

PAOLA SIGNORI

Academic Vita

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Short Bio

Paola Signori is a Full Professor of Marketing at the Department of Management, University of Verona, Italy, with recognised expertise in sustainable marketing communication, responsible network management and supply chain sustainability and resilience. She holds the chair in Marketing for Innovation, Marketing Communications, Relationship Marketing and Digital Marketing, and serves as President of the Teaching Programme in Economics and Business Innovation, fostering innovative and interdisciplinary learning. She is also Secretary General of the Italian Marketing Association (Società Italiana Marketing APS – SIM), contributing to the development and dissemination of marketing research and practice at national level. Her work integrates digital innovation and AI-driven data analysis to enhance communication effectiveness, stakeholder engagement and social impact. She is actively involved in international research projects on brand scandals, collective identity meanings and Big Data for digital marketing, and has held visiting positions at the University of Tennessee and the University of South Florida. She also serves as Co-Chair of the Marketing Sustainability Track at the International Marketing Trends Conference, contributing to global dialogue on sustainability. Prof. Signori contributes to addressing societal challenges by promoting inclusive, responsible and sustainable communication practices, and she is actively engaged in initiatives that foster stakeholder engagement, capacity building and knowledge transfer across academic, institutional and societal contexts.

Academic profile

Paola Signori is a Full Professor of Marketing at the University of Verona (since 2022), where she obtained the National Habilitation for Full Professorship in 2017 (Italy, Sector 13/B2). She has held continuous academic positions since 1995. She previously served as an Associate Professor (2006–2022) and Assistant Professor (2000–2006), following early roles as a Postdoctoral Fellow, Research Scholar, and Lecturer in Marketing and Supply Chain Management.

Paola Signori has held several international visiting positions in Marketing and Supply Chain Management. In 2015, she was a Research Scholar at the Department of Marketing and Supply Chain Management at the University of Tennessee (USA), in collaboration with Prof. Daniel J. Flint, within the Cooperint programme of the University of Verona. Earlier in her career, in 2000, she served as a Research Scholar at the University of South Florida (USA) under the supervision of Prof. James Stock. She had previously been a Visiting Researcher at the same institution in 1999, supported by the Italian National Research Council (CNR) through a short-term mobility programme.

Paola Signori's academic background reflects a solid foundation in management and marketing, complemented by ongoing methodological and pedagogical training. She holds a PhD in Management from the Naval University Institute of Naples (1999), with a dissertation on Supply Chain Management that focused on the development and measurement of integrated logistics strategies. She graduated in

Economics and Management from the University of Verona (1995), with a thesis on marketing audit in the watch industry. Her academic training also includes advanced courses in research and teaching methods, organised by the Italian Academy of Business Administration (AIDEA) in 1997 and 1998, which strengthened her methodological and pedagogical competencies. She also holds a diploma in accounting and computer programming from Istituto Tecnico Commerciale Fusinieri (Vicenza, 1988). She has further enhanced her skills through specialised training programmes, including the TET – Training Experiential Trainers programme (2017), and through continuous professional development in innovative teaching and research practices, with a focus on the adoption of new tools and approaches to support interdisciplinary learning and knowledge creation.

Research

Research Philosophy: “My research over the past 25 years has primarily focused on sustainable network management, including business-to-business relationship management and sustainability, as well as marketing communications, with particular attention to digital and social media, networks and corporate identity. I have consistently targeted international conferences and leading academic journals. My work combines practical relevance with theoretical and methodological rigour, alongside creative and thought-provoking insights.”

- Research Areas and Evolution

Paola Signori’s research integrates marketing, supply chain management and sustainability, with a strong focus on generating societal impact and supporting sustainable communication and inclusive development. She is currently actively involved in international research teams and collaborative projects structured around several main research streams:

- Corporate identity congruence and coherence, developed in collaboration with international scholars from the University of Tennessee and Colorado State University, including studies on corporate identity, applications of the semiotic square and experimental research.
- Supply chain sustainability, investigated with the same international team, with a focus on constrained innovation and best practices in global industries such as wine and fashion.
- Relationship marketing and network dynamics, developed in collaboration with a local research team, including studies on network branding, relationship marketing in Italy and long-term developments in the field, combining theoretical and empirical contributions and exploring sector-specific applications such as clustering dynamics in the wine industry.
- Gender, value-related and purpose-driven dynamics in B2B relationships, with a focus on sustainable corporate communication and inclusive approaches to women’s entrepreneurship, often adopting participatory and action research methodologies in collaboration with companies and stakeholders.
- Digital marketing, data-driven communication and social impact, including case study development and the analysis of how digital marketing can enhance the social impact of service ecosystems. Through this work, Paola Signori contributes to bridging research, policy, and practice, supporting public institutions in adopting data-driven and AI-based approaches for sustainable and inclusive urban development.

