

CURRICULUM VITAE

Nicola Cobelli

SUBSTITUTE DECLARATION OF CERTIFICATIONS AND STATEMENTS OF NOTORIETY
(pursuant to art. 46-47 of Presidential Decree No. 445/2000)

The undersigned, Nicola Cobelli (Tax ID: CBLNCL80L11L781V), is aware, pursuant to art. 76 of Presidential Decree No. 445/2000, that anyone who makes false statements, creates false documents or makes use of them, or presents a document containing information that is no longer accurate, is subject to criminal penalties and applicable special laws. He hereby certifies that the information contained in this document is true and accurate, and declares that he holds all the qualifications listed herein.

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A) PERSONAL INFORMATION

FIRST NAME NICOLA
LAST NAME COBELLI
TAX ID CODE CBLNCL80L11L781V
E-MAIL nicola.cobelli@univr.it

CURRENT POSITION

Associate Professor since 01/10/2024 at the Department of Management, University of Verona.

Fixed-Term Researcher, Type B (RTD-B) from 01/10/2021 to 30/09/2023 at the Department of Management, University of Verona.

PREVIOUS ACADEMIC POSITION

Fixed-Term Researcher, Type A (RTD-A) from 01/15/2019 to 09/30/2020 at the Department of Management, University of Verona.

PREVIOUS ACADEMIC POSITION

Post-Doctoral Research Fellow at the Department of Management, University of Verona, **from 01/01/2010 to 06/30/2011** (Research Fellowship: “Analysis of Potential Demand in a Sector: The Reasons for Possible Rejection of Hearing Aid Products”).

NATIONAL SCIENTIFIC QUALIFICATION (Associate Professor – SC: 13/B2)

Recipient of the National Scientific Qualification for the role of Associate Professor in Competitive Sector 13/B2 – Business Economics and Management. Valid from 11/10/2020 through 11/10/2031.

PREVIOUS PROFESSIONAL POSITIONS

National and international activities at senior executive level at multinational companies, with responsibilities encompassing General Management and the functions of Human Resources Management and Recruiting, Training, and Sales Management.

B) RESEARCH ACTIVITIES

B.A.) COORDINATORSHIP, COORDINATION, AND MEMBERSHIP IN RESEARCH GROUPS CURRENTLY ACTIVE

B.A.1) From 2019 to the Present – Coordinatorship and Coordination of the International Research Group: “Innovation Management & Choices of Adoption/non-Adoption of New ICT Tools”

The research group aims to study the phenomenon of corporate innovation in its many forms, with a view to gaining a deeper understanding of the nature and complexity of the managerial and organizational challenges that companies must address in order to compete through innovation.

Through this group, the aim is to identify approaches to innovation by analyzing best practices and to identify shared elements across organizations that either foster or discourage innovation. The group also aims to examine the social dimensions of innovation by identifying innovation models focused on the circular and

environmental economy.

More specifically, the group applies validated scientific models drawn from the Social Sciences (Management and Psychometrics) to study the latent constructs that drive the decision to adopt innovative Information and Communication Technology (ICT) products, whether goods or services. The examination of adoption and non-adoption choices focuses on how and why individuals, companies, or societies as a whole intend to use, or continue to use, an innovative product — or, alternatively, choose to remain with existing ones.

Decisions to adopt an innovative product may be influenced by a range of factors, including perceived benefits, costs and risks associated with adoption, cultural and social acceptance, the drive for innovation, sector competition, technical and infrastructural constraints, and applicable regulations.

Activities carried out by Nicola Cobelli: identification of the research problem; literature review; definition of research objectives; development of hypotheses and research questions; choice of research methodology; primary data collection; data analysis; interpretation of results; discussion of findings.

Members:

Nicola Cobelli (Coordinator – Department of Management, University of Verona – Italy); Marta Maria Ugolini (Department of Management, University of Verona – Italy); Fabio Cassia (Department of Management, University of Verona – Italy); Vania Vigolo (Department of Management, University of Verona – Italy); Raffaele Donvito (Department of Economics and Business Sciences, University of Florence – Italy); Roberto Burro (Department of Humanities, University of Verona – Italy); Volker G. Kuppelwieser (NEOMA Business School – France); Mark Rosenbaum (The Citadel – U.S.A.); Emanuele Blasioli (McMaster University, DeGroote School of Business, 1280 Main Street West, Hamilton, Ontario, Canada); Andrea Chiarini (Department of Management, University of Verona – Italy); Ilenia Confente (Department of Management, University of Verona – Italy); Silvia Blasi (Department of Management, University of Verona – Italy).

The research outputs produced by the Group to date are as follows:

- a) Kuppelwieser V.G., Cobelli N., Cassia F., Rosenbaum S.M. (2025), “AI-enhanced literature reviews: liberating scholars for impact in service marketing”, *The Journal of Services Marketing*, pp. 1-14 (DOI: 10.1108/JSM-05-2025-0330) (Article in a Scientific Journal - Band A ASN 13/B2; AJG 2024: 2*).
- b) Vigolo V., Galimberti A., Cobelli N., Nazim Baroni B. (2025), “Toward clean cooking: Predicting consumers’ intentions to purchase improved cookstoves in Sub-Saharan countries”, *Technological Forecasting and Social Change*, vol. 219, pp. 1-17 (DOI: 10.1016/j.techfore.2025.124288) (Article in a Scientific Journal - Band A ASN 13/B2; AJG 2024: 3*).
- c) Cobelli N., Cassia F., Ugolini M.M. (2025), “Leveraging artificial intelligence for self-diagnosis systems: innovation in healthcare management”, in Visvizi A., Kozłowski K., Calzada I., Troisi, O. (Eds.). *Multidisciplinary Movements in AI and Generative AI* (2025), Edward Elgar Publishing, Northampton, Massachusetts (USA), pp. 179-196, ISBN: 978-1-03535-865-6, e-book ISBN: 978-1-03535-866-3.
- d) Cobelli N., Blasi S. (2024), “Combining topic modeling and bibliometric analysis to understand the evolution of technological innovation adoption in the healthcare industry”, *European Journal of Innovation Management*, vol. 27, n. 9, pp. 127-149 (DOI: 10.1108/EJIM-06-2023-0497) (Article in a Scientific Journal - Band A ASN 13/B2; SJR Q1 Business, Management and Accounting - Management of Technology and Innovation; AJG 2021: 1*).
- e) Cobelli N., Kuppelwieser V.G., Ugolini M.M. (2026), “Innovation adoption and research methods: the risk of misuse in healthcare management studies”, Conference Proceedings, Research and Innovation

Forum 2024, Ravello – Italy, 10-12 April 2024, Springer, Cham, pp. 839-853, ISBN: 978-3-031-60328-3. Award-winning contribution: Outstanding Paper Award.

