

## ***Paola Castellani***

### *Curriculum Vitae*

Academic sector: ECON-07/A - Management

Position: Assistant Professor

Research sector (ERC-2024) SH1\_12 - Management; operations management, international management  
SH1\_11 - Innovation, research & development, entrepreneurship  
SH1\_15 - Marketing, consumer behaviour

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Google Scholar Page: [https://scholar.google.com/citations?user=sc\\_P9ooAAAAJ&hl=it](https://scholar.google.com/citations?user=sc_P9ooAAAAJ&hl=it)

### **Educational qualifications**

September 25, 2001 Degree in Economics and Commerce at the Faculty of Economics of the University of Verona

February 12, 2007 PHD in *Business Management and Firm's Governance* – “Parthenope” University of Naples

## **Academic qualifications and main academic and institutional positions**

### **ACADEMIC QUALIFICATIONS**

- Achievement of the National Scientific Qualification for the functions of associate university professor in the ECON-07/A Economics and Business Management Competition Sector, effective from 05/31/2021
- Confirmation in the role of Researcher in Economics and Business Management at the University of Verona since October 1, 2008
- Researcher in Economics and Business Management at the University of Verona since October 1, 2005
- Winner on March 16, 2005 of the competition for Researcher in the scientific-disciplinary grouping ECON-07/A Economics and Business Management (formerly SECS-P/08 Economics and Business Management), University of Verona

### **INSTITUTIONAL ACTIVITY**

- Member of the Management Department Council (formerly Department of Business Economics)
- Member of the Teaching Board of Business Economics and Management, Department of Management, University of Verona.
- Member of the Teaching Board of Foreign Languages and Literatures, Department of Foreign Language and Literatures, University of Verona.
- Member of the Teaching Board of Communication Sciences, Department of Cultures and Civilizations, University of Verona.
- Member of the AQ Group of the Degree Course in Business Economics and Management, Department of Management, from the academic year 2021-2022.
- Member of the Departmental Center for Research and Innovation on Circular Economy Themes – LOOP Research Center – within the LAB Sustainable Governance.
- Head of the departmental center "Centro Cultura di Impresa", which aims to carry out educational and training projects, studies, research, events, exhibitions, participation in national and international networks and third mission activities on topics concerning corporate culture and history, the value of memory, heritage marketing and management, corporate communication, strategies and policies of stakeholder engagement.
- Member of the Scientific Committee of Rete Innovazione Sostenibile (RIS) - Sustainable Innovation Network, APS, University of Verona, since the academic year 2019-2020, and member of the Steering Committee of RIS since the academic year 2023-2024.
- Associate Professor of Business Economics and Management, Corporate Communication and Management of Tourism Businesses at the Department of Business Economics of the University of Verona since the academic year 2009-2010.
- Member of the Management Department Board for the academic years 2021-2022 to 2023-2024 (3 years).
- Teaching assignments in the orientation courses of the Management Department, University of Verona, aimed at students of secondary schools, in the academic years 2022-2023 to 2024-2025:
  - Teacher on the topic "Corporate strategies for the competitiveness of the company" in the 1st Orientation Course (DM752) "How do companies work?". Carrying out of n. 2 lessons for a total of 6 hours, on April 4, 2023 and May 2, 2023 at the University of Verona, Santa Marta University Campus, aimed at secondary school students, classes III, IV, V.
  - Teacher in the academic years 2023-2024 and 2024-2025 at the orientation course entitled

"Management pills. Let's explore the world of business together", organized by the Department of Management as part of the University project entitled Discovery: development of skills for the transition and self-assessment of the PNRR pursuant to Ministerial Decree ex 934/2022 and Ministerial Decree 762/2024. In this context, he has held n. 7 lessons (for a total of 21 hours) in the months of January - April 2024, on the topics of business strategies and tourism from the perspective of sustainable development, at 7 secondary schools located in Verona, Vicenza and the province of VR and VI. He also held n. 5 lessons (for a total of 15 hours) in the months of January-February 2025, on the topics of business strategies, sustainable tourism and leadership, at 5 secondary schools located in Verona, Vicenza and the province of VR and VI.

- Holding a 2-hour meeting aimed at orienting secondary school students participating in the event of the Bassano Group of Confindustria Vicenza held at Palazzo Bonaguro and Brolo in Bassano del Grappa on 19 October 2024, regarding entry and enrollment.

- Member of the AQ Group of the Degree Course in Business Economics in the academic year 2020-2021.
- Member of the Third Mission Commission, Department of Business Economics, University of Verona, for the academic years 2019-2020 to 2021-2022 (3 years).
- Contact person for the Department of Business Economics of the University of Verona for the project entitled "Quality and problem solving in business organizations", promoted in the academic years 2017-2018 and 2018-2019 to introduce students of the Degree Courses and Degree Courses of the Department of Business Economics and the Department of Economic Sciences of the University of Verona to the principles of Total Quality Management for improving the competitive performance of companies. As part of this project, a 12-hour course in English is planned, led by Prof. Alex Douglas, Editor The TQM Journal.
- Organizer of the scientific study meeting entitled "The development of the harmonious enterprise", promoted by the Department of Business Economics, University of Verona, held at the University of Verona, Silos di Ponente, Verona, on November 23, 2018.
- Member of the AQ Group of the Degree Course in Marketing and Corporate Communication, University of Verona.
- Member of the Scientific Committee of the Advanced Training and Professional Development Course in Corporate Communication Techniques, - Event Management 3.0 – Department of Management, University of Verona, for the academic years from 2011-2012 to 2014-2015.
- Member of the "Communication and Marketing" Commission, appointed by the Director of the Department of Business Economics, University of Verona, for the academic year 2012-2013.
- Member of the Council of the Faculty of Economics, University of Verona, for the academic years 2009-2010, 2010-2011, 2011-2012.
- Representative of the Researchers of the Faculty of Economics of the University of Verona, for five academic years, from 2005-2006 to 2009-2010.

#### COLLABORATION WITH UNIVERSITY OF VERONA

- Member of the Communications Office of the University of Verona from December 2001 to December 2007. She oversaw the organization of events within the external communication initiatives of the University, followed the development of internal communication projects and dealt with the administrative activity of the office.
- Coordinator of the "Estate Universitaria Veronese" event promoted by the Communications Office of the University of Verona, in the five annual editions from 2003 to 2007. The event proposed various types of cultural events freely open to the academic community, the student community and citizens.

- Coordinator, from March 2003 to December 2007, of the university project UniCinema, promoter of film festivals curated by university students with proposals for creative, organizational and management activities related to the cycle of films screened during the academic year and to events related to the world of cinema such as conferences with directors and actors, as well as participation in film festivals and competitions.
- Collaboration in the organization of the Inauguration Ceremony of the Academic Year of the University of Verona for the academic years 2005-2006, 2006-2007 and 2007-2008.