Throughout her academic career, she has contributed to a wide range of research domains, including tourism marketing (1995–1999), risk and crisis management (1996–2000), logistics and supply chain management (1999–2012), and supply chain visibility and diagnostic tools (2005–2007). Her research has progressively evolved towards marketing and sustainability-oriented topics, including marketing for SMEs (2007–2009), customer satisfaction measurement (2003 and 2012), social media marketing (since 2010), wine marketing and supply chain management (since 2010), international

relationship marketing (2012–2017), resilience and supply chain sustainability (since 2012), marketing for sustainable ecosystems (since 2018), brand scandal and sustainable digital marketing communications (since 2020).

- *Research Leadership and Funded Projects*

Paola Signori has extensive experience in coordinating and leading research projects at the national and international levels. She has served as project leader and coordinator of multidisciplinary research teams within the Polo Scientifico Didattico “Studi sull’Impresa” of the University of Verona (now known as VUH).

Paola Signori collaborated on the research project “Lo sviluppo sostenibile nei comuni dell’area berica” (ABESVI) (2021–2022), carried out in collaboration with the Fondazione Studi Universitari di Vicenza and the Vicenza Univr Hub (VUH), with research grants funded by the Chamber of Commerce, Industry and Crafts of Vicenza. The project, involving a network of 24 municipalities in the Berica area, focused on sustainable enterprises, sustainable tourism and socio-demographic dynamics, contributing to the analysis of data-driven strategies for local and territorial development.

Prof. Signori contributed to the project “GENERAZIONI(E) D’IMPRESA: generare impresa nella parità di genere” (Project code: 1098-0001-1522, 2022), developed in collaboration with Cesar Srl and Confartigianato Imprese Vicenza, within the framework of the regional initiative “P.A.R.I. – Progetti e Azioni di Rete Innovativi per la parità e l’equilibrio di genere”, funded by the European Social Fund Plus (ESF+) 2021–2027. She contributed to the Work Package on Soft Skills and Entrepreneurship, focusing on the development of inclusive competences and entrepreneurial skills to support women’s participation in the labour market, promote cultural change and foster gender equality. More information at: [Generazioni\(e\) d'impresa - PROGETTI | CESAR Formazione - Vicenza](#)

Currently, Paola Signori is a research team member on the PRIN 2022 project “Communicating Companies’ Supply Chain Sustainability Practices in a Digital Environment” (Project No. 2022LHHLWM, CUP B53D23010060006), completed in January 2026, and has contributed to research on digital communication and sustainability practices in supply chains. More information at: [Communicating companies’ supply chain sustainability practices in a digital environment | Ricerca | Dipartimento di Scienze per l'Economia e l'Impresa \(DISEI\) | UniFI](#)

In 2024-2026, Paola Signori is Scientific Coordinator of the SMART Verona project, a pioneering initiative developed in collaboration with the Municipality of Verona, the University of Verona and technology partners, funded by the *Italian Ministry of Tourism*. It is part of Intervention 4: “*Development of digital tools for tourism enhancement and promotion*”. The SMART Verona project adopts a data-driven approach, leveraging big data and artificial intelligence, to analyse tourist behaviour and improve the management of cultural heritage and visitor experiences. The project is built on a digital data lake that integrates mobility data and digital content (e.g. social media and web data), enabling the analysis of both online and offline behaviours of visitors. This research stream contributes to the development of innovative models for sustainable tourism, supporting more informed decision-making, optimising visitor flows, and designing integrated digital communication strategies. The project also includes implementing data-driven communication campaigns and multichannel strategies to enhance the attractiveness and sustainability of UNESCO heritage sites. More information at: [Smart Verona: Big Data e AI per il Turismo Sostenibile | Maxfone](#)

Throughout her academic experience, Prof. Signori served as Scientific Coordinator of the project “#BIT – Business Innovation and Digital Transformations” (2017–2019), leading a multidisciplinary research team comprising 24 researchers divided into 9 research teams, and leading a sub-project on digital marketing, word-of-mouth, and engagement. She also coordinated the second phase of the project

“Filiere e Networks: i nuovi ambiti di azione delle imprese” (2016–2017), involving 12 researcher scholars across 6 research teams, focusing on network branding.