- f) Cobelli N., Cassia F., Donvito R. (2023). “Pharmacists’ attitudes and intention to adopt telemedicine: Integrating the market-orientation paradigm and the UTAUT”, *Technological Forecasting and Social Change*, vol. 196 (DOI: 10.1016/j.techfore.2023.122871) (Article in a Scientific Journal – Band A ASN 13/B2; SJR Q1 Management and Technology Innovation; AJG 2021: 3*).
- g) Cobelli N., Confente I., Zardini A. (2023), “Innovative eHealth technologies: A study on factors determining their adoption”, *Conference Proceedings, XX SIM Annual Conference: Marketing for Well-being, Health, and Care*, Florence, Italy, October 20–21, ISBN: 978-88-947829-0-5.
- h) Cobelli N., Chiarini A. (2022), “Innovation and ICT adoption models in the health care industry”, *Proceedings, 15th Annual Conference of the EuroMed Academy of Business: Sustainable Business Concepts and Practices*, University of Palermo, Palermo, Italy, 21-23 September, pp. 927-931. ISSN: 2547-8516, ISBN: 978-9963-711-96-3.
- i) Cobelli N., Ungaro V., Guglielmetti Mugion R. (2022), “Exploring the motivation of healthcare professionals to adopt new information and communication technologies in a digital transformation perspective”, *Proceedings, 12th ServSig Conference: Reconnect, Rejuvenate, Reshape*, University of Strathclyde, Glasgow, Scotland, United Kingdom, 16-18 June 2022.
- j) Cobelli N. (2022), “Reasons for adoption/non-adoption of telemedicine information and communication technologies: The options for balance disorders remote management”, *Proceedings, XX AIOLP: From Clinical Practice Guidelines to Preparing for the Future with Telemedicine*, Bari, Italy, September 28–October 1, p. 33.
- k) Cobelli N., Chiarini A., Giaretta E. (2021), “Enabling factors for adopting sustainable, organic wine production”, *The TQM Journal*, (DOI: 10.1108/TQM-11-2020-0275), (Article in a Scientific Journal - Band A ASN 13/B2; SJR Q1 Business and International Management; AJG 2021: 1*).
- l) Cobelli N., Chiarini A. (2020), “Improving customer satisfaction and loyalty through mHealth service digitalization: New challenges for Italian pharmacists”, *The TQM Journal*, vol. 32, n. 6, pp. 1541-1560 (DOI: 10.1108/TQM-10-2019-0252) (Article in a Scientific Journal - Band A ASN 13/B2; SJR Q1 Business and International Management; AJG 2021: 1*).
- m) Cobelli N. (2021), “The engineering approach and B2C market penetration in the audiological industry”, *Proceedings, XIX AIOLP*, Riva del Garda (TN), Italy, September 26–29.
- n) Cobelli N. (2020). *Innovation in Community-Based Private Practices Through eHealth*. International Series in Advanced Management Studies. Switzerland, Springer, 2020, ISBN: 978-3-030-48177-3.
- o) Cobelli N., Wilkinson G., Cassia F., Ugolini M.M. (2019), “Wine consumers’ attitude towards online wine purchasing: A comparison between South Africa and Italy”, *Proceedings: Perfect drink, perfect place: enjoying the magic of wine and the delights of wine places*, Desenzano D.G. (BS), Italy, 19-20 January.
- p) Cobelli N., Du X. (2019), “Sustainable wine purchasing behavior in China: Applying and extending the Theory of Planned Behavior”, *Proceedings, Sinergie-SIMA Conference - Management and Sustainability: Creating shared value in the digital era*, Sapienza University of Rome, Italy, 20-21 June, pp. 1-5, ISBN: 97888943937-12, DOI: 10.7433/SRECP.EA.2019.25.
- q) Cobelli N., “Value in Mergers and Acquisitions”, in Various Authors (2019), *Scritti seri e semiseri: in onore di Claudio Bacarani*, Torino, Giappichelli, pp. 129-134, ISBN: 978-88-921-1865-2.
- r) Cobelli N. (2012), *Uno studio sul comportamento del consumatore ipoacusico*, Torino, Giappichelli, ISBN: 8834828488.

B.A.2) From 2009 to the Present – Participation in the International Research Group: “Business-to-Business Management Studies”

The objectives of the research group are to investigate the dynamics and forces at work in specific sectors, particularly the healthcare industry, in the business-to-business market and from a service management perspective. The group aims to investigate the B2B market with a focus on digitalization strategies and the

adoption of artificial intelligence (AI) in management. Its objectives include analyzing digitalization trends in the B2B sector, identifying the challenges and opportunities associated with implementing AI technologies, and assessing the impact of such choices — including in terms of mergers and acquisitions (M&A) — on corporate management.

Activities carried out by Nicola Cobelli: identification of the research problem; literature review; definition of research objectives; development of hypotheses and research questions; choice of research methodology; primary data collection; data analysis; interpretation of results; discussion of findings.

Members:

Nicola Cobelli (Department of Management, University of Verona – Italy); Fabio Cassia (Department of Management, University of Verona – Italy); Andrea Chiarini (Department of Management, University of Verona – Italy); Emanuele Blasioli (McMaster University, DeGroote School of Business, 1280 Main Street West, Hamilton, Ontario, Canada); Ivan Russo (Department of Management, University of Verona – Italy); Ilenia Confente (Department of Management, University of Verona – Italy); Federico Brunetti (Department of Management, University of Verona – Italy); David M. Gligor (Florida Gulf Coast University - U.S.A.).

The research outputs produced by the Group to date are as follows:

- a) Cobelli N., Blasioli E. (2024), *M&A Management & Healthcare Industry: Can Healthcare Devices Become Commodities?*, NOMOS, Baden-Baden, ISBN: 978-3-7560-1273-2 (Print), ISBN: 978-3-7489-4024-1 (ePDF).
- b) Cobelli N., Blasioli E. (2023). “To be or not to be digital? A bibliometric analysis of adoption of eHealth services”, *The TQM Journal*, vol. 35, n. 9, pp. 299-331 (DOI: 10.1108/TQM-02-2023-0065) (Article in a Scientific Journal - Band A ASN 13/B2; SJR Q1 Business and International Management; AJG 2021: 1*).
- c) Cobelli N. (2023), “Artificial intelligence and medical devices distributions in the business-to-business market”, *Proceedings, Sinergie-SIMA Annual Conference: Boosting Knowledge & Trust for a Sustainable Business*, Bari, Italy, 29-30 June, ISBN: 978-88-94-7136-3-3.
- d) Chiarini A., Cobelli N. (2023), “Performing audits in a service company implementing Lean and ISO 9001 principles: A case study from Italy”, *Conference Proceedings, 26th Excellence in Services International Conference*, The University of West Scotland, Paisley Campus, United Kingdom, 31 August-1 September, ISBN: 9791221039054.
- e) Chiarini A., Cobelli N., Brunetti F. (2022). “Smart technologies and environmental management: Exploratory research from Italy”, *Proceedings, 25th Excellence in Services International Conference (Silver Jubilee)*, The University of Uppsala, Gotland Campus, Visby, Sweden, 25-26 August 2022, ISBN: 9791221015904.
- f) Chiarini A., Cobelli N. (2022). “The transition towards Industry 5.0 in the manufacturing sector: Seeking a new model”, *Proceedings, Sinergie-SIMA Conference: Boosting Knowledge & Trust for A Sustainable Business*, Bocconi University, Milan, 30 June-1 July, pp. 391-396, ISBN 97888947136-0-2.
- g) Chiarini, A., Castellani, P., Rossato, C., Cobelli, N. (2020). “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. (DOI: 10.1080/14783363.2020.1776101) (Article in a Scientific Journal – Band A ASN 13/B2; SJR Q1 Business and Management and Accounting; AJG 2021: 2*).
- h) Cassia F., Magno F., Cobelli N., Ugolini M.M., (2019). “The impacts of export capabilities on cross-border e-commerce performance: An analysis using PLS-SEM”, *Proceedings, 10th Innovation, Entrepreneurship and Knowledge Academy INEKA Conference (formerly GIKA): Knowledge, Business,*