## **Main research areas**

- Entrepreneurship and innovation, with regard to social entrepreneurship and SMEs (11 research projects)
- Innovation and sustainability (1 research project)
- Heritage management (2 research projects)
- Service management (3 research projects)
- Tourism management (2 research projects)
- Corporate communication (1 research project)

Other research areas developed over time are:

- Management between rigor and relevance (1 research project)
- Health management (1 research project)

## **Participation in scientific research projects with funding**

Participation to research team about National scientific research projects with funding in accordance with calls based on peer review processes:

- Prin PNRR project (2022): “The hospitality experience quality in long-term care organizations: innovative pathways for value co-creation” – local coordinator Prof. Angelo Bonfanti, University of Verona
- Research project (2017): “Business Innovation and digital transformation – WP2a Entrepreneurship, innovation and value co-creation”, promoted by Polo Scientifico sugli studi sull’impresa, University of Verona (in Vicenza), Italy, National coordinator Prof. Federico Brunetti, University of Verona
- Prin project (2004): “The measurement of the degree of coordination in the local touristic systems”, National coordinator Prof. Sergio Sciarelli – local coordinator Prof. Claudio Baccarani, University of Verona
- Firb project (2003): “Ridisegno della struttura finanziaria delle reti di imprese: alla ricerca di nuove soluzioni finanziarie, istituzionali e informatiche per sostenere la competitività, l’innovazione, le riorganizzazioni aziendali e la gestione dei rischi”, National coordinator Prof. Luca Erzegovesi within the Firb Project “Objective 2b” – Title of Verona research team: WP17 “Case Study: parchi scientifici e tecnologici, finanziamento all’innovazione e servizi di private equity per la creazione di imprese” – local coordinator Prof. Claudio Baccarani, University of Verona

## **Participation as a speaker at scientific conferences in Italy or abroad**

- Speaker at the 20th Academy of Innovation, Entrepreneurship, and Knowledge Conference 2024 entitled “Innovative and meaningful knowledge: towards a sustainable business”, held at IAT Paris Sorbonne Business School, Paris, June 4-6, 2024.  
Presentation of the paper entitled “Food innovation towards a sustainable world: a study of intention to purchase lab-grown meat”.
- Speaker at the 16th Academy of Innovation, Entrepreneurship, and Knowledge Conference 2022 entitled “Innovative and meaningful knowledge: towards a sustainable business”, held at University of Seville, Spain, June 28-30, 2022.  
Presentation of the paper entitled “Born sustainable Innovative Business Models: An Explorative Study on Fashion Start-up”.
- Speaker at the Sinergie–Sima 2020 Conference entitled “Grand Challenges: companies and universities working for a better society”, held at the University of Pisa-Scuola Sant’Anna, Pisa, on 7-8 September 2020.  
Presentation of the paper entitled “The co-creation of value and knowledge in smart service systems: university-industry-government-user relationships as an accelerator of (co)-innovation”.
- Speaker at the 22nd EISIC – Excellence in Services International Conference, held at Perrotis College, Thessaloniki (Greece), on 29-30 August 2019.  
Presentation of the paper entitled “Applying the ‘servicescape theory’ to the museums: first evidence from Italy”.
- Speaker at the Sinergie–Sima 2019 Conference entitled “Management and sustainability: creating shared value in the digital era”, held at Sapienza University of Rome, Rome, on 20-21 June 2019.
- Presentation of the paper entitled “Modelli di business sostenibili orientati all’innovazione. Un’analisi esplorativa di un caso studio”.
- Speaker at the 10th Innovation, Entrepreneurship and Knowledge Academy INEKA (formerly GIKA) 2019, held at the University of Verona, on 11-13 June 2019  
Presentation of the paper entitled “Tacit Knowledge Sharing in Knowledge Intensive Firms: the Perceptions of Team Members and Team Leaders in an Italian Engineering Consulting Firm”.
- Speaker at the 21th Excellence in Services International Conference, held at Le Cnam, Paris, on 30-31 August 2018.  
Presentation of two papers entitled:  
“SMEs Survival Research Project in Northern Italy” and  
“From a Pilot Survey to Improve the Quality of a Research: the case of the SMEs Survival Research Project in Italy”.
- Speaker at the Sinergie–Sima 2018 Conference entitled “Transformative business strategies and new patterns for value creation”, held at Ca’ Foscari University, Venice, on 14-15 July 2018.  
Presentation of the paper entitled “Modes of organizational learning in entrepreneurial firms: Lessons from the Open Factory Network”.
- Speaker at the 20th Excellence in Services International Conference, Proceedings of the 20th Excellence in Services International Conference 2017, held at the University of Verona, on 7-8

September 2017.

Presentation of the paper entitled "Fake news and corporate reputation: What strategies do companies adopt against false information in the media?".

- Speaker at the Sinergie-Sima 2017 Conference entitled "Value co-creation: management challenges for businesses and society", held at the University of Naples Federico II, Naples, on 15-16 June 2017.

Presentation of the paper entitled "Transmedia Storytelling: un efficace strumento di co-creazione".

- Speaker at the 19th Toulon-Verona International Conference on Excellence in Services, held at the University of Huelva, Huelva, Spain, on 5-6 September 2016.

Presentation of the paper entitled "Improving the quality of information exchange among top managers".

- Speaker at the 8th Annual Conference of the EuroMed Academy of Business entitled "Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment", held at the University of Verona, on 16-18 September 2015.

Presentation of two papers entitled:

"Exploring relevance in scholarly top journals of management: first steps of a research" and  
"Do the investments in architectural design help companies to be more sustainable? Findings from an exploratory study"

- Speaker at the 18th Toulon-Verona International Conference "Excellence in Services", held at Castello Utveglio, Palermo (Italy), on 31 August and 1 September 2015.

Presentation of the paper entitled "Scholarly Management Journals: Are They Relevant for Practitioners? Results of a Pilot Study".

- Speaker at the XXVII Annual Conference of Sinergie entitled "Heritage, management and enterprise: what synergies?", held at the University of Molise, Termoli campus, on 9-10 July 2015.

Presentation of two papers entitled:

"Festival Tocati: una buona pratica nella tutela e valorizzazione dei beni culturali immateriali" and

"L'impresa storica come patrimonio culturale del territorio".

- Speaker at the 10th International Forum on Knowledge Asset Dynamics (IFKAD) entitled "Culture, Innovation and Entrepreneurship: connecting the knowledge dots", held in Bari, 10-12 June 2015.

Presentation of the paper entitled "Managing Cultural Diversity for Innovation: The Experience of Italian International Corporations".

- Speaker at the 13th International Conference of the Society for Global Business and Economics Development, "Managing the "Intangibles": Business and Entrepreneurship Perspectives in a Global Context", held at the Polytechnic University of Marche, Faculty of Economics "Giorgio Fuà", Ancona, 16-18 July 2014.

Presentation of the paper entitled "How Companies can contribute to the Territory-Identity Development: Empirical Evidences from Italian Business Cases".

- Speaker at the 23rd Annual Conference of Sinergie entitled "Corporate governance and strategic communication. Is communication taking over?", held at the IULM University, Milan, on 10-11

November 2011.

Presentation of the paper entitled "The communicative value of the industrial museum and archive".