She has also been responsible for research projects funded by public institutions and foundations. They included projects on sustainable supply chains in the food industry (Fondazione Cariverona), as well as multiple projects funded by Regione Veneto on logistics innovation, environmental sustainability and supply chain efficiency. Moreover, she has served as a local research leader on international project proposals within European funding frameworks, including the FP7 “SABER” projects (2009 and 2011), which addressed collaboration between SMEs and academia in logistics and supply chain technologies.

Earlier in her career, she contributed to several research projects on SME competitiveness, tourism and local economic development, including participation in national research programmes and collaborations with public institutions on the following topics: 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). Her work balances practical relevance, theoretical and methodological rigour, and creative, thought-provoking insights, with a strong focus on generating societal impact and supporting sustainable and inclusive development.

In addition, Paola Signori was Principal Investigator and Scientific Coordinator of the Polo Scientifico Didattico Studi sull'Impresa of the University of Verona, supported by Fondazione Studi Universitari di Vicenza, of locally 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 the team leader of the sub-research area on "Digital Marketing, word-of-mouth and engagement" (this project was approved on 10 October 2016, 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 also been the team leader of her group, focusing on "Network Branding". The "Filiere e Networks" project was approved in 2014, with Andrea Lionzo as project leader. Signori is now responsible for the second stage of this project, funded by Fondazione Studi Universitari di Vicenza.
- Furthermore, referring to national-level financed projects, Paola Signori has been the research project leader, responsible for the research team of the University of Verona for the following projects.
- “Sostenibilità e Autenticazione nutrizionale di filiere lattiero-casearie a tutela del consumatore” (2017-2019) funded by Fondazione Cariverona (Bando Ricerca Scientifica 2016). Research Supervisor: Prof. Severino Segato. Paola Signori is the coordinator of Work Package 4 (WP4) on SSCFOOD "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 lead company's insolvency.
- "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).

Concerning international projects, responding to international public calls, Paola Signori has been the project leader of the local research team in Verona, for the following:

- 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 project's selection from the past is also provided below:

- 2006-2009: Research project member (Osservatorio delle Medie Imprese, Vicenza) - Research on SME competitiveness: "Ricerca sulla competitività delle imprese vicentine". Research supervisor: Prof. Andrea Lionzo.
- 2008-2009: Research supervisor - "Progetto di Riqualficazione 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.

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 I deeply believe 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, memorised acquaintance with many topics at a surface level."*

Paola Signori's teaching activities contribute to capacity building by equipping students and professionals with critical thinking skills, digital awareness and responsible decision-making capabilities, in line with European values and societal needs. Prof. Signori has consistently received excellent evaluations for teaching quality from students, peers and academic supervisors. She is a highly committed educator who adopts an interactive, innovative teaching approach, with a strong emphasis on experiential learning and the responsible use of AI in education.

Paola Signori has extensive teaching experience across doctoral, graduate and undergraduate programmes at the University of Verona, as well as in MBA and executive education programmes at other Italian universities and institutions. Since 1997, she has been teaching courses in Marketing and Supply Chain Management, progressively expanding her focus in recent years towards marketing communication, digital marketing and innovation. At the doctoral level, she has taught courses in Logistics and Supply Chain Management, Marketing and Supply Chain Management, and Research Methods in Supply Chain Management, thereby developing advanced research and analytical skills. At the graduate level, she has taught a wide range of courses, including Relationship Marketing, Marketing Communications, Communication Techniques, Marketing Frontiers, International Marketing and Logistics, and Corporate Identity and Image, helping students develop strategic and interdisciplinary perspectives on marketing and communication. At the undergraduate level, she has taught core courses in Marketing and Marketing Strategy, providing foundational knowledge and managerial competencies. In addition, she has contributed to several Master's and MBA programmes, including LogiMaster at the University of Verona, MIBS at the University of Padua, CUOA Business School in Vicenza, and programmes in Fashion Management, where she has taught topics such as supply chain management, relationship management, logistics strategy and marketing strategy.

Her teaching experience also includes specialised and executive courses for professionals and SMEs, covering international marketing, logistics, communication research, risk and crisis management, and marketing for specific industries, such as fashion and footwear. She has also been invited to deliver international lectures and doctoral seminars, including contributions to CSCMP events in the United States and seminars at Lund University (Sweden), addressing topics such as innovation, networking, academic writing and supply chain diagnostics.

Overall, she has delivered over 3,000 hours of lectures across undergraduate, graduate and executive education programmes, combining academic rigour with practical relevance and a strong emphasis on experiential learning and responsible innovation.

Service

Paola Signori actively collaborates with companies, institutions and local communities, fostering stakeholder engagement and promoting inclusive and sustainable practices. Her activities support public engagement, knowledge dissemination and the co-creation of solutions addressing societal challenges.