and Innovation. Economies and Sustainability of Future Growth, The University of Verona, 11-13 June, pp. 1-21, ISBN 978-84-09-11060-5.

- i) Russo I., Confente I., Gligor D.M., Cobelli N. (2019). "A roadmap for applying qualitative comparative analysis in supply chain research: The reverse supply chain case", *International Journal of Physical Distribution & Logistics Management*, vol. 49, n. 1, pp. 99-120, ISSN: 0960-0035 (DOI: 10.1108/IJPDLM-02-2018-0056) (Article in a Scientific Journal – Band A ASN 13/B2; SJR Q1 Business and International Management; AJG 2021: 2*).
- j) Russo I., Confente I., Gligor D.M., Cobelli, N. (2017). "The combined effect of product returns experience and switching costs on B2B customer re-purchase intent", *Journal of Business & Industrial Marketing*, vol. 32, n. 5, 2017, pp. 664-676, ISSN 0885-8624 (DOI: 10.1108/JBIM-06-2016-0129) (Article in a Scientific Journal – Band A ASN 13/B2; SJR Q1 Business and International Management; H Index 52; AJG 2021: 2*).
- k) Cobelli N., Confente I., Russo I. (2015). "Entrepreneurial initiatives, organizational performance and value co-creation: Evidence from a B2B context", in Kaufmann H., Shams R.S.M. (Eds.) (2015). *Entrepreneurial challenges in the 21st century: Creating stakeholder value co-creation*, Palgrave, Cleveland, pp. 155-177, ISBN 9781137479761.
- l) Russo I., Confente I., Cobelli N. (2014), "Searching for value drivers in the business-to-business marketing: the perception of healthcare professionals", *Proceedings*, 43rd EMAC Annual Conference: Paradigm shifts & Interactions, Valencia, Spain, 3-6 June, pp. 104-114, ISBN: 9788437094533.
- m) Russo I., Confente I., Cobelli N. (2014), "Customer perceived value in business-to-business marketing: Is it still enough?", *Proceedings*, 7th EuroMed Annual Conference: The future of entrepreneurship, Kristiansand, Norway, 18-19 September, pp. 1347-1357, ISBN: 9789963711277.
- n) Cobelli N., "Fundamentals of Business Economics", in Ambrosetti U. (Ed.) (2014), *Audiologia Protesica*, Torino, Minerva, pp. 863-881, ISBN: 139788877118035.
- o) Cobelli N. (2009), "Starting from the patient to foster growth in the hearing aid sector", *L'Audioprotesista*, vol. 18, pp. 33-42, ISSN: 23848464 (Technical and Scientific Journal).
- p) Cobelli N. (2008), "Reflections toward a systematic study of the hearing aid sector", *L'Audioprotesista*, vol. 16, September 2008, pp. 27-34, ISSN: 23848464 (Technical and Scientific Journal).

B.A.3) From 2014 to the Present – Participation in the International Research Group: "Business-to-Consumer Management Studies"

The objectives of the research group are to investigate the dynamics and forces at work in specific sectors, particularly the healthcare industry, in the business-to-business market and from a service management perspective. The group aims to investigate the B2B market with a focus on digitalization strategies and the adoption of artificial intelligence (AI) in management. Its objectives include analyzing digitalization trends in the B2B sector, identifying the challenges and opportunities associated with implementing AI technologies, and assessing the impact of such choices — including in terms of mergers and acquisitions (M&A) — on corporate management. The group has addressed various objectives in the context of the B2C market and of management choices for consumer-facing proximity services. These objectives include analyzing consumer purchasing behaviors, exploring consumer preferences and needs, evaluating the effectiveness of marketing and management strategies employed, identifying emerging trends in the sector, examining competitive dynamics, investigating emerging technologies and innovations, and developing tailored strategies to enhance the consumer experience and the exploration of the economic, social, and environmental implications of managerial choices. The research questions developed in this research group aim to contribute to a deeper understanding of the market and to examine the possible strategic choices of companies that provide consumer-facing proximity services.

Activities carried out by Nicola Cobelli: identification of the research problem; literature review; definition of research objectives; development of hypotheses and research questions; choice of research methodology; primary data collection; data analysis; interpretation of results; discussion of findings.

Members:

Nicola Cobelli (Co-coordinator – Department of Management, University of Verona – Italy); Marta M. Ugolini (Co-coordinator – Department of Management, University of Verona); Fabio Cassia (Department of Management, University of Verona – Italy); Angelo Bonfanti (Co-coordinator – Department of Management, University of Verona – Italy); Federico Brunetti (Department of Management, University of Verona – Italy); Vania Vigolo (Department of Management, University of Verona – Italy); Ian D. Cameron (The University of Sydney - Australia); Liz Gill (The University of Sydney - Australia); Volker G. Kuppelwieser (NEOMA Business School – France).

The research outputs produced by the Group to date are as follows:

