research partner Prof. Daniel J. Flint)
University of Tennessee, TN, USA

24/2/2000-15/3/2000 **Research scholar in Supply Chain Management and Marketing**

Department of Marketing (supervisor Prof. James Stock)
University of South Florida, Tampa, FL, USA

7/8/1999-2/10/1999 **Visiting researcher in Supply Chain Management and Marketing (CNR Short Term Mobility Program)**

Italian Council of Research (Consiglio Nazionale delle Ricerche).
College of Business Administration, Department of Marketing (supervisor Prof. James Stock), University of South Florida, Tampa, FL, USA

3. Education

2/1999 Doctor of Philosophy in "Dottrine Economico-Aziendali e Governo dell'Impresa" (Management), Dissertation thesis on Supply Chain Management: potentials and measurements (original title: "Una strategia logistica evoluta: il Supply Chain Integrated Management (SCIM)"), Naval University Istitute of Naples, Italy, PhD XI cycle. Mentor: Prof. Antonio Borghesi.

9/1998 "Teaching methods" course, AIDEA (Italian Academy of Business Administration), Pinerolo (TO), Italy

9/1997 "Research methods" course, AIDEA (Italian Academy of Business Administration), Castion di Costermano VR;

2/1995 Laurea in Economia e Commercio (MBA in Economics and Management), University of Verona with a thesis in "Marketing Audit: insights from to the watch industry". Mentor: Prof. Antonio Borghesi.

6/1988 Diploma in Perito tecnico commerciale programmatore (Accounting and computer programmer diploma), Istituto tecnico commerciale Fusinieri (High School), Vicenza, Italy.

Other courses:

01/2017-11/2017 TET Training Experiential Trainers (1 year). IALT, Niuko.

3-5/2014 "STATA" course (24 hours). Club di Economia Applicata, University of Verona.

4. Research Projects

Research Philosophy: *"My research in the past 15 years has focused predominantly on content domains of supply chain management (business-to-business relationship management, sustainability) and marketing (digital and social media marketing, networks and corporate identity management). I have consistently increased my targeting of international conferences and internationally recognized premier journals. My work has balanced practical relevance, theoretical and methodological rigor, and creative provocative insights."*

Paola Signori in her academic career collaborated on many projects in some of the following main research areas: Tourism marketing (1995-1999); Cyndinic and risk management (1996-2000); Logistics and Supply Chain Management (1999-2012); Supply Chain visibility and measurement/supply chain diagnostic tools

(2005-2007); Marketing for SMEs (2007-2009); Customer satisfaction audit tools (2003 and 2012); Resilience and Supply chain sustainability (2012-present); Social media marketing (2010-present); Wine Marketing and Supply Chain management (2010-present); International Relationship Marketing (2012-2017); Marketing for Sustainable Ecosystems (2018 – present).

Paola Signori publication list is available at this link: Paola.Signori-Dep.Management-University.of.Verona

Actually, Paola Signori is still intensively working in international research teams on many **Scientific Research Projects** in four main areas (this section is in progress -to update):

Research 1 on *Corporate Identity Congruence and Coherence* (2013-present), with Dan Flint (University of Tennessee) and Susan Golicic (Colorado State University)=

- Corporate Identity congruence analysis (under submission on Journal of Business Research); with an application of the semiotic square (under submission on Journal of Marketing Theory and Practice); with experiments (in progress, target Journal of Marketing);
- Corporate identity congruence classification (target California Management Review).

Research 2 on *Supply Chain Sustainability* (2013-present),

- Constrained Innovation on Sustainability in the Global Wine Industry (published on Journal of Wine Research), with Dan Flint (University of Tennessee) and Susan Golicic (Colorado State University);
- Sustainability Supply Chain best practice (research in progress, with an international research team guided by Prof. James Stock, South Florida University, target Harvard Business Review).

Research 3 on *Relationship Marketing and networks* (2014-present), with Federica Bressan and Federico Brunetti (University of Verona)=

- Marketing of Networks and Network Branding (Book chapter under publication; article in progress, target European Journal of Marketing);
- Relationship Marketing in Italy (book, under publication 2018)
- Relationship Marketing in Italy: 25 years of literature review (target European Journal of Marketing);
- The Nature of B2B Clustering in the wine industry (survey data collected with Prof. Dan Flint, University of Tennessee - research in progress, first results have been presented in international conferences).