- Speaker at the 34th Annual Conference of AIDEA entitled "Aziende di servizi e servizi per le aziende. La ricerca di un percorso di sviluppo sostenibile per superare la crisi", held at the University of Perugia, Faculty of Economics, Perugia, on 13-15 October 2011.  
Presentation of the paper entitled "Il mutualismo delle Banche di Credito Cooperativo: strumento per superare la crisi e favorire lo sviluppo sostenibile del territorio".
- Speaker at the 14th Toulon-Verona Conference entitled "Excellence in Services", held at the University of Alicante, Spain, on 1-3 September 2011.  
Presentation of the paper entitled "Geomarketing to support the strategies of the Gardaland amusement Park".
- Speaker at the 13th Toulon-Verona Conference entitled "Excellence in Services", held at the University of Coimbra, Portugal, on 2-4 September 2010.  
Presentation of the paper entitled "From industrial museum to cultural industry. An empirical exploration of how this heritage is being safeguarded by the members of Museimpresa".
- Speaker at the 12th International Conference ICQSS - International Conference on Quality and Services science (12th QMOD and Toulon-Verona Conference), held at the University of Verona, Italy, on 27-29 August 2009.  
Presentation of the paper entitled "Integration between Enterprises and Innovation Development. The Experience of Technology Park of Navacchio".
- Speaker at EBES 2009 Conference, held at Kadir Has University, Istanbul, Türkiye, on 1-2 June 2009.  
Presentation of the paper entitled "The non-profit enterprise incubators in Italy. From a brickyard to a laboratory of ideas: the Furnace of Innovation of Asolo".
- Speaker at the 11th Toulon-Verona International Conference entitled "Excellence in Services", held at the University of Florence, Italy, on 4-5 September 2008.  
Presentation of the paper entitled "Corporate University and Company's competitiveness: the case of Lidl Italia".
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- Speaker at the XIII Annual Aidea-Giovani Conference entitled "Ripensare l'azienda. Approcci generalisti e specialisti tra momenti, funzioni, settori", held at the University of Palermo, Palermo, on 29-30 May 2008.
- Presentation of the paper entitled "Il management bancario tra innovazione e tradizione. L'esperienza delle BCC".
- Speaker at the XIX Annual Conference of the Sinergie magazine entitled "L'impresa e la conoscenza", held at the University of Turin, Faculty of Economics, Turin, on 22-23 November 2007.  
Presentation of the poster of the Doctoral thesis and discussion of the results of the thesis work at the Doctoral Session.
- Speaker at the 10th Toulon-Verona International Conference entitled "Excellence in Services", Aristotle University, Department of Economics, Thessaloniki, Greece, 3-4 September 2007.

Presentation of the paper entitled "About errors in medicine".

- Speaker at the 5th International Conference entitled "Business Management", organized by ATENS (Athens Institute for Education and Research), National Bank of Greece, Athens, on 2-5 July 2007.

Presentation of the paper entitled "New techniques for management training".

- Speaker at the 9th Toulon-Verona International Conference entitled "Excellence in Services", held at the University of Paisly, Paisly, on 7-8 September 2006.

Presentation of the paper entitled "Planning and improvisation in services".

- Speaker at the XI Annual AIDEA-Giovani Conference entitled "Social responsibility in economic-business studies", held at the University G. D'Annunzio, Faculty of Management Sciences, Department of Business Studies, Montesilvano (Pescara), on 24-25 March 2006.
- Presentation of the paper entitled "La responsabilità sociale d'impresa: un nuovo tema che viene da lontano?".

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## **Organization of national and international scientific conferences and congresses**

Participation in the organization of the following scientific conferences and congresses.

- Local arrangement Team for the organization of the 2024 international conference of the American Marketing Association SIGGM on "Global Marketing Strategies with Sustainability as a Growth Driver", promoted in collaboration with the Department of Management of the University of Verona at the Santa Marta University Campus, from 24 to 27 May 2024.  
From 01-02-2024 to 31-05-2024
- Organization of the 10th Innovation, Entrepreneurship and Knowledge Academy INEKA (formerly GIKA) 2019, held at the University of Verona, on 11-13 June 2019.  
From 01-02-2019 to 13-06-2019
- Organization of the national conference entitled "Il Salone della Responsabilità Sociale dell'Impresa e dell'Innovazione Sociale", focused on the theme "Sustainability Routes", promoted by the Department of Business Administration, University of Verona, held at the University of Verona at the Polo Universitario Santa Marta, on May 23, 2018.  
From 19-04-2018 to 23-05-2018
- Organization of the 20th Toulon-Verona (ICQSS) Conference "Excellence in Services", held at the University of Verona, Verona, on September 7 and 8, 2017, sponsored by the Department of Business Administration, University of Verona.  
From 20-04-2017 to 08-09-2017
- Organization of the 8th Annual Conference of the Euromed Academy of Business entitled "Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment", held at the University of Verona, Verona, on 16-18 September 2015, sponsored by the University of Verona and the Department of Business Economics.  
From 12-05-2015 to 18-09-2015



- Organization of the 12th International Conference ICQSS - International Conference on Quality and Services science (12th QMOD and Toulon-Verona Conference) held at the University of Verona, Verona, on 27-29 August 2009, sponsored by the Faculty of Economics and the Department of Business Economics of the University of Verona.  
From 22-04-2009 to 29-08-2009
- Organization of the XVI Annual Conference of Sinergie entitled “L’evoluzione degli studi sull’economia e gestione delle imprese”, held at the University of Verona, Verona, on 18 and 19 November 2004, sponsored by the Faculty of Economics and the Department of Business Economics of the University of Verona.  
From 18-11-2004 to 19-11-2004
- Organization of the VII World Conference for Total Quality Management entitled “Business Excellence. Make it happen!”, held at the University of Verona, Verona, on 25-27 June 2002, sponsored by the Faculty of Economics and the Department of Business Economics of the University of Verona.  
From 25-06-2002 to 27-06-2002

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### **Achievement of national and international awards and recognitions for research activity, including affiliation to academies of recognized prestige in the sector**

- Member of AIDEA (Italian Academy of Business Economics) since 2016
- Member of SIM (Italian Marketing Society) since 2016.
- Member of SIMA (Italian Management Society) since 2014
- Paper Award of the 10th INEKA Conference Knowledge, business and innovation, economies and sustainability of future growth, University of Verona, Department of Business Management, Polo Santa Marta, Verona (Italy), 11-13 June 2019.  
Paper: Castellani Paola, Giaretta Elena, Rossato Chiara, Davide Raffaella, “Tacit Knowledge Sharing in Knowledge Intensive Firms: The perceptions of team member and team leaders in an Italian engineering Consulting Firms”.
- Selected Paper of Sinergie-Sima 2018 Management Conference entitled Transformative business strategies and new patterns for value creation, Ca' Foscari University, Venice, 14-15 June 2018.  
Paper: Castellani Paola, Bonfanti Angelo, Giaretta Elena, Brunetti Federico, “Modes of organizational learning in entrepreneurial firms: Lessons from the Open Factory Network”.
- Best Paper Award of the 19th Toulon-Verona International Conference “Excellence in Services”, University of Huelva, Huelva, Spain, 5-6 September 2016.  
Paper: Giaretta Elena, Castellani Paola, Garofalo Alessandro, “Improving the quality of information exchange among top managers”.
- Best Paper Award of the 18th Toulon-Verona International Conference “Excellence in Services”, Castello Utveggio, Palermo (Italy), 31 August – 1 September 2015.  
Paper: Brunetti Federico, Bonfanti Angelo, Castellani Paola, Giaretta Elena, Minozzo Marco, Baccarani Claudio, Rossato Chiara, “Scholarly Management Journals: Are They Relevant for

Practitioners? Results of a Pilot Study”.

- Selected Paper of the Sinergie 2012 Annual Conference entitled “Il territorio come giacimento di vitalità per l’impresa”, University of Salento, Lecce, 18-19 October 2012.  
Paper: Capitello Roberta, Castellani Paola, Rossato Chiara, “Territorio, impresa e consumatore: percorsi esperienziali nelle imprese vitivinicole”.
- Best Paper Award of the 15th Toulon-Verona (ICQSS) Conference “Excellence in Services”, Rishon Lezion (Tel-Aviv), Israel, 3-4 September 2012.  
Paper: Bonfanti Angelo, Brunetti Federico, Castellani Paola, “The Last Minute Market model: an innovative service of efficient assortment management in a sustainability perspective”.
- Best Paper Award of the 13th Toulon-Verona (ICQSS) Conference “Excellence in Services”, University of Coimbra, Portugal, 2-4 September 2010.  
Paper: Paola Castellani, Chiara Rossato, Laura Ciarmela, “From Industrial Museums to Cultural Industry. An Empirical Exploration of how this Heritage is being Safeguarded by the Members of Museimpresa”.