- a) Cobelli N., Cassia F., Zardini A., Kuppelwieser G.V. (2024), “Pharmacies providing health services: Attitudes toward eHealth in Italy”, *Journal of Retailing and Consumer Services*, vol. 47 (DOI: 10.1016/j.jretconser.2023.103568) (Article in a Scientific Journal - Band A ASN 13/B2; SJR Q1 Marketing; AJG 2021: 2*).
- b) Cobelli N. (2021), “The engineering approach and B2C market penetration in the audiological industry”, XIX AIOLP, Riva del Garda (TN), Italy, September 26–29.
- c) Cassia F., Ugolini M.M., Cobelli N., Gill L., Cameron I.D. (2018), “Industry-based issues in the provision of hearing aids in Italy”, *World Review of Entrepreneurship, Management and Sustainable Development*, vol. 14, n. 3, pp. 377-388, ISSN: 17460573 (DOI: 10.1504/WREMSD.2018.091695) (Article in a Scientific Journal – Band A ASN 13/B2 - SJR Q1 Business and International Management; H Index 11; AJG 2021: 1*).
- d) Cassia F., Cobelli N., Ugolini M.M. (2017), “The effects of goods-related and service-related B2B brand images on customer loyalty”, *Journal of Business & Industrial Marketing*, vol. 32, n. 5, pp. 722- 732, ISSN: 0885-8624 (DOI: 10.1108/JBIM-05-2016-0095) (Article in a Scientific Journal – Band A ASN 13/B2; SJR Q1 Business and International Management; H Index 52; AJG 2021: 2*).
- e) Cassia F., Ugolini M.M., Cobelli N., Gill L. (2015), “Service-based vs. goods-based positioning of the product concept: Effects on customer perceived value”, *The TQM Journal*, vol. 27, n. 2, 2015, pp. 247-255, ISSN: 17542731 (DOI: 10.1108/TQM-01-2015-0005) (Article in a Scientific Journal – Band A ASN 13/B2; SJR Q2 Business and International Management; H Index 52; AJG 2021: 1*).
- f) Cassia F., Ugolini M.M., Cobelli N., Gill L. (2015), “Does a service-based positioning of the offering enhance customer perceived value?”, *Proceedings*, Naples Forum on Service: Service logic, network & systems theory and service science. Integrating three perspectives for a new service agenda, Napoli, Italy, 9-12 June 2015, pp. 1-11, ISBN: 9791220004862.
- g) Ugolini M.M., Cobelli N., Cassia F., Gill L., Cameron I.D. (2015), “Service issues in the Italian hearing aid industry”, *Proceedings*, 8th EuroMed Annual Conference: Innovation, Entrepreneurship and sustainable value chain in a dynamic environment, Verona, Italy, 16-18 September, pp. 2300-2307, ISBN: 9789963711376.
- h) Cobelli N., Gill L., Cassia F., Ugolini M.M. (2014), “Factors that influence intent to adopt a hearing aid”, *Health and Social Care in the Community*, vol. 22, n. 6, pp. 612-622, ISSN: 09660410 (DOI: 10.1111/hsc.12127) (Article in a Scientific Journal - Impact Factor: 2.047; ISI Journal Citation Reports Ranking: 6/42; H index 53; SJR Q1 Health Policy e Q1 Social Sciences, AJG 2021: 1*).
- i) Cassia F., Ugolini M.M., Cobelli N., Gill L. (2014), “Service-based vs. goods-based positioning of the offering: Effects on customer perceived value”, *Proceedings*, 17th Toulon-Verona Conference Excellence in Services International Conference, Liverpool, United Kingdom, 28-29 August, pp. 51-60, ISBN: 9788890432743.

B.A.4) From 2017 to the Present – Coordinatorship and Coordination of the Research Group: “Vocational Studies and Career Orientation Services”

The research is aimed at the empirical examination of career guidance services, in terms of service quality, information quality, and perceived value. The group specifically examines the perceptions of university students and working professionals regarding the quality of university guidance services for academic and career orientation.

Activities carried out by Nicola Cobelli: identification of the research problem; literature review; definition of research objectives; development of hypotheses and research questions; choice of research methodology; primary data collection; data analysis; interpretation of results; discussion of findings; primary data collection; data analysis; interpretation of results; discussion of findings.

Members:

Nicola Cobelli (Co-coordinator – Department of Management, University of Verona – Italy); Angelo Bonfanti (Co-coordinator – Department of Management, University of Verona – Italy); Marta M. Ugolini (Co-coordinator – Department of Management, University of Verona); Fabio Cassia (Co-coordinator – Department of Management, University of Verona); Roberto Burro (Department of Humanities, University of Verona – Italy); Ludovico Bullini Orlandi (Department of Business Studies – ALMA MATER STUDIORUM, University of Bologna – Italy).

The research outputs produced by the Group to date are as follows:

- a) Cobelli N., Bullini Orlandi L., Burro R. (2022), “People-related TQM practices: the role of metaperceptions”, *The TQM Journal*, vol. 3, n. 7, pp. 165-178 (DOI: 10.1108/TQM-01-2022-0018) (Article in a Scientific Journal – Band A ASN 13/B2; SJR Q1 Business and International Management; AJG 2021: 1*).
- b) Ugolini M.M., Cassia F., Cobelli N. (2021), “Public engagement, children, and the pleasure of knowledge: The experience of Kidsuniversity Verona, Italy”, in Papadimitriou A. and Boboc M. (Eds) (2021), *Re-envisioning Higher Education’ Public Engagement*, pp. 205-227, ISBN: 978-3-030-55715-7, e-book ISBN: 978-3-030-55716-4.
- c) Cobelli N., Bonfanti A., Cubico S., Favretto G. (2019), “Quality and perceived value in career guidance e- services”, *International Journal of Quality and Service Sciences*, vol. 11, n. 1, pp. 53-68, ISSN: 1756-669X (DOI: 10.1108/IJQSS-12-2017-0114) (Article in a Scientific Journal – Band A ASN 13/B2 - SJR Q1 Business and International Management; H Index 17; AJG 2021: 1*).
- d) Cobelli N, Bonfanti A., Cubico S., Favretto G. (2017), “The impact of e-service quality and information quality on perceived value in career guidance e-services for students”, *Proceedings*, 20th Excellence in Services International Conference, The University of Verona, Italy, 6-7 September 2017, pp. 197-202, ISBN: 9788890432774.

B.A.5) From 2019 to the Present – Participation in the Research Group: “Service Quality, Brand Equity, and Reputation of dei gestori idrici”

This research group aims to measure the quality of service provided, brand equity, and the reputation of water utilities based on the perceptions of various stakeholders, including citizens, businesses, and public administrations. At present, the Italian water market is not yet liberalized, and customers cannot choose their service provider. From the perspective of service improvement and benchmarking, it nevertheless remains essential to monitor the level of perceived quality beyond purely technical parameters. Moreover, awareness of one’s own brand equity — which encompasses dimensions such as brand identity, awareness, and image

— and reputation enables water utilities to manage their strategic and operational activities more effectively. Building on the experience initiated with Acque Veronesi, the water utility serving the Province of Verona, the research can be replicated and extended to other water utilities across the country, and adapted to examine service quality, brand equity, and reputation in other types of public utilities operating in liberalized markets (e.g., electricity and gas). The research involves the use of both qualitative and quantitative data collection and analysis methods.

The publications of this Group are currently in progress.

Activities carried out by Nicola Cobelli: identification of the research problem; literature review; definition of research objectives; development of hypotheses and research questions; choice of research methodology; primary data collection; data analysis; interpretation of results; discussion of findings.

Members:

Vania Vigolo (Coordinator – Department of Management, University of Verona – Italy); Nicola Cobelli (Department of Management, University of Verona – Italy); Fabio Cassia (Department of Management, University of Verona – Italy); Federico Testa (Department of Management, University of Verona – Italy); Francesca Simeoni (Department of Management, University of Verona – Italy); Marta M. Ugolini (Department of Management, University of Verona – Italy).