Research 4 on *Digital Marketing analysis and social impact* (2016-present)

- Digital Marketing case study (case study book chapter in print) with Ilenia Confente, University of Verona;
- Digital marketing to improve social impact of service eco-systems (research in progress, presented at international conferences, with Dan Flint and Wenjun Zhou, University of Tennessee).

In addition, Paola Signori is recently project leader, responsible of the research team of the Polo Scientifico Didattico Studi sull'Impresa of the University of Verona, supported by Fondazione Studi Universitari di Vicenza, of **two main financed projects**:

2017-2019 "#BIT - *Business Innovation and Digital Transformations*", Signori coordinates a group of 24 researchers, divided into 9 research teams. Within this research project, Paola Signori is also team leader of the sub-research area on "Digital Marketing, word-of-mouth and engagement", (this project has been approved on 10 October 2016, € 135.000 supported by Fondazione Studi Universitari di Vicenza);

2016-2017 "*Filiere e Networks: i nuovi ambiti di azione delle imprese*" (second part), Signori is coordinating a group of 12 researchers, organized into 6 research teams. Within this research project, Paola

Signori has been also the team leader of his group, focusing on "Network Branding". "Filiere e Networks" project has been approved in 2014, with Andrea Lionzo as project leader. Signori is now responsible of the second stage of this project, funded with additional € 50.000 by Fondazione Studi Universitari di Vicenza. Research Team: Brunetti Federico, Cantele Silvia, Chesini Giusy, Confente Ilenia, Corsi Corrado, Farinon Paolo, Giaretta Elisa, Russo Ivan, Rossignoli Francesca, Signori Paola, Vernizzi Silvia, Zardini Alessandro.

In addition, referring to **public financed projects**, Paola Signori has been research project leader, responsible of the research team of the University of Verona of the following projects (for a total amount of fundings of about € 80.000):

- "Sostenibilità e Autenticazione nutrizionale di filiere lattiero-casearie a tutela del consumatore", (2017-2019) sponsored by Fondazione Cariverona (Bando Ricerca Scientifica 2016). Research Supervisor: Prof. Severino Segato. Paola Signori is coordinator of Work Package 4 (WP4) on SSCOFOOD "Sustainable supply chain orientation in the food industry".
- "Progetto servizi in rete: Sviluppo di un centro servizi regionale a diffusione della piattaforma nazionale della logistica UIRNET integrata con i centri servizi" (2010-2012), sponsored by Regione Veneto -Patti di Sviluppo Distrettuali e Metadistrettuali 2009 (project approved and funded D.D S.E. n.140, 23/12/2009);
- "Progetto Servizi in rete, Prototipi per il Metadistretto Logistico Veneto" (2010-2012), sponsored by Regione Veneto -Patti di Sviluppo Distrettuali e Metadistrettuali 2009 (project approved and funded, D.D S.E. n. 140, 23/12/2009);
- "Clean Power: conversione del trasporto pesante su gomma a gas naturale liquido per l'abbattimento delle emissioni inquinanti e dei costi" (2010-2012), sponsored by Regione Veneto -Patti di Sviluppo Distrettuali e Metadistrettuali 2009 (project approved and funded, D.D S.E. n. 140, 23/12/2009). This project unfortunately ended earlier due to the insolvency of the leading company involved in the project;
- "Sostenibilità trasporto gomma Veneto-Europa" (2007-2009), sponsored by Regione Veneto -Bando Distretti produttivi 2006 (project approved and funded, DGR 2618, 07/08/2006);
- "Logistics Improve, le vie dell'innovazione per il miglioramento dell'efficienza organizzativa nelle imprese del Metadistretto Logistico Veneto" (2007-2009), sponsored by Regione Veneto -Bando Distretti produttivi 2006 (project approved and funded, DGR 2618, 07/08/2006).