- *Academic Governance and Institutional Roles*

Paola Signori has also held oversight roles within academic and professional institutions, contributing to institutional development and academic representation. She served as a member of the Governing Board of ALVEC (2013–2023), as a member of the Board of Directors of the University of Verona (2006), and as Assistant Professor Representative at the Faculty of Economics of the University of Verona (2005–2006).

- *Quality Assurance and Academic Programme Evaluation*

Paola Signori has played a key role in quality assurance and continuous improvement processes within academic programmes at the University of Verona, serving as President of the Quality Assurance (AQ) Team for the Degree Programme in Economics and Business Innovation (since 2020). She previously acted as Coordinator of the AQ Team for the Degree Programme in Business Administration (2017–2018), and as a member of AQ Teams for both undergraduate and master's programmes (2013–2018), contributing to the enhancement of teaching quality and programme governance.

- *Leadership in Executive Education and Postgraduate Programmes*

Paola Signori has held several leadership roles in academic programme development and executive education at the University of Verona. She served as Project Leader for the reorganisation of the Degree Programme in Economics and Business Innovation (2019–2020), contributing to curriculum innovation and the development of interdisciplinary educational pathways.

She has extensive experience in the design and management of postgraduate and executive programmes, including her roles as Director (2006–2012) and previously Managing Director (2001–2005) of the Master's in Integrated Logistics and Supply Chain Management. She also served as Director of the Postgraduate Course in Risk Management (2006–2010), after earlier roles as Assistant Manager in both Risk Management (1995–2004) and Integrated Logistics programmes (1995–2000).

In addition, she held responsibility for academic course development as Director of the Marketing Research course at the Faculty of Economics (2008–2012).

Her leadership experience also extends to scientific and innovation governance, having served as Chair of the Technical Committee of the Parco Scientifico e Tecnologico di Verona (2012–2014), contributing to the development of research and innovation initiatives at the regional level.

- *Scientific, Editorial and International Academic Service*

Paola Signori has served on the Editorial Advisory Board of the *International Journal of Physical Distribution and Logistics Management (IJPDLM)* from 2003 to 2020, and on the Editorial Board of the *Journal of Business Logistics (JBL)* from 2005 to 2019. She has also contributed to doctoral education as a member of PhD examination committees, including at Lund University (Sweden, 2015). She has served on the Doctoral Committee of the University of Verona (2016).

- *Event Organisation and Scientific engagement*

Prof. Signori has played an active role in the organisation and leadership of major international academic events, serving as Local Arrangement Chair for the Global Marketing Association / American Marketing Association (AMA) Conference in Verona (2024) and for the World Marketing Congress of the Academy of Marketing Science (AMS) in Verona (2007). She also served as Chair of the Donald J. Bowersox Doctoral Symposium (CSCMP, Atlanta, 2012), as Education Chair (2006–2009) and subsequently Director (2010–2012) of the Italian Roundtable of the Council of Supply Chain Management Professionals (CSCMP), and as a member of the CSCMP Education Strategies Committee (2010–2013). Between 1995 and 2012, she organised approximately 25 academic and professional events in the fields of logistics and marketing, including international meetings, forums, roundtables, annual conferences and Logistics Days, primarily at the University of Verona, contributing to the dissemination of knowledge and the development of academic and professional communities.

- *Memberships and Professional Associations*

Paola Signori is an active member of several national and international academic and professional

associations, including AIDEA (Accademia Italiana di Economia Aziendale), SIM (Società Italiana Marketing, where she currently serves as Secretary General contributing to the development and dissemination of marketing research and practice at national level), SIMA (Società Italiana di Management, as area representative for Supply Chain Management and Operations 2021-2024), CSCMP (Council of Supply Chain Management Professionals), AMS (Academy of Marketing Science) and AWBR (Academy of Wine Business Research). She collaborated with the American Marketing Association (AMA), particularly within the Global Marketing (GM) Special Interest Group (SIG). Moreover, Signori has contributed extensively to the academic community as a reviewer for leading journals, including Sinergie – Italian Journal of Management, International Journal of Physical Distribution and Logistics Management, Journal of Business Logistics, and Supply Chain Forum: An International Journal, supporting the quality and development of research in her field.

Paola Signori is also a member of the Worldwide Women’s Association (WWA), a global professional network dedicated to connecting, supporting and empowering women across industries and countries, fostering professional development, leadership and international networking opportunities.