B.A.6) From 2010 to the Present – Participation in the Research Group: “Customer Experience in Services”

The research group aims to investigate how service companies — particularly those operating in the retail and hospitality sectors — seek to enhance the customer experience. The group also analyzes the needs and expectations that customers are developing in this regard, with a view to suggesting what strategic actions service managers can implement across their various management activities. A particular area of focus is customer education — that is, understanding how service companies can educate their customers so that they appreciate the service offered more fully while, at the same time, enjoying a better service experience.

Activities carried out by Nicola Cobelli: identification of the research problem; literature review; definition of research objectives; development of hypotheses and research questions; choice of research methodology; primary data collection; data analysis; interpretation of results; discussion of findings.

Members:

Nicola Cobelli (Coordinator – Department of Management, University of Verona – Italy); Kristina Heinonen (Hanken School of Economics – Finland); Volker G. Kuppelwieser (NEOMA Business School, France); Angelo Bonfanti (Department of Management, University of Verona – Italy); Federico Brunetti (Department of Management, University of Verona – Italy); Vania Vigolo (Department of Management, University of Verona – Italy); Ilma Nur Chowdhury (The University of Manchester – UK); Angela Cardia (Magna Graecia University: Catanzaro – Italy); Muhammad Junaid Shahid Hasni (Department of Economics and Management – University of Trento – Italy); Paola Castellani (Department of Management, University of Verona – Italy); Francesca Simeoni (Department of Management, University of Verona – Italy); Giorgio Mion (Department of Management, University of Verona – Italy); Chiara Rossato (Department of Management, University of Verona – Italy).

The research outputs produced by the Group to date are as follows:

- a) Cobelli N., Nur Chowdhury I., Cardia A., Junaid Shahid Hasni M. (2026), “Digital unity or tribal echo chambers? Paradoxes in online residential communities”, *The Journal of Services Marketing*, vol. 40, n. 1, pp. 16-29 (DOI: 10.1108/JSM-08-2025-0527) (Article in a Scientific Journal - Band A ASN 13/B2; AJG 2024: 2*).

- b) Bonfanti A., Castellani P., Cobelli N., Rossato C., Simeoni F. (2025), “The dimensions of the hospitality experience quality in the long-term care organizations: preliminary empirical results”, *Conference Proceedings*, Sinergie-SIMA Management Conference 2025, University of Genova, Genova – Italy, 12-13 June 2025, pp. 809-815.
- c) Castellani P., Bonfanti A., Cassia F., Cobelli N., Mion G. (2025), “The drivers of hospitality experience quality in the long-term care organizations: preliminary empirical results”, *Conference Proceedings*, 28th EISIC (Excellence in Services International Conference), University of Belgrade, Belgrade – Serbia, 28-29 August 2025, pp. 1-13.
- d) Cobelli N., Cassia F., Kuppelwieser V.G., Ugolini M.M. (2025), “Giving voice to providers and users of e-health services: The case of pharmacies”, *Conference Proceedings*, 19th International Research Symposium on Service Excellence in Management (QUIS19), Roma Tre University, Rome – Italy, 3-6 June 2025, pp. 1-2, ISBN: 978-88-3381-7552.
- e) Heinonen K., Cobelli N., Kuppelwieser V.G., (2025), “Service inclusion: Accessibility, autonomy, and resilience for individuals with impairments”, *Conference Proceedings*, 19th International Research Symposium on Service Excellence in Management (QUIS19), Roma Tre University, Rome – Italy, 3-6 June 2025, pp. 1-2, ISBN: 978-88-3381-7552.
- f) Cobelli N., “Business Economics”, in Ambrosetti U., Di Berardino F., Del Bo L. (Ed.) (2018), *Audiologia Protesica*, Torino, Minerva, pp. 863-881, ISBN: 978-8877119537.
- g) Cobelli N., “Fundamentals of Business Economics”, in Ambrosetti U. (Ed.) (2014), *Audiologia Protesica*, Torino, Minerva, pp. 863-881, ISBN: 139788877118035.
- h) Cobelli N., Simeoni F., Ugolini M.M., Vigolo V. (2010), “The economic impact of nautical tourism: An Italian experience on Lake Garda”, *Proceedings*, 13th Toulon-Verona International Conference - Excellence in Services International Conference, Coimbra, Portugal, 2-4 September, pp. 313-328, ISBN: 9789729344046.
- i) Cobelli N., Simeoni F. (2008), “Information quality and data collection methodologies in tourism management”, *Proceedings*, 11th Toulon-Verona Conference - Quality in Services International Conference, Firenze, Italy, 4-5 September, pp. 469-479, ISBN: 9788884538550.
- j) Cobelli N. (2008), “Preliminary Overview: Nautical Activities and Related Services in Italy” and “Qualitative In-depth Analysis: The Experiences of the Tourist Marinas of Salò and Peschiera del Garda”, in Ugolini M.M. (Ed.), *A study on the tourist impact resulting from the upgrading of the Bardolino Marina*, Sinergie Management Research, Cueim Comunicazione, Verona, ISBN: 9788890739422.
- k) Cobelli N. (with Simeoni F., Ugolini M.M., Vigolo V.). “Carta del Turista Project. An Integrated Model for Tourism Quality in the Verona Area – First Survey, August 2006”, Department of Business Administration, The University of Verona – Province of Verona, November 2006 (research report).
- l) Cobelli N. (with Simeoni F., Ugolini M.M., Vigolo V.). “Carta del Turista Project. An Integrated Model for Tourism Quality in the Verona Area – Second Survey, November 2006”, Department of Business Administration, The University of Verona - Province of Verona, December 2006 (research report).

B.B) RESEARCH GROUPS NO LONGER ACTIVE

B.B.1) From 2019 to 2020 – Participation in the Research Group: “Industry 4.0 and Digital Transformation for SMEs in Verona”

The research group was established in connection with the joint project between the University of Verona and the Verona Chamber of Commerce (I.A.A.) entitled “Industry 4.0 and Digital Transformation for SMEs in Verona”, with the aimed of contributing expertise in the areas of organizational management, corporate management, production process and logistics management, and online marketing. The group operates in

coordination with the Digital Enterprise Hub of the Chamber of Commerce to address the specific digital development needs of 100 participating Veronese companies and coordinates with the parallel research group in the Department of Computer Science.

The research group aimed to assess the digital maturity levels of companies in the area, to organize targeted training workshops tailored to company needs, to conduct follow-up visits, and to monitor developments through the digital transformation observatory in northeastern Italy. Key participants include two research fellows and digital ambassador students working on-site at the companies, selected through university calls for applications from students and graduates of the DEA programs.

Nicola Cobelli's activity focused on supporting, throughout 2019, the digital transformation of three companies selected through the Verona Chamber of Commerce call for applications.

Activities carried out by Nicola Cobelli: identification of the research problem; literature review; definition of research objectives; development of hypotheses and research questions; primary data collection; data analysis; interpretation of results; discussion of findings.