In other international projects responding to **international public calls**, Paola Signori has been research project leader of the local research team in Verona, for the followings:

- *SME and Academia Partnership to address Digital Mobility Barrier issues for SMEs in Logistic and Supply Chain technologies* (2011) , Proposal N° 285777 - Acronym "SABER", "PEOPLE" – Call ID "FP7-PEOPLE-2011-IAPP" (positive evaluation of 63%, not funded for lack of public funds);
- *SME and Academia Partnership to address Digital Mobility Barrier issues for SMEs in Logistic and Supply Chain Technologies* (2009), Proposal reference number: FP7- 251550 SABER, FP7-PEOPLE-2009-IAPP (positive evaluation of 60.3%, not funded for lack of public funds).

A projects **selection from the past** is also provided below:

2006-2009: Research project member (Osservatorio delle Medie Imprese, Vicenza) - Research on SME's competitiveness: "Ricerca sulla competitività delle imprese vicentine". Research supervisor: prof. Andrea Lionzo.

2008-2009: : Research supervisor - "Progetto di Riqualificazione del Mercato Ortofrutticolo di Vicenza". Research sponsor: Municipality of Vicenza.

1997-2000 - Research project member (Cofin ex 40%) - Research on tourism in Italy: "Analisi dell'evoluzione qualitativa e quantitativa della domanda e dell'offerta dei prodotti dell'ospitalità in Italia. La dimensione locale e globale del confronto". Research supervisor: Prof. Maurizio Rispoli. Local coordinator: Prof. Antonio Borghesi.

1995-1997 - Research project member (CUEIM) - Research on tourism in Verona. Research sponsor: Province of Verona.

5. Publications

Prof. Signori contributions are published in international scientific journal (i.e.: *Journal of Business Research*, *Journal of Macromarketing*, *Journal of Small Business and Enterprise Development*, *International Journal of Retail & Distribution Management*, *Journal of Wine Research*, *International Journal of Wine Business Research*, *International Journal of Physical Distribution & Logistics Management*); books, book chapters and Proceedings of national and International Conferences. Her research methods are mainly based on a qualitative approach, in particular using grounded theory. Her numerous research projects have a common scope to understand and measure B2B relational dynamics in different global network structures (vertical, horizontal or complex) under different contexts and scenarios. Her background on supply chain management, risk management, relationship marketing, sustainability and social media marketing are now linked together to highlight strategic and operational constraints, limits or barriers, to try to help practitioners to be more resilient and sustainable in their decisions.

Paola Signori publication list is available at this link: [Paola Signori-Dep.Management-University of Verona](http://www.management.univert.it/~signori/)

A selection of publications in English:

Tafuro, Martina, Paola Signori, Enrico Marcazzan (2024), "Marketing Communication-Actions for Commons Care". *Journal of Macromarketing*, First published online December 10 2024
. <https://doi.org/10.1177/02761467241298888>

Cantele, Silvia e Paola Signori, (2023), "The "milky ways": emerging sustainable business models for sustainable value creation in the dairy industry", *British Food Journal*, Vol. 125 No. 13, 538-561. <https://doi.org/10.1108/BFJ-12-2022-1142>

Cozzolino, A., Calabrese, M., Bosco, G., Signori, P. and Massaroni, E. (2023), "Horizontal network collaboration by entrepreneurial ventures: a supply chain finance perspective", *Journal of Small Business and Enterprise Development*, Vol. 30 No. 3, 523-545. <https://doi.org/10.1108/JSBED-08-2022-0341>

Kapoor, S., Banerjee, S. and Signori, P. (2022), "The role of retailers during brand scandals: insights from a case study", *International Journal of Retail & Distribution Management*, Vol. 50 No. 2, 276-298. <https://doi.org/10.1108/IJRDM-04-2021-0153>

Signori, Paola, Daniel J. Flint (2020). "Revealing the Unique Blend of Meanings in Corporate Identity: An Application of the Semiotic Square", *Journal of Marketing Theory and Practice*, First published online: 20 Nov 2019, Vol. 20 (1), 26-42 .DOI:10.1080/10696679.2019.1662312

Flint Daniel J., Paola Signori, and Susan L. Golicic (2018), "Corporate Identity Congruence: A meanings-based analysis", *Journal of Business Research*, Vol. 86, 68-82. ISSN: 0148-2963. DOI: 10.1016/j.jbusres.2018.01.052

Signori, Paola, Daniel J. Flint, D. J., and Susan L. Golicic (2017). "Constrained innovation on sustainability in the global wine industry", *Journal of Wine Research*, Vol. 28, issue 2, 71-90.
DOI:10.1080/09571264.2017.1302413.