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### **Participation in scientific editorial committees of journals and memberships**

- Actively participates in the scientific management of the journal Sinergie Italian Journal of Management (formerly Sinergie rivista di studi e ricerche) since December 2001. In particular, from 2001 to 2014, he took part in the Editorial Committee, while since January 2015 he has been a member of the Editorial Review Board, with functions of supporting the Editor in verifying the quality of contributions, with active participation in editorial planning and in the organization of the annual Sinergie-Sima conference.
- Since 2024 Member of the Editorial Board of ESIC Market Economics & Business Journal (ISSN: 0212-1867, e-ISSN: 1989-3574)
- Since 2020 Reviewer for Total Quality Management & Business Services (ISSN: 1478-3363) – band A ANVUR ASN
- Since 2019 Reviewer for Review of Managerial Science (ISSN: 1754-2731)
- Since 2018 Reviewer for The TQM Journal, band A ANVUR ASN, ISSN: 1754-2731
- In 2019 “Ad hoc Reviewer” for 10th Innovation, Entrepreneurship and Knowledge Academy (INEKA) Conference (formerly GIKA) 2019, University of Verona, Verona (Italy), June 11-13, 2019
- In 2015 “Ad hoc Reviewer” for EuroMed Conference 2015, held at the University of Verona, Verona (Italy), on 16-18 September 2015

## Teaching activities

### TEACHING ACTIVITY IN MASTER'S AND SPECIALIST DEGREE COURSES (CdLM/CdLS) AT THE UNIVERSITY OF VERONA

- Lecturer in “Management for Publishing” (7 credits of 12 total credits), CdLM in Publishing and Journalism, University of Verona (from the academic year 2021-2022 to the academic year 2022-2023 and 10 credits of 12 total credits in the academic years 2023-2024 and 2024-2025).
- Lecturer in “Corporate Communication” (2 credits of 9 total credits), CdLM in Marketing and Corporate Communication, University of Verona (academic year 2019-2020).
- Professor of “Corporate Communication” (6 credits of 9 total credits), Degree Course in Marketing and Corporate Communication, University of Verona (from the academic year 2014-2015 to the academic year 2018-2019).
- Professor of “Communication and Public Relations Techniques” (6 credits of 9 total credits), Degree Course in Marketing and Corporate Communication, University of Verona (academic years 2012-2013 and 2013-2014).
- Professor of “Wine Marketing and Communication”, module “Advanced Tools for Marketing and Communication” held in English (2.5 credits of 5 credits in total), Interuniversity Degree Course in Viticulture, Enology and Wine Markets, University of Udine, University of Padua and University of Verona (from academic year 2011-2012 to academic year 2014-2015).
- Professor of “Wine Marketing and Communication”, module “Advanced Tools for Marketing and Communication” held in English (2 credits of 5 credits in total), Interuniversity Degree Course in Viticulture, Enology and Wine Markets, University of Udine, University of Padua and University of Verona (academic year 2010-2011).
- Professor of “Management of Tourism Enterprises” (4 credits), Degree Course in Business Management, University of Verona, Vicenza campus (from the academic year 2010-2011 to the academic year 2017-2018).
- Professor of “Communication and Public Relations Techniques” (7 credits of a total of 9 credits), Degree Course in Marketing and Corporate Communication, University of Verona (academic years 2010-2011 and 2011-2012).
- Professor of “Communication and Public Relations Techniques” (9 credits), Degree Course in Marketing and Corporate Communication, University of Verona (academic years 2009-2010).
- Professor of “Economics and techniques of internal communication and public relations” (2 credits of 10 credits in total), Degree Course in Marketing and Communication, University of Verona (from the academic year 2005-2006 to the academic year 2008-2009).

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## TEACHING ACTIVITY IN THE UNDERGRADUATE DEGREE COURSES (CdL) OF THE UNIVERSITY OF VERONA

- Professor of “Stakeholder Management” (2 credits of 6 total credits), Degree Course in Business Economics and Management, University of Verona, from the academic year 2022-2023.
- Professor of “Principles of International Marketing” (6 credits of 9 total credits), in collaboration with Prof. Marta Maria Ugolini, Degree Course in Languages and Cultures for Tourism and International Trade, University of Verona, from the academic year 2020-2021
- Professor of “Corporate Communication” (4 credits of 6 total credits), Degree Course in Communication Sciences, University of Verona (academic year 2024-2025).
- Professor of “Business Economics and Management” (5 credits of 9 total credits), in collaboration with Prof. Federico Brunetti, Degree Course in Business Economics and Innovation, University of Verona, Vicenza campus (academic year 2020-2021).
- Professor of “Business Economics and Management” (3 credits of 9 total credits), in collaboration with Prof. Claudio Baccarani, Degree Course in Business Economics, University of Verona (academic years 2015-2016 and 2016-2017).
- Professor of “Economics and Business Management”, module I (10 hours of 20 hours in total for the academic years 2012-13, 2013-14, 2014-2015) and module I (20 hours of 40 hours in total for the academic year 2017-2018) on the topic of economic convenience assessments in intensive summer courses, Degree Course in Business Economics and Economics and Commerce, University of Verona, Alba di Canazei (TN) campus.
- Professor of “Economics and Management of Tourism Businesses” (2 credits of 5 credits in total), in collaboration with Prof. Federico Brunetti, Degree Course in Economics and Management of Service Businesses, Faculty of Economics, University of Verona (from the academic year 2006-2007 to the academic year 2009-2010).
- Professor of “Principles of Economics and Business Management” (2 credits of 5 total credits), in collaboration with Prof. Federico Brunetti, Degree Course in International Trade Economics, Faculty of Economics, University of Verona, Vicenza campus (from the academic year 2006-2007 to the academic year 2009-2010).
- Professor of “Principles of Economics and Business Management” (2 credits of 5 total credits), in collaboration with Prof. Claudio Baccarani, Degree Course in Business Economics, Faculty of Economics, University of Verona, Verona campus (from the academic year 2006-2007 to the academic year 2008-2009).

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## TEACHING ACTIVITIES WITHIN PROJECTS ACTIVATED BY THE UNIVERSITY OF VERONA ALSO WITH LOCAL AUTHORITIES

- Training meeting in the “Initial teacher training course”, University of Verona, held on 30 August 2024, teaching module “Corporate communication: teaching instructions”, for 6 hours of lessons.
- Training courses aimed at young graduates and postgraduates organized as part of the “IFTS Project for LAST Logistics”, since 2017.
- Customer relationship management, continuous training course for operators in the hotel tourism sector of eastern Lake Garda, organized as part of the “Fondo Forte” project, promoted by UGAV Garda, 2009.
- Professionals for the development of the Veneto food meta-district. Highly educational course, training course aimed at young graduates, organized as part of the “Challenge Project. The challenge of human resources for the competitive development of Veneto districts”, promoted by the Veneto Region, 2008.
- Assistant to commercial management, professional refresher course of the European Social Fund (ESF), 2006.
- Assistant to the management of tourism businesses, professional refresher course of the European Social Fund (ESF), 2006.
- Experimental Project for Work Placement of the University of Verona (called PSILA)”, organized in collaboration with the Municipality of Verona, 2006.