Members:

Marta M. Ugolini (Coordinator – Department of Management, University of Verona – Italy); Nicola Cobelli (Department of Management, University of Verona – Italy); Alessandro Bigi (Department of Management, University of Verona – Italy); Ludovico Bullini Orlandi (Department of Management, University of Verona – Italy); Fabio Cassia (Department of Management, University of Verona – Italy); Barbara Gaudenzi (Department of Management, University of Verona – Italy); Francesca Simeoni (Department of Management, University of Verona – Italy); Vania Vigolo (Department of Management, University of Verona – Italy); Alessia Zoppelletto (Department of Management, University of Verona – Italy); Angelo Bonfanti (Department of Management, University of Verona – Italy); Roberta Capitello (Department of Management, University of Verona – Italy); Cecilia Rossignoli (Department of Management, University of Verona – Italy).

The publications of this Research Group are currently in progress.

B.B.2) From 2010 to 2011 – Participation in the Research Group: “Branding Strategies of Companies in the Verona Area”

The research activity was promoted by the Verona Chamber of Commerce, Industry, Crafts, and Agriculture, and by the Department of Management (University of Verona).

Activities carried out by Nicola Cobelli: identification of the research problem; literature review; definition of research objectives; development of hypotheses and research questions; primary data collection; data analysis; interpretation of results; discussion of findings.

Members:

Marta M. Ugolini (Coordinator – Department of Management, University of Verona – Italy); Vania Vigolo (Department of Management, University of Verona – Italy); Nicola Cobelli (Department of Management, University of Verona – Italy); Paola Cotticelli (Department of Cultures and Civilizations, University of Verona – Italy); Mariachiara Pellegrini (University of Turin – Italy).

The research activity led to the following publication:

- a) Cobelli N., “Sectors, Market Levels, and Stages of the Macro-Supply Chain”; “Brand Architecture in Relation to the Product Range”; “Target Markets and Brand Protection”; “At the Origins of Brand

Naming Choices (Considerations and Ideas)”; “Requirements for Brand Success”; “Communication and Promotion Tools”, in Ugolini M.M. (Ed.) (2011), *Branding Verona: Un viaggio tra protagonisti e strumenti delle politiche di marca delle imprese veronesi*, Cierre, Verona, ISBN: 9788895351551.

B.B.3) From 2008 to 2011 – Participation in the International Research Group: “Studies on Generic Medicines Adoption”

The research focuses, from a services marketing and consumer behavior perspective, on the adoption and non-adoption of generic medicines by consumers, with the aim of understanding consumer behavior and developing marketing strategies to promote the adoption of generic medicines.

Activities carried out by Nicola Cobelli: identification of the research problem; literature review; definition of research objectives; development of hypotheses and research questions; primary data collection; data analysis; interpretation of results; discussion of findings.

Members:

Liz Gill (Coordinator – The University of Sydney – Australia); Nicola Cobelli (Department of Management, University of Verona – Italy); Anu Helkkula (Hanken School of Economics – Finland).

The comparative research is conducted in Italy, Australia, and Finland and has led to the following publications to date:

- a) Cassia F., Cobelli N., Gill L. (2011), “Generic medicines non-adoption: investigating the perceptions and attitudes of customers and the role of health professionals’ service network”, *Proceedings*, XIV Toulon-Verona Conference - Excellence in Services International Conference, Alicante, Spain, 1-3 September, pp. 269-280, ISBN: 9788890432712.
- b) Gill L., Helkkula A., White L., Cobelli N. (2010), “How do customers and pharmacists experience generic substitution?”, *International Journal of Pharmaceutical and Healthcare Marketing*, vol. 4, n. 4, pp. 375-395, ISSN: 1750-6123 (DOI: 10.1108/17506121011095218) (Article in a Scientific Journal – SJR Q3 Marketing; H Index 14).
- c) Gill L., Helkkula A., White L., Cobelli N. (2009), “Using narrative to explore consumer and pharmacist experience of generic medicines”, *Proceedings*, ANZMAC - Australian & New Zealand Marketing Academy Annual Conference, Melbourne, Australia, 30 November-2 December 2009, ISBN: 9781863081580.

B.B.4) From 2008 to 2011 – Participation in the International Research Group: “Australian Home Medicine Review”

The following is a verbatim reproduction of the content and objectives of the research group: “Since consumer awareness and understanding is a significant component of the success of the Home Medicine Review (HMR) program, the publicly available information regarding the benefits and eligibility criteria is of interest. The objective of this research group was to compare and contrast the information regarding HMRs made available for consumers from a variety of sources, using the most easily accessible channel, the internet. A thorough internet search of health professional and consumer directed information about HMRs was conducted. A content analysis of all information relevant to HMRs on two health professional sites and five consumer-directed sites was performed and comparisons were made. Four themes were derived from the analysis: 1) Rationale for HMR, 2) HMR objectives, 3) Patient counselling, and 4) The use of medication risk factors in statements about eligibility criteria. Comparing a variety of professional and consumer resources about HMRs, the present study found a lack of consistency between resources in HMR information in three

main areas: 1) the medication risk factors, which are used to define those persons who may receive benefit from and be eligible for HMRs, 2) the use of subjective patient perceptions of negative experiences with, or emotions about medicines, which, if used, could empower consumers to self-identify for the program, and 3) the description of positive elements of communication during the HMR interview, such as the extended length of the interview with the pharmacist and the opportunity to have questions answered by the pharmacist”.

Activities carried out by Nicola Cobelli: Specifically, Nicola Cobelli organized focus groups across Australia involving individuals from 5 specific categories of non-users of the Home Medicine Review service: Arabic-speaking users, Chinese-speaking users, elderly users with chronic illnesses, elderly users with psychiatric conditions, and users of Aboriginal origin. He participated in and coordinated these focus groups, transcribed the recordings, analyzed the data, and worked to ensure that the collected data resulted in publications in international journals.

Members:

Lesley White (Coordinator – The University of Sydney – Australia); Nicola Cobelli (Department of Management – University of Verona – Italy); Stephen R. Carter (The University of Sydney – Australia); Christiana Klinner (The University of Sydney – Australia). All members, with the exception of Nicola Cobelli, were affiliated with the University of Sydney (Australia).

The research has led to the following publications to date:

- a) White L., Klinner K., Cobelli N. (2011) “Improving the uptake of the Australian Home Medicines Review (AHMR) through patient segmentation”, *International Journal of Pharmaceutical and Healthcare Marketing*, vol. 5, n. 3, pp. 194-204, ISSN: 1750-6123 (DOI: 10.1108/17506121111172202) (Article in a Scientific Journal – SJR Q3 Marketing; H Index 14).
- b) Cobelli N. (2009), “The variety of approaches to the study of consumer behavior: The Home Medicine Review case”, *Sinergie Italian Journal of Management*, pp. 79-94, ISSN: 0393-5108 (Total H Index on Google Scholar: 25).
- c) Cobelli N. (2009), “Patients’ perceptions and attitudes towards a medicine review service”, *Proceedings, XII International QMOD and Toulon-Verona Conference on Quality and Service Sciences, Verona, Italy, 27-29 August*, ISBN: 9788890432705 (contribution counted among the Selected Papers of the conference).