Golicic, Susan L., Daniel J. Flint and Paola Signori, (2017), "Building Business Sustainability through Resilience in the Wine Industry", *International Journal of Wine Business Research*, vol. 29 (1), 74-97. ISSN: 1751-1062. DOI:10.1108/IJWBR-02-2016-0005.

Flint, J. Daniel, Paola Signori and Susan L. Golicic (2016), *Contemporary Wine Marketing and Supply Chain Management*, New York: Palgrave Macmillan. ISBN: 9781137492425. Scopus ID: 2-s2.0-84979518494. <http://www.palgrave.com/us/book/9781137492425#aboutBook>

Signori, Paola, Daniel J. Flint and Susan L. Golicic (2015), "Toward sustainable supply chain orientation (SSCO): mapping managerial perspectives", *International Journal of Physical Distribution & Logistics Management*, vol. 45 (6), 536-564. ISSN: 0960-0035. DOI:10.1108/IJPDLM-07-2014-0160 (A ranking ANVUR) (2016 Outstanding Paper Award).

6. Teaching

Teaching Philosophy: "My teaching can best be described as founded in passion – passion for students, content and novel ways of inspiring my students at all levels. I am rigorous and challenging but believe deeply in active, engaged learning. This means much of my work involves experiential and creative learning tactics. I would rather my students master one topic and embrace an excitement for learning than merely have a cursory, memorized acquaintance with many topics at a surface level."

Consistently for years, Paola Signori has received extremely high course evaluations from students, peers and supervisors for teaching excellence. Signori is a passionate teacher, with a highly interactive teaching style and adoption of innovative teaching tools, also using experiential learning approach. Since 1997 Paola Signori has been teaching on Marketing and Supply Chain Management at the University of Verona, and taught in other Italian Universities and Masters degree programs.

She gave more than 2500 hours of lectures, in particular in the detailed teaching activity is available at this link: [Paola Signori-Dep. Management-University of Verona](#)

Doctoral level:

Ph.D. in Economics and Management Logistics and Supply Chain Management / Marketing and Supply Chain Management / Research methods in Supply Chain management

Second level degree/Graduate:

Second level degree/Graduate
University of Verona Relationship Marketing / Marketing Communications / Communication techniques and marketing frontiers / International Marketing and Logistics / Corporate Identity and Image / International Marketing;

First level degree/Undergraduate:

University of Verona Marketing / Marketing strategy

Masters in Business Administration (selection):

Supply Chain Integrated Management analysis method

Supply Chain Integrated Management analysis

Relationship Management in Supply Chains

Logistics and Supp

Marketing strategy

MIRS (University of Padua)

MIBS (University of Padua)
CUOA MBA full-time (Vicenza)

CUUA MBA Full time (Vicenza) Economia e Gestione della Moda

Economia e Gestione della Moda (Penne)

Other courses (selection from the past):

Management for Family Business (Verona)	Marketing strategy for family businesses
IP for SMEs (Vicenza)	International Marketing and Logistics
Marketing Research (Univ. Verona)	Communication research
Direzione d'Impresa, SDOA (Salerno)	Risk Management e Crisis management
C.P. in Logistica (Univ. Bari)	Supply Chain Management
Assistant Manager for SMEs (CIM e FORM)	Logistics for SMEs
FO.CA.VER (Verona)	Marketing for the footwear industry

Other international lectures (selection):

- Doctoral Symposium on "Innovation and Networking" (CSCMP, Atlanta, USA 10/2012);
- PhD seminar on "Writing with co-authors" (CSCMP Chicago, USA 09/2009);
- PhD seminar on "Diagnosing the Supply Chain" (NGIL, Lund University, Sweden, 03/2009);
- Guest speaker at the Educators Conference on: "International Research in Logistics and Supply Chain Management" (CSCMP Philadelphia, 10/2007).