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## TEACHING ACTIVITIES ABROAD

- She taught (20 hours) on the topic of Responsible and Sustainable Tourism at the “Brusov” Linguistic University of Yerevan (Armenia), from 15 to 21 November 2008, as part of the cultural exchange project entitled Equal Opportunities and Training in Responsible Tourism between the Brusov University of Yerevan, the University of Verona and the Teatro dell’Alieno (Verona).

Project coordinator: Prof. Sergio Pescatori, University of Verona. Teaching manager: Prof. Viktoria Mangasaryan, “Brusov” Linguistic University of Yerevan.

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## POST-GRADUATE TEACHING ACTIVITIES

- Teaching in the Specialization and Professional Development Course in Corporate Communication Techniques - Event Management 3.0 - Teaching commitment: 16-hour module for three editions and 8-hour module for one edition on the subject of event planning and management - Participation in the 4 editions: from the academic year 2011-2012 to the academic year 2014-2015 - Course organized at the University of Verona (Scientific Director: Prof. Federico Brunetti).
- Teaching in the Specialization Course in Retail Management - Teaching commitment: 8-hour module on the subject of human resources management - Participation in the edition of the academic year 2011-2012 - Course organized at the Faculty of Economics, University of Verona (Scientific Director: Prof. Federico Brunetti).

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## PARTICIPATION IN THE TEACHING BOARD OR ASSIGNMENT OF TEACHING TASKS, WITHIN THE CONTEXT OF DOCTORATES OF RESEARCH ACCREDITED BY THE MINISTRY

- Member of the Teaching Board of the Doctorate of Research in Economics and Business Management for five academic years from 2008-2009 to 2012-2013. This course, with the activation of the XXVIII cycle (academic year 2012-2013), merged into the Scuola Superiore di Economia Aziendale e Management del Veneto GSEM, established in collaboration between the Ca' Foscari University of Venice, the University of Padua and the University of Verona.

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## SUBJECT LEARNER (From 01-05-2002 to 30-09-2006)

- Subject Learner of Marketing II in the degree course in Public Relations in the academic years 2002-2003 and 2003-2004, at the Faculty of Communication and Entertainment Sciences of the Libera Università Iulm of Milan.
- Subject Learner of Economics and Management of Service Companies for the academic years 2002-2003 and 2003-2004, at the Faculty of Economics of the University of Verona.
- Subject Learner of Marketing III for the academic years 2002-2003 and 2003-2004, at the Faculty of Foreign Languages and Literatures of the University of Verona.
- Expert in Economics and Business Management, Work Organization and Human Resources Management, Economics and Techniques of Internal Communication and Public Relations for the academic years 2003-2004, 2004-2005 and 2005-2006, at the Faculty of Economics of the University of Verona.
- Expert in Principles of Economics and Business Management for the academic years 2004-2005 and 2005-2006, at the Faculty of Economics of the University of Verona.

### Third Mission Activities

- Organizer and moderator of the Round Table “The enhancement of corporate heritage through communication and innovation paths”, held on Thursday 5 December 2024, at the Santa Marta University Campus, University of Verona, as part of the initiatives of the Centro Cultura di Impresa, Department of Management. The proposed interventions, in collaboration with scholars, entrepreneurs and managers, focused attention on corporate values and culture as drivers of innovation, competitiveness and sustainability.
- Organizer and moderator of the Round Table “Sustainable energy and well-being. Effects and objectives”, held on 3 June 2024 at the Santa Marta University Campus, University of Verona, as part of the eVRgreen Week event promoted by the University of Verona in collaboration with the Municipality of Verona and the University of Padua for the monitoring and implementation of the city's natural capital, and with the support of the Cariverona Foundation. The Round Table discussed the topic of sustainability and energy efficiency for the purpose of improving social, economic and environmental well-being, for which a systemic and inclusive approach of citizens, businesses, associations and administrations is important. The discussion framed the role of Europe and Italy in the search for the energy vector to achieve the decarbonisation objectives. The projects for the development of an ecological transition plan for the city of Verona were also illustrated, including the redevelopment of park areas and the creation of renewable energy communities as opportunities for participatory activation. For further information, see the web page: <https://www.dima.univr.it/?ent=iniziativa&id=12727>
- Member of the expert jury of the competition “Management Challenge: un problema una soluzione”, held on March 25, 2024 at the University of Verona (Polo Universitario Santa Marta) among secondary school students who joined the SCOPERTA orientation project of the University of Verona and, in particular, the orientation course entitled “Management pills. Let's explore the world of business together” offered by the Department of Management of the University of Verona. This competition awarded the best solution to a problem that companies are facing in their daily activities.
- Organizer of the Project “From Italy to Space, Italian Computer Science: testimonies of visionary and conscious entrepreneurship” carried out at the University of Verona in November and December 2023, as part of the initiatives of the Business Culture Center of the Department of Management, in collaboration with the Museum of the History of Computer Science of the Department of Computer Science of the University of Verona, the Olivetti Historical Archive Association, the Library System of the University of Verona, CSC - National Archive of Cinema Enterprise, the Comunica Foundation and the DIGITALmeet Festival. The Project enjoyed the patronage of the University of Verona, the Municipality of Verona and Confindustria Verona. The initiative focused attention on the link between history, memory and corporate culture. Through the observation of the productive testimonies of the past it is possible to build a potential for cultural education and the conservation and promotion of the deepest values of an economic, social and civil community. The Project, divided into three free-entry events represented by two temporary exhibitions with the organization of guided tours and a round table, included the participation of university and secondary school students, teachers and citizens.
  - Organization of the temporary exhibition “Cultural artefacts: Olivetti milestones”, set up from 2 November to 10 December 2023, at the Polo Santa Marta of the University of Verona, via Cantarane 24. Some of the objects from the collection of the Museum of the History of Computer Science of the University of Verona were exhibited, such as typewriters, calculators, a logical sequence matrix of an Olivetti Elea 6001 calculator. A contribution from the Olivetti Historical Archive Association was also proposed, represented by some films from the Olivetti historical

film library. Initiative aimed at university students and those attending lower and upper secondary schools, teachers, businesses, citizens. - Organizer of at least 10 guided tours of the exhibition "Cultural artefacts: Olivetti milestones", from 2 November to 10 December 2023.