B.B.5) In 2007 – Participation in a Research Project of National Relevance (PRIN): “The Management of Local Tourism Systems: Strategies and Tools for Creation, Development, and Governance” (National Scientific Coordinator: Prof. Sergio Sciarelli; Local Scientific Director: Prof. Claudio Baccarani).

Members:

Claudio Baccarani (Coordinator – Department of Management, formerly Department of Business Administration, University of Verona – Italy); Angelo Bonfanti (Department of Management, University of Verona – Italy); Federico Brunetti (Department of Management, University of Verona – Italy); Nicola Cobelli (Department of Management, University of Verona – Italy); Elena Giretta (Department of Management, University of Verona – Italy); Chiara Rossato (Department of Management, University of Verona – Italy); Francesca Simeoni (Department of Management, University of Verona – Italy); Marta M. Ugolini (Department of Management, University of Verona – Italy); Vania Vigolo (Department of Management, University of Verona – Italy).

Activities carried out by Nicola Cobelli: administration of interviews; data preparation; collaboration in drafting the research report.

The activity led to the following publication:

- Baccarani C., Brunetti F., Cobelli N., Rossato C., Simeoni F., Ugolini M.M., Vigolo V., “Verona as a Local Tourism System? A Journey Through the Tourism of the Veronese Capital between Established Realities and Unexpressed Potential”, in Sciarelli S. (Ed.), *Il management dei sistemi turistici locali*, Torino, Giappichelli, 2007, pp. 411-435, ISBN: 9788834875773.

B.C) OTHER RESEARCH ACTIVITIES

B.C.1) From 06/01/2007 to the Present – Member of the Editorial Review Board of the journal Sinergie Italian Journal of Management (ISSN: 0393-5108).

B.C.2) Guest Editor, Special Issue, Emerald Publishing. Year: 2026. Title: “Innovation and Technological Opportunities for Active, Creative, and Productive Ageing”. Target journal: Journal of Services Marketing. Proposer: Nicola Cobelli. Additional Guest Editors: Prof. Rebecca Mitchell, Department of Management, Macquarie University, Sydney, Australia; Prof. Nadia Di Paola, Department of Economics, Management, and Institutions, University Federico II, Naples, Italy; Prof. Bamini Gopinath, Centre for Ageing, Cognition, and Wellbeing, Macquarie University, Sydney, Australia.

B.C.3) Peer Review Activities for Scientific Journals. The following is a selected list of journals compiled based on the number of reviews conducted:

- Consumptions, Market and Cultures (ISSN: 1025-3866).
- Decision Sciences (ISSN: 0011-7315).
- European Journal of Innovation Management (ISSN: 1460-1060).
- European Journal of Marketing (ISSN: 0309-0566).
- Health Care Management Review (ISSN: 0361-6274).
- Health Care Management Science (ISSN: 1386-9620).
- International Journal of Economic Commerce (ISSN: 1086-4415).
- International Journal of Information Management (ISSN: 0268-4012).
- International Journal of Science, Technology and Society (ISSN 2330-7412).
- Journal of Business-to-Business Marketing (Print ISSN: 1051-712X Online ISSN: 1547-0628).
- Journal of Business Logistics (ISSN: 0735-3766).
- New Media and Society (ISSN: 1461-4448).
- Pharmacoeconomics (ISSN: 1170-7690).
- Psychology & Marketing (ISSN:1520-6793).
- The TQM Journal (ISSN: 1754-2731).

C) RESPONSIBILITIES FOR SCIENTIFIC STUDIES AND RESEARCH ASSIGNED BY QUALIFIED INSTITUTIONS

C.1) From 02/15/2023 to 08/14/2024 – Scientific Coordinator and Head of the Research Unit for the co-funding and collaboration agreement for the implementation of the Telemedicine Dizziness Management (TDM) project, under the JOINT RESEARCH 2022 call (a call providing for co-funding between the University of Verona and partner companies). The initial research findings were shared with the scientific community in Otorhinolaryngology and Vestibology at the AICNA congress, Bussolengo, Verona, Italy, 14-16.09.2023, with a paper titled “Tecnologie innovative di telemedicina per la gestione da remoto di disturbi dell’equilibrio”.

C.2) From 11/28/2022 – Participant in the PRIN PNRR 2022 PROJECT for the Verona Research Unit (Project Coordinator: MAGLIOCCA Pierpaolo; Research Unit Head: Bonfanti Angelo. Research Project Title: The hospitality experience quality in long-term care organizations: innovative pathways for value co-creation).

C.3) From 01/01/2010 to 06/31/2011 – Recipient of a Research Fellowship at the Department of Management (University of Verona) entitled: “Analysis of potential demand in a sector: The reasons for possible rejection of hearing aid products”.

C.4) In 2008 – Winner of a CooperInt Grant at the University of Verona, which enabled research activities abroad at the University of Sydney (Australia) as a Visiting PhD Student (from October 2008 to February 2009).

D) ORGANIZATION OF SCIENTIFIC CONFERENCES IN ITALY AND ABROAD

- Member of the Organizing Committee of the Sinergie-SIMA Annual Conference, Pisa, Italy (September 7–8, 2020).
- Member of the Organizing Committee of the Sinergie-SIMA Annual Conference, Rome, Italy (June 20–21, 2019).
- Member of the Organizing Committee of the Excellence in Services 20th International Conference, Verona, Italy (September 7–8, 2017).
- Member of the Organizing Committee of the XXII International QMOD and Toulon-Verona Conference – Quality and Service Sciences, Verona, Italy (August 27–29, 2009).

E) INTERNATIONAL ACTIVITIES AND INTERNATIONALIZATION

- In 2026 – **Member of the Scientific Committee** of the International Conference on Management, Tourism, and Technologies (ICMTT, 2026).
- In 2025 – **Member of the Scientific Committee** of the International Conference on Management, Tourism, and Technologies (ICMTT, 2025).
- In 2024 – **Member of the Scientific Committee** of the International Conference on Management, Tourism, and Technologies (ICMTT, 2024).
- In 2023 – **Promoter of an Erasmus+ Agreement** (teaching mobility program) between the University of Verona and TalTech University, based in Tallinn, Estonia.
- In 2023 – **Member of the Scientific Committee** of the International Conference on Marketing and Technologies (ICMarketTeck, 2023).
- In 2022 – **Recipient of funding** under the University’s internationalization program, **Bando Visiting Categoria B** (results of the Academic Senate session of 11/29/2022). Incoming Visiting Professor:

Volker G. Kuppelwieser (NEOMA Business School, France).

- From 08/15/2022 – **Member of the Expert Advisory Group**, HALOS funded project, PI: Prof. Bamini Gopinath, Macquarie University, Sydney, Australia.
- In 2022 – **Member of the Scientific Committee** of the International Conference on Marketing and Technologies (ICMarketTeck, 2022).
- From 2021 – **Erasmus+ Site Coordinator** of Technological University Dublin, Kevin Street, Dublin 2, D08 X622, Ireland.