7. Service

a. Service activities/Italy (selection)

2021-present	President of the teaching programme in Business Innovation and Management CdS in Economia e Innovazione Aziendale (Management), University of Verona, VI
2021-2024	Affiliate Professor Research Fellowship for sustainable management and marketing projects Istituto di Management, Scuola Sant'Anna di Pisa- Laboratorio SUM
2018 - 2021	President of the teaching programme on Business Administration CdS in Economia Aziendale (Management), University of Verona, Vicenza campus
2015 - 2021	Direttore Vicario (Vice-Director), Polo Scientifico Didattico "Studi sull'Impresa" in Vicenza University of Verona
2013 - 2023	Member, Alvec Governing Board ALVEC (Associazione Laureati Verona Economia e Commercio)
2017 - 2018	Coordinator team AQ (Assicurazione Qualità dei corsi di studio universitari) CdS in Economia Aziendale (Management), University of Verona, Vicenza campus
2015 - 2018	AQ Team member (Assicurazione Qualità dei corsi di studio universitari) CdS in Economia Aziendale (Management), University of Verona
2013 - 2015	AQ Team member (Assicurazione Qualità dei corsi di studio universitari) CdLM in Marketing e Comunicazione d'Impresa (Marketing Communication), University of Verona
2012 - 2014	Chair, Technical Committee Parco Scientifico e Tecnologico di Verona
2006 - 2012	Director, Master in Integrated Logistics and Supply Chain management University of Verona
2008 - 2012	Director, Marketing Research course Faculty of Economics, University of Verona

2006 - 2010	Director, Post-graduate course in Risk Management (Corso di Perfezionamento in Risk Management) University of Verona
2006 - 2006	Member of the Board of Directors (CdA) University of Verona
2005 - 2006	Assistant Professor representative Faculty of Economics, University of Verona
2001 - 2005	Managing Director, Master in Integrated Logistics and SCM University of Verona
1995 - 2004	Assistant Manager, Post-graduate course in Risk Management (Corso di Perfezionamento in Risk Management) - University of Verona
1995 - 2000	Assistant Manager, Post-graduate course in Integrated Logistics (Corso di Perfezionamento in Logistica Integrata) - University of Verona

Memberships: AIDEA, Accademia Italiana di Economia Aziendale
 SIM, Società Italiana di Marketing (Referente di sede)
 SIMA, Società Italiana di Management (Referente area Supply Chain Management and Operations)

Referee board: Sinergie Italian Journal of Management

Scientific Committee SIM, Società Italiana di Marketing

Editorial Committee Mercati e Competitività (Review of the Italian Marketing Society)

Paola Signori also served in **Doctoral Committee** at the University of Verona.

From 1995 to 2012 Prof. Signori also organized numerous events (about 25) on Logistics and Marketing, both at national and international levels (International Meetings, Forum, Roundtables, Annual conferences and Logistics Days), mainly for the University of Verona.

b. Service activities/International:

2016- October	Examination Committee Member, PhD defence Faculty of Engineering Lund University, Sweden
2003 - present	Editorial Advisory Board International Journal of Physical Distribution and Logistics Management (IJPDLM) (A Ranking Journal)
2005 - present	Editorial Board Journal of Business Logistics (JBL) (A Ranking Journal)
2011 - 2012	Donald J. Bowersox Doctoral Symposium Chair <i>CSCMP (Atlanta, October 2012)</i>
2006 - 2012	Education Chair (2006-2009) and Director (2010-2012)

Italian Roundtable of the Council of Supply Chain Management Professionals (CSCMP)

2010 - 2013	Education Strategies Committee Council of Supply Chain Management Professionals (CSCMP)
2004 - 2007	Local Arrangement Chair 2007 World Marketing Congress of the Academy of Marketing Science, Verona July (AMS)
Memberships:	CSCMP, Council of Supply Chain Management Professionals AMS, Academy of Marketing Science AWBR, Academy of Wine Business Research
Reviewer:	International Journal of Physical Distribution and Logistics Management Journal of Business Logistics Supply Chain Forum: an International Journal

c. Other services/Social sustainability (Attività di Terza Missione)

Paola Signori's mission has always been to actively collaborating with a large number of companies and institutions, investing effort and time in networking and volunteering for many activities. She has been invited to public committees, local conferences and local tv programs to present her research. Signori is playing an active role in other services, promoting many moments of collaboration between students, companies and local institutions. Some examples are listed below. This section is in progress (to update).