Third Mission and Societal Impact

Paola Signori's mission has always been to actively collaborate with a large number of companies and institutions, fostering collaboration and engagement across institutions, companies, and communities, 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 numerous opportunities for collaboration among students, companies and local institutions.

Prof Signori’s third mission activities focus on public engagement, capacity building, and knowledge transfer, fostering collaboration among academia, institutions, industry, and local communities. Her work contributes to addressing societal challenges by promoting sustainable, inclusive, and responsible communication practices.

- Public Engagement and Societal Outreach

Signori actively contributes to the dissemination of knowledge and public debate through participation in conferences, public events and media initiatives, including invited talks on sustainability and communication. She has been involved in outreach and orientation activities (since 2013: Open Weeks, Job Orientation Days in collaboration with Alvec and Ufficio Orientamento of the University of Verona), as well as educational initiatives aimed at younger audiences (e.g. 2017-2018 KidsUniversity; 2018-2020, 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), promoting awareness of entrepreneurship, sustainability and responsible decision-making.

- Capacity Building and Lifelong Learning

Paola Signori has extensive experience in executive education and lifelong learning through the design and delivery of postgraduate programmes, professional training courses, and master's programmes in marketing, logistics, and supply chain management. These activities support skills development for students, professionals and organisations, strengthening critical thinking, digital awareness and responsible managerial practices.

- Knowledge Transfer and Stakeholder Engagement

She has coordinated and participated in several applied research projects funded by public institutions and foundations (e.g. Regione Veneto, Fondazione Cariverona, Fondazione Studi Universitari di Vicenza), contributing to the development of innovative solutions in areas such as sustainability,

logistics and digital transformation. Her work fosters stakeholder engagement and supports the co-creation of knowledge with companies and institutions.

- *Co-creation with Industry and Community*

She has promoted numerous initiatives connecting students, companies and local stakeholders, including company visits (since 2014, in collaboration with Fondazione Studi Universitari di Vicenza and Confindustria Vicenza), applied projects and marketing contests (in partnership with organisations such as Confcommercio, AVIS and local institutions). These activities enhance employability, entrepreneurial skills and the practical application of academic knowledge.

Prof. Signori has promoted and coordinated co-creation initiatives in collaboration with companies, non-profit organisations and local institutions (e.g. Confcommercio Vicenza, Telemar, AVIS, ATTIVIVA Spa), through marketing contests such as Premio Luis Cogo, “Un’idea per l’idea di donare” and “Attivi per Vicenza”, fostering multi-stakeholder collaboration, the practical application of academic knowledge and tangible territorial impact. She has also supported and contributed to several marketing competitions and initiatives, including SIM Marketing for Good (with Banco Alimentare, Lega del Filo d’Oro, Unicef Italia, strengthening engagement, social innovation and responsible communication practices.

- *Institutional and International Engagement*

She has contributed to the development of international academic collaborations, including formal agreements between universities (e.g. 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 renewed from a previous one (signed in 2009), supporting the internationalisation of research and education ecosystems.

- *Social Impact and Inclusion*

In 2018-2020, she served as Enactus Faculty Advisor for the University of Verona. Enactus is a global non-profit organisation that brings together students, universities, and business leaders to create projects that use entrepreneurship to solve social and environmental problems. In 2019, a student team supervised within the Enactus programme was selected among the most promising projects worldwide and invited to present at the Enactus World Cup in Silicon Valley.

Signori’s third mission activities promote sustainability, inclusion and responsible communication, contributing to active citizenship, community engagement and the diffusion of ethical and socially responsible practices in line with European values.

Awards

Signori’s recognitions reflect her contribution to advancing research with practical and societal relevance.

2025, IMTC *Selected paper*

“Soft Skills and Entrepreneurship: A Gender-Neutral Perspective from an Italian Narrative Study”, The 24th International Marketing Trends Conference, Venice

2021, ICCMI *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, *IMTC 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, *Emerald Literati Network 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, *IMTC Best Paper award*

"Brand Conversation in Facebook: a survey on users' perception"
13th International Marketing Trend Conference, Venice

2012, *IJPDLM Highly Commended Reviewer Award*

International Journal of Physical Distribution and Logistics Management

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, Corporate Reputation Review*); 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 share a common aim: to understand and measure B2B relational dynamics across different global network structures (vertical, horizontal, or complex) in diverse contexts and scenarios. Her background in supply chain management, risk management, relationship marketing, sustainability, and social media marketing now focuses on highlighting strategic and operational constraints, limits, or barriers to help practitioners be more resilient and sustainable in their decision-making.

A full list of Paola Signori's publications is available at the following link: [Paola Signori-Dep.Management-University of Verona](#)