- Organization of the temporary exhibition "Development and diffusion of computer science: impact of specialized literature and the Zero Machine", set up from 2 November to 10 December 2023, at the Arturo Frinzi Library of the University of Verona, via San Francesco 20. Historical specialized computer and personal computer magazines were exhibited, including Bit, Byte, if, kept at the University of Verona at the Museum of the History of Computer Science; bibliographic works on the Olivetti company and its protagonists; reproductions of images taken from two graphic novels inspired by the history of Olivetti. The initiative was aimed at university students and those attending middle and high schools, teachers, businesses, citizens.
- Organizer of at least 10 guided tours of the exhibition "Development and diffusion of Computer Science: impact of specialized literature and the Zero Machine", from November 2 to December 10, 2023.
- Organizer of the inauguration ceremony of the exhibition "Development and diffusion of Computer Science: impact of specialized literature and the Zero Machine", on November 17, 2023 at 9:45 am at the Arturo Frinzi Library. The speakers included the Councilor for Culture of the Municipality of Verona, the Representatives of the Management and Computer Science Departments, the Director of the Arturo Frinzi Library, the Head of the Business Culture Center and the Head of the Museum of the History of Computer Science.
- Organizer of the inauguration ceremony of the exhibition "Cultural artefacts: Olivetti milestones", on November 17, 2023 at 9:45 am at the Polo Santa Marta. The participants included the Councilor for Culture of the Municipality of Verona, the Representatives of the Management and Computer Science Departments, the Director of the Arturo Frinzi Library, the Head of the Business Culture Center and the Head of the Museum of the History of Computer Science.
- Organizer and moderator of the Round Table on Friday 17 November 2023 at the Aula Magna del Silos di Ponente of the University of Verona (in via Cantarane, 24). The Round Table proposed an in-depth analysis of the soul, the identity values, the foundations of the participatory and inclusive organizational culture of the Olivetti company and its orientation towards a humanistic and community education. The value of this company for Italy was reflected upon, trying to understand why the country has ceded the primacy of excellence obtained with Olivetti in the electronics sector. The evolution that has occurred with digital was also discussed, on how it has changed our lives. The following distinguished guest speakers participated: Laura Curino, Actress and Director of the Teatro Giocosa of Ivrea, Cjaj Rocchi and Matteo Demonte, Authors of the graphic novel "La macchina zero. Mario Tchou and the first Olivetti computer", Gastone Garziera, Olivetti Designer, Marcella Turchetti, Olivetti Historical Archive Association, Gianni Potti, President of Fondazione Comunica and founder of DIGITALmeet.
- Moderator of the meeting on the theme "Failure is revolution", promoted by the Tocati International Street Games Festival in collaboration with the University of Verona, on 15 September 2019 at the Civic Library, Spazio Nervi, Verona.
- She curated the editorial plan of the event promoted by the Sustainable Innovation Network and the Department of Business Economics, University of Verona: "The Hall of Corporate Social Responsibility and Social Innovation", held at the University of Verona at the Santa Marta University Campus, on 23 May 2018 on the theme "Sustainability Routes".
- Moderator of the round table entitled Summer Meeting on the theme "Heritage marketing and ultracentenary companies", promoted by the Union of Italian Historic Companies (UISI), on 12



July 2018, at Antinori nel Chianti Classico, Loc. Bargino, San Casciano in Val di Pesa Florence.

- Moderator of the meeting on the theme “The long-lived brands of Made in Italy today”, promoted by the Unione Imprese Storiche Italiane (UISI), to celebrate the 150th anniversary of the associate Carpenè Malvolti 1868. The meeting took place in Conegliano, Treviso, at the “GB Cerletti” wine school, on 12 October 2018.
- Member of the examining committee for the “Manager Anch’io” competition for the assignment of scholarships for projects and theses concerning the theme of “Tourism” in the Veneto region, as part of the “Le Giornate di Galileo” initiative, promoted by Cida, Federmanager Veneto and Manageritalia Veneto, with the patronage of the Veneto Region, the University of Padua, Ca’ Foscari University of Venice and the University of Verona (Department of Business Economics).
- Participation in the organization of the workshop entitled “Pride or prejudice? In search of the true soul of plastic”, promoted by the Department of Business Economics of the University of Verona and by Isap Packaging, to present a research conducted among the students of the University of Verona on the perception and behaviors regarding disposable plastic, alternative products and recycling. The workshop was held at the Santa Marta University Campus, on October 30, 2017.
- Speaker at the workshop entitled “Pride or prejudice? In search of the true soul of plastic”, held on October 30, 2017 at the Santa Marta University Campus, University of Verona.
- Member of the organizational team of the conference series “I giovedì del pensiero manageriale”, promoted by the University of Verona and Confindustria Verona, held at the University of Verona, G. Zanotto Educational Center, Verona, in June 2006.
- Member of the organizational team of the meeting “Spegliamo questo buio! Two steps in the clouds”, promoted by the Assembly of Young Industrialists of Verona, the University of Verona and the Cantiere dell’Impossibile, held at the University of Verona, Verona, on November 15, 2005.

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## **Training activities**

- Participated in the webinar promoted by the Teaching and Learning Center, University of Verona, entitled “Let’s create our teaching design together”, held by Professors Roberta Silva and Alessia Bevilacqua, on February 21, 2023.
- Participated in the webinar promoted by the Teaching and Learning Center, University of Verona, entitled “Evaluation and active learning”, held by Professor Ira Vannini, on January 31, 2023.
- Participated in the webinar promoted by the Teaching and Learning Center, University of Verona, entitled “When and how to include active learning in our teaching”, held by Professor Antonella Lotti, on January 10, 2023.
- Participated in the webinar promoted by the Teaching and Learning Center, University of Verona, entitled “Why teaching innovation is important for the professional development of university teachers”, held by Professor Loredana Perla, on December 19 2022.
- Participated in the webinar promoted by the Teaching and Learning Center, University of Verona, entitled “How to write a Syllabus”, held by Prof. Anna Serbati, on October 14, 2022.
- Participated in the online workshop on Thursday, December 16, 2021 with Prof. Daniela Acquaro entitled “Feedback as a tool for active teaching methodologies”, as part of the “Training to Train” program promoted by the Teaching and Learning Center, University of Verona.

- Participated in the online workshop on Monday, November 15, 2021 with Prof. Anna Serbati entitled “The tools of teaching planning and the Syllabus”, as part of the “Training to Train” program promoted in the 2021-2022 academic year by the Teaching and Learning Center, University of Verona.
- Participated in the online workshop on Friday 12 November 2021 with Prof. Fabrizio Consorti entitled “Case based learning in university teaching”, as part of the “Formarsi per Formare” program promoted in the academic year 2021-2022 by the Teaching and Learning Center, University of Verona.
- Participated in the online workshop on Monday 11 October 2021 with Prof. Pier Cesare Rivoltella entitled “What are the objectives of your teaching?”, as part of the “Formarsi per Formare” program promoted in the academic year 2021-2022 by the Teaching and Learning Center, University of Verona.
- Participated in the online workshop on Tuesday 5 October 2021 with Prof. Antonella Lotti entitled “Problem based learning in university teaching: a workshop based on the Maastricht PBL model”, the “Training to Train” course promoted in 2021-2022 by the Teaching and Learning Center, University of Verona.
- Participated in the seminar “Exploratory factor analysis with IBM SPSS software” held by Prof. Fabio Cassia, on December 9, 2019, at the Santa Marta University Center, University of Verona, as part of the initiatives of the Teaching Laboratory on Business Research Methodologies of the Department of Business Economics, University of Verona, coordinated by Prof. Cristina Florio.
- Participated in the basic NVivo course, promoted by GMSL srl scientific software, May 25, 2017, Hotel Fiera Verona, Verona, May 25, 2017.
- Participated in the course on “Wording Exploration – Automatic processing of textual data with T-Lab” organized by CorisLab, Laboratory of Communication and Social Research, Department of Communication and Social Research, Sapienza University of Rome, October 13-15, 2015. Director of CorisLab, Dr. Maria Paola Faggiano; Course Instructor, Prof. Stefano Nobile.
- Attended the basic training course on the use of the QSR NVivo 10.0 software – Perspectives and issues of qualitative analysis with particular reference to Grounded Theory (10th Edition) organized at the Department of Educational Sciences, University of Roma Tre, October 13-17, 2014.
- Attended the LogiMaster 2008 Workshop on the projects The Volkswagen Group Italia case. Simulation of the new Volkswagen Group Italia Supply Chain and The Calzedonia – Intimissimi – Tezenis case. Revisional analysis of the saturation of logistics spaces, on the occasion of the closing ceremony of the 6th edition of the Master in Integrated Logistics – Supply Chain Integrated Management, held on January 18, 2008 at the University of Verona, G. Zanotto Educational Center.
- Participated in the VI ASFOR (Italian Association for Management Training) Management Training Day entitled Management training: a project for the development of the country, held in Milan on 19 February 2008 at the Triennale di Milano Salone d’Onore.
- Participated in the Sinergie Workshop entitled Firms’ Governament: value, process and networks, held in Naples on 21 April 2008 at the University of Naples “Federico II”, Faculty of Economics.
- Participated in the Workshop organized by Banca Etica entitled Le giornate di Cives: le basi dell’azione sociale, held in Venice on 6 June 2008 at the Ca’ Foscari University of Venice, Department of Economics.