1. Enable international collaborations with other research centers and Universities:

- Memorandum of Understanding between the University of Tennessee and The University of Verona: Repertorio N. 1810/2014 Prot. N.30535 Tit. III/14 Data 05.06.2014. This agreement has been renovated on a previous one, signed in 2009.

2. Organize and serve in initiative of public engagement:

- 2018, Vivi 3 Giorni da Manager Verona, promoted by ManagerItalia Veneto and Federmanager Verona, in collaboration with Ufficio Stage e Tirocini of the University of Verona;
- 2018, Enactus Faculty Advisor for the University of Verona;
- 2017-2018, KidsUniversity lab: "Anche i ragazzi possono fare impresa", University of Verona in Vicenza, with Prof. Silvia Cantele;
- 2016, public speech on "Comunicare la sostenibilità", Terzo incontro MAD, Il Cambiamento Climatico e le Imprese, public event organized by Accademia Olimpica (April 21st, Vicenza).
- 2013-2014-2015-2016-2017-2018, Open Weeks and Open Days in Verona and Vicenza, in collaboration with Ufficio Orientamento of the University of Verona;
- 2014-2015-2016-2018 Job Orienteering Days on Marketing, in collaboration with Alvec and Ufficio Orientamento of the University of Verona.
- 2015-2016, Contest Marketing "Premio Luis Cogo", in collaboration with ConfCommercio Vicenza, Telemar Spa and Liaison Office of the University of Verona (www.ibridge.it);
- 2014-2015-2016, Annual AVE (Alumni Vicenza Economia) meetings, in collaboration with Fondazione Studi Universitari di Vicenza;
- 2014-2015-2016-2017, Company tours for students, in collaboration with Fondazione Studi Universitari di Vicenza and Confindustria Vicenza;

- 2014 and 2015, Christmas Marketing photo contest, in collaboration with Fondazione Studi Universitari di Vicenza e il Vicenza Calcio (soccer team);
- 2014, Contest Marketing "Un'idea per l'idea di donare", in collaboration with AVIS Comunale di Verona and Liaison Office of the University of Verona (www.ibridge.it);
- 2013, Contest Marketing "Attivi per Vicenza", in collaboration with ATTIVA Spa and Liaison Office of the University of Verona (www.ibridge.it).

Awards:

2025, **Selected paper** for the best paper award
 “Soft Skills and Entrepreneurship: A Gender-Neutral Perspectiv from an Italian Narrative Study”
 The 24th International Marketing Trends Conference, Venice

2021, **Best Paper award**
 “Corporate actions mediating the consumer’s brand trust and attitude in case of a brand scandal”
 The 9th International Conference on Contemporary Marketing Issues (Virtual Conference)

2019, **Marketing Trends award**
 Per il contributo scientifico nell’ambito del marketing e della sostenibilità nella supply chain (L’International Marketing Trends Award è un premio internazionale che conferisce merito ai ricercatori per il loro contributo complessivo sui temi relativi alle tendenze di marketing)
 International Marketing Trends Conference

2016, **Outstanding paper award**
 “Toward sustainable supply chain orientation (SSCO): mapping managerial perspectives”
 International Journal of Physical Distribution and Logistics Management - (A Ranking Journal)
 Emerald Literati Network

2014, **Best Paper award**
 “Brand Conversation in Facebook; a survey on users perception”
 13th International Marketing Trend Conference, Venice

2012, **Highly Commended Reviewer Award**
 International Journal of Physical Distribution and Logistics Management
 Emerald Literati Network