International Teaching Activities

- **Academic Year 2025–2026**
University of Verona, via dell’Artigliere n. 8 – 37129 Verona (VR).
Department of Management, via Cantarane 24 – 37129 Verona (VR).
Teaching assignment within the **Summer School “Doing Business in Italy”** – 2026 edition (instruction provided: 6 hours). Course taught in English.
- **Academic Year 2024–2025**
University of Verona, via dell’Artigliere n. 8 – 37129 Verona (VR).
Department of Management, via Cantarane 24 – 37129 Verona (VR).
Teaching assignment within the **Summer School “Doing Business in Italy”** – 2025 edition (instruction provided: 6 hours). Course taught in English.
- **Academic Year 2023–2024**
University of Verona, via dell’Artigliere n. 8 – 37129 Verona (VR).
Department of Management, via Cantarane 24 – 37129 Verona (VR).
Teaching assignment within the **Summer School “Doing Business in Italy”** – 2024 edition (instruction provided: 6 hours). Course taught in English.
- **Academic Year 2022–2023**
University of Verona, via dell’Artigliere n. 8 – 37129 Verona (VR).
Department of Management, via Cantarane 24 – 37129 Verona (VR).
Teaching assignment within the **Summer School “Doing Business in Italy”** – 2023 edition (instruction provided: 6 hours). Course taught in English.
- **From August to December 2022. Teaching activities abroad** aimed at American university students enrolled at the University Studies Abroad Consortium | University of Nevada, Reno / MS 0323 | 1664 North Virginia St. | Reno, NV 89557-0323. Course Title: “Operations Management” (teaching hours **delivered in English**: 38).
- **From 09/05/2022 to 09/19/2022. Visiting Professor presso la Cologne International Business School (CBS)** Hardefuststr. 1 – 50677 Cologne (Germany). Instruction **delivered in English** within courses taught by the faculty members, for a total of 20 hours, as shown in the table below:

Responsible Member	Faculty	Course Title	Level
Prof. Oliver Fuchus		Strategic Management	Bachelor’s degree
Prof. Oliver Fuchus		Introduction to Consulting	Bachelor’s degree
Prof. Oliver Fuchus		Consulting Techniques	Master’s degree

Prof. Malgorzata Zmuda	Consulting Techniques 1	Bachelor's degree
Prof. Malgorzata Zmuda	Consulting Techniques 2	Bachelor's degree
Prof. Malgorzata Zmuda	Master Thesis Tutorial 1	Master's degree
Prof. Malgorzata Zmuda	Master Thesis Tutorial 2	Master's degree

- **From January to May 2022. Teaching activities abroad** aimed at American university students enrolled at the University Studies Abroad Consortium | University of Nevada, Reno / MS 0323 | 1664 North Virginia St. | Reno, NV 89557-0323. Course Title: "International Trade" (didattica impartita: 38 ore **in a inglese**).
- **From January to May 2020. Teaching activities abroad** aimed at American university students enrolled at the University Studies Abroad Consortium | University of Nevada, Reno / MS 0323 | 1664 North Virginia St. | Reno, NV 89557-0323. Course title: "Global Strategic Management" (teaching hours delivered: 38, **in English**).

F) DEPARTMENTAL PROJECT AND ORIENTATION ACTIVITIES

F.1) From Academic Year 2025/2026 to the Present. Coordinator of the Laboratory on Business Research Methodologies. The Laboratory on Business Research Methodologies aims to provide participants with knowledge and skills in applying widely recognized methods, techniques, and tools — as well as innovative ones, where possible — for research in the business field. Participants will have the opportunity to practice methods, techniques, and tools useful for conducting systematic literature reviews and both qualitative and quantitative empirical research projects across various areas of study (such as economics, business management, organizational studies, and finance). Achieving these educational objectives supports the writing of master's theses inspired by scientific research, as well as entry into the professional world.

F.2) Academic Year 2023/2024. Orientation activities for upper secondary schools entitled "Management Snapshots: Exploring the Business World Together", organized by the Department of Management as part of the University project entitled "SCOPERTA: Skills Development for Transition and Self-Assessment", under the PNRR pursuant to Ministerial Decree 934/2022. Orientation assignments carried out:

01/10/2024 – 11:10 AM–2:00 PM

Lecture entitled: *Digital Marketing*
Istituto Marie Curie di Bussolengo (VR)
Number of participants: 49 students

01/12/2024 – 9:00–11:30 AM

Lecture entitled: *Multichannel Marketing and Sales: New (Including International) Opportunities for Companies*
School: ITE Piovene di Vicenza
Number of participants: 47 students

01/17/2024 – 8:00–9:45 AM

Lecture entitled: *Digital Marketing*
Scuola Marco Polo di Verona

02/05/2024 – 9:00–11:30 AM

Lecture entitled: *Digital Marketing*

Liceo Da Vinci di Arzignano (VI)

Number of participants: 114 students

F.3) Academic Year 2025/2026. Orientation activities:

01/13/2026 – 11:00 AM–2:00 PM

Lecture entitled: *Digital Marketing*

Istituti Redentore di Mantova

Number of participants: 67 students

01/14/2026 – 9:30 AM–1:30 PM

Lecture entitled: *Multichannel Marketing and Sales for International Companies*

Istituto Tecnico Commerciale G. Piovene di Vicenza

01/15/2026 – 9:30 AM–12:30 PM

Lecture entitled: *Digital Marketing*

Istituto Ferraris di Verona

01/26/2026 – 9:50 AM–12:50 PM

Lecture entitled: *Digital Marketing*

ITCS Lorgna-Pindemonte di Verona

01/28/2026 – 8:30–11:30 AM

Lecture entitled: *Digital Marketing*

Polo Universitario S. Marta

University of Verona

01/30/2026 – 9:50 AM–12:50 PM

Lecture entitled: *Digital Marketing*

ITCS Lorgna-Pindemonte di Verona

F.4) Academic Year 2022/2023. Teaching activity entitled “Digital Marketing and Unconventional Marketing” on 04/21/2023, as part of the orientation course DM752/21 “How Do Companies Work?” addressed to upper secondary school students in Verona and Vicenza and their respective provinces.

F.5) Academic Year 2022/2023. Tutoring activities for the orientation course DM752/21 “How Do Companies Work?”.

F.6) From Academic Year 2022/2023 to the Present. Co-Coordinator of the “Live 3 Days as a Manager” project, Department of Management, University of Verona, in collaboration with the associations FederManager and Manager Italia. The objective of the project is to give selected talented young people — students and/or

graduating students — the opportunity to develop specific managerial competencies through three working days alongside a manager. This is a hands-on experience that allows selected participants to observe the professional world closely, to understand the role of a manager, and thereby to acquire skills useful for shaping their professional future (training activities aimed at developing further interpersonal skills for entry into the workforce – art. 10, para. 1, lett. f, Ministerial Decree 509/99; art. 10, para. 5, lett. d, Ministerial Decree 270/04). The project has to date involved 36 managers, 20 companies, and 37 Master’s degree students affiliated with the Department of Management, University of