- Participated in the 63rd Confindustria Verona General Assembly entitled Human capital, competitiveness and future, held in Verona on 9 June 2008 at the Teatro Filarmonico.
- Participated in the Conference promoted by Banca Popolare di Verona and Fondazione Giorgio Zanotto entitled Managerial Intelligence. What it takes to be a manager who understands, held in Verona on 9 April 2008 at the Sala Convegni of Banca Popolare di Verona.
- Participated in the Nineteenth Annual Conference of Sinergie entitled Business and Knowledge, held in Turin on 22 and 23 November 2007 at the University of Turin, Faculty of Economics.
- Participated in the Conference entitled Small and medium-sized enterprises: incentives and opportunities for product and process innovation, organized by Apindustria Verona, UPA-Confartigianato, Parco Scientifico STAR di Verona, University of Verona, Veneto Innovazione, held in Verona on 19 July 2007 at Apindustria Verona.
- Participated in the seminars entitled “Techniques for generating creative ideas in problem solving” and “The implementation of EFQM Excellence Model in UK Universities”, held in Verona by Prof. John Davies, University of Salford, UK, on 16 and 17 April 2007 at the University of Verona, Faculty of Economics, as part of the activities of the PhD in Economics and Business Management.
- Participated in the seminar on “Change Management Innovation TQM & Excellence: Theories and Practice”, held in Verona by Prof. Jens J. Dahlgaard, Division of Quality Technology and Management, Linköping University, and Prof. Su Mi Park Dahlgaard, Institute of Service Management, Lunds University, from 26 to 29 June 2007 at the University of Verona, Faculty of Economics, as part of the activities of the PhD in Economics and Business Management.
- Participated in the 13th Biennial World Marketing Congress, Marketing Theory and Practice in an Inter-Functional World, July 11-14, 2007, University of Verona, The Polo Zanotto Building, hosted by the University of Verona.
- Participated in the workshop in seminar format on the topic “Public Speaking”, organized by Sinergie rivista di studi e ricerche and Cueim Comunicazione, Custozza (Verona), 22-24 March 2007.
- Participated in the eighteenth annual conference of Sinergie entitled The evolution of capitalism between theory and practice: ownership, governance and value, held in Capua on 26 and 27 October 2006 at the Seconda Università degli Studi di Napoli, Faculty of Economics.
- Participated in the international conference entitled China, Europe, USA: the new logistical challenges between risks and opportunities, held by Professors John Mentzer (USA), Charles Wang (China), Martin Christofer (Great Britain), in Verona on 16 June 2006 at the University of Verona, Polo didattico G. Zanotto.
- Attended the seminars on “Motivation & Commitment from Maslow to Trinity Model”, “Learning and transformation through personal leadership”, “Learning and Knowledge Management - Anything new under the sun?”, held by Prof. Su Mi Park, Institute for Service Management, Lunds University, from 2 to 5 May 2006 at the University of Verona, Faculty of Economics, as part of the activities of the PhD in Economics and Business Management.
- Attended the seminars on “A successful application of TQM and the European Excellence Model”, “Quality and TQM?”, “In search of Excellence: Past, Present and Future”, held by Prof. Jens J. Dahlgaard, Division of Quality Technology and Management, Linköping University, from 2 to 5 May 2006 at the University of Verona, Faculty of Economics, as part of the activities of the PhD in Economics and Business Management.
- Participated in the seventeenth annual conference of Sinergie entitled Business and territory

between public and private, held in Brescia on 17 and 18 November 2005 at the University of Brescia, Auditorium San Barnaba.

- Participated in the 28th annual conference of the Italian Academy of Business Economics entitled Present and future in business economics and management studies in Italy, held in Trento on 14 and 15 October 2005 at the University of Trento.
- Participated in the “Summer School of Teaching Methodology” organized by the Academy of Business Economics AIDEA, held at the University School of Business Management of Pinerolo, Turin, 6-16 September 2004. Head of the School: Prof. Umberto Bocchino, School of Management and Economics, University of Trento.
- Participated in the “Summer School of Research Methodology” organized by the Italian Academy of Business Economics AIDEA and the Faculty of Economics, Department of Economic, Business and Financial Sciences, University of Palermo, held at Villagrazia di Carini, Palermo, 14-19 September 2003. Coordinator of the School: Prof. Carlo Sorci, University of Palermo.

## PUBLICATIONS

### Articles published in national and international journals

- Castellani, P., Cassia, F., Vargas-Sánchez, A., & Giaretta, E. (2025). Food innovation towards a sustainable world: A study on intention to purchase lab-grown meat. *Technological Forecasting and Social Change*, 211, 123912, <https://www.sciencedirect.com/science/article/pii/S0040162524007108>
- Castellani, P., Rossato, C., Giaretta, E., & Vargas-Sánchez, A. (2024). Partner selection strategies of SMEs for reaching the Sustainable Development Goals. *Review of Managerial Science*, vol. 18, n. 5, pp. 1317-1352 <https://link.springer.com/article/10.1007/s11846-023-00656-7>
- Conti, E., Vesci, M., Castellani, P., & Rossato, C. (2024). The role of the museumscape on positive word of mouth: examining Italian museums. *The TQM Journal*, vol. 36, n. 7, pp. 1823-1844, ISSN: 1754-2731. <https://doi.org/10.1108/TQM-12-2019-0306>
- De Crescenzo, V., Bonfanti, A., Castellani, P., & Vargas-Sánchez, A. (2022). Effective entrepreneurial narrative design in reward crowdfunding campaigns for social ventures. *International entrepreneurship and management journal*, vol. 18, pp. 773-800, <https://link.springer.com/article/10.1007/s11365-021-00774-2#citeas>
- Cassia, F., Castellani, P., Rossato, C., & Baccarani, C. (2021). Finding a way towards high-quality, accessible tourism: the role of digital ecosystems. *The TQM Journal*, vol. 33, n. 1, pp. 205-221, ISSN: 1754-2731 <https://www.emerald.com/insight/content/doi/10.1108/TQM-03-2020-0062/full/html>
- Chiarini, A., Castellani, P., Rossato, C., & Cobelli, N. (2021). Quality management internal auditing in small and medium-sized companies: an exploratory study on factors for significantly improving quality performance. *Total Quality Management & Business Excellence*, vol. 32, n. 15-16, pp. 1829-1849, ISSN: 1478-3363 <https://www.tandfonline.com/doi/full/10.1080/14783363.2020.1776101>
- Castellani, P., Rossato, C., Giaretta, E., & Davide, R. (2021). Tacit knowledge sharing in knowledge-intensive firms: the perceptions of team members and team leaders. *Review of Managerial Science*, vol. 15, n. 1, pp. 125-155, ISSN: 1863-6683 <https://link.springer.com/article/10.1007/s11846-019-00368-x>
- Vesci, M., Conti, E., Rossato, C., & Castellani, P. (2021). The mediating role of visitor satisfaction in the relationship between museum experience and word of mouth: evidence from Italy. *The TQM Journal*, vol. 33, n. 1, pp. 141-163, ISSN: 1754-2731. <https://doi.org/10.1108/TQM-02-2020-0022>
- Grimaldi, M., Ciasullo, M.V., Troisi, O., & Castellani, P. (2020). Data-Based Value Co-Creation in Smart Service Systems: A Reinterpretation of Customer Journey. *International Journal of Business and Management*, vol. 15, n. 4, pp. 212-226, ISSN: 1833-3850
- Chiarini, A., Castellani, P., & Rossato, C. (2020). Factors for improving performance in ISO 9001 certified small and medium-sized service enterprises. *The TQM Journal*, vol. 32, n. 1, 2020, pp. 21-37, ISSN: 1754-2731. <https://doi.org/10.1108/TQM-05-2019-0141>
- Castellani, P., Bonfanti, A., Canestrino, R., & Magliocca, P. (2020). Dimensions and triggers of

- memorable tourism experiences: evidence from Italian social enterprises. *The TQM Journal*, vol. 32, n. 6, pp. 1115-1138, ISSN: 1754-2731. <https://doi.org/10.1108/TQM-11-2019-0259>
- Rossato, C., Castellani, P. (2020). The contribution of digitalization to business longevity from a competitiveness perspective. *The TQM Journal*, vol. 32, n. 4, pp. 617-645, ISSN: 1754-2731. <https://www.emerald.com/insight/content/doi/10.1108/TQM-02-2020-0032/full/html>
  - Brunetti, F., Rossato, C., Castellani, P., & Giaretta, E. (2019). Arts and humanities for executives' development: aphorisms as a new tool in the management toolbox. *Development and Learning in Organizations*, vol. 33, n. 3, pp. 16-19, ISSN: 1477-7282
  - Bonfanti, A., Castellani, P., Brunetti, F., Giaretta, E. (2019). Developing entrepreneurial learning triggered by factory tours. *The learning Organization*, vol. 26, n. 6, pp. 574-587, ISSN: 0969-6474
  - Castellani, P., Giaretta, E., Brunetti, F., & Bonfanti, A. (2019). Exploring the modes of organizational learning: features from the Open Factory event. *Sinergie Italian Journal of Management*, vol. 37, n. 1, pp. 197-215, ISSN: 0393-5108
  - Ciasullo, M.V., Castellani, P., Rossato, C., & Troisi, O. (2019). Sustainable business model innovation. 'Progetto Quid' as an exploratory case study". *Sinergie Italian Journal of Management*, vol. 37, n. 2, pp. 213-237, ISSN: 0393-5108 <https://ojs.sijm.it/index.php/sinergie/article/view/757/277>
  - Brunetti, F., Bonfanti, A., Castellani, P., & Giaretta, E. (2018). Open factory events as triggers of interactive learning in organizations. *Development and Learning in Organizations*, vol. 32, n. 5, pp. 15-18, ISSN: 1477-7282. <https://doi.org/10.1108/DLO-01-2018-0013>
  - Giaretta, E., Castellani, P., & Garofalo, A. (2017). Improving the quality of the information flow among top managers. *Sinergie Italian Journal of Management*, vol. 35, n. 104, pp. 29-50 (ISSN: 0393-5108 - Rivista accreditata AIDEA)
  - Castellani, P., Simeoni, F., & Giacon, G. (2016). Features of good practice for safeguarding and valorising an intangible cultural heritage: the Tocati International Festival of Street Games. *Sinergie Italian Journal of Management*, vol. 34, n. 99, pp. 141- 161 (ISSN: 0393-5108 – Rivista accreditata AIDEA)
  - Giaretta, E., Brunetti, F., Minozzo, M., Rossato, C., Castellani, P., Baccarani, C., & Bonfanti, A. (2016). "Scholarly management journals: are they relevant for practitioners? Results of a pilot study", *Sinergie Italian Journal of Management*, vol. 34, n. 100, pp. 15-37 (ISSN: 0393-5108 - rivista accreditata AIDEA)
  - Bonfanti, A., Castellani, P., & Rossato, C. (2015). "Developing Territorial Identity: The Experience of Historical Italian Companies", *International Journal of Management Cases*, vol. 17, n. 4, 2015, pp. 45-58 (ISSN: 1741-6264)
  - Castellani, P., Rossato, C. (2014). "On the communicative value of company museums and archives", *Journal of Communication Management*, vol. 18, n. 3, pp. 240-253 (ISSN: 1363-254X)
  - Bonfanti, A., Brunetti, F., & Castellani, P. (2013). "The Last Minute Market model: an innovative service of efficient assortment management in a sustainability perspective", «*Sinergie rivista di studi e ricerche*», n. 91, pp. 173-192 (ISSN: 0393-5108 – Rivista accreditata AIDEA)
  - Capitello, R., Castellani, P., & Rossato, C. (2013). "Territorio, impresa e consumatore: percorsi esperienziali nelle imprese vitivinicole", «*Sinergie rivista di studi e ricerche*», n. 90, 2013, pp. 99-117 (ISSN: 0393-5108 – Rivista accreditata AIDEA)

- Castellani, P., Bonfanti, A. (2009). "New techniques for management training", *Revue Marocaine de Commerce et de Gestion*, "RMCG", n. 5, pp. 1-12 (ISSN: 2028-0645)
- Castellani, P. (2009). "H-Farm, un incubatore tecnologico di nuova generazione", «*Sinergie rivista di studi ericerche*», special vol., June, pp. 57-78 (ISSN: 0393-5108)
- Castellani, P. (2009). "Corporate University and Company's competitiveness: the case of Lidl Italia", «*Sinergie rivista di studi e ricerche*», n. 80, pp. 177-191 (ISSN: 0393-5108)
- Baccarani, C., Castellani, P. (2008). "On the nature of error in medicine", *Multidisciplinary Respiratory Medicine*, vol. 3, n. 6, pp. 423-428 (ISSN: 1828-695X)
- Castellani, P. (2008). "Scollinando", *Persone e Conoscenze*, vol. 43, pp. 58-60
- Castellani, P. (2004). "Spunti di riflessione sull'organizzazione di eventi", «*Sinergie rivista di studi e ricerche*», n.64-65, Maggio-Dicembre, pp. 361-397 (ISSN: 0393-5108)
- Castellani, P., Nardini, S., & Carozzi, L. (2001). "Smoking cessation as a therapeutic and preventive intervention: a meeting report", *Monaldi Arch Chest Dis*, 56: 6, pp. 540-544 (ISSN: 1122-0643)

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## **Books**

- Castellani, P. (2020). *I musei d'impresa: un ponte sul futuro*. G. Giappichelli Editore, Torino, ISBN: 9788892121515
- Cassia, F., Castellani, P., & Rossato, C. (Eds.) (2023). *Accessible Tourism in the Digital Ecosystem*. Springer, <https://link.springer.com/book/10.1007/978-3-031-38782-1>

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- In Cassia, F., Castellani, P., & Rossato, C. (Eds.) (2023). *Accessible Tourism in the Digital Ecosystem*, 2023, Springer, capitolo di: Castellani, P., Vargas-Sanchez, A. (2023). *Accessible Tourism from the Destination Perspective: Coordination Among Actors and Digital Ecosystems*, pp. 45-55, [https://link.springer.com/chapter/10.1007/978-3-031-38782-1\\_4](https://link.springer.com/chapter/10.1007/978-3-031-38782-1_4)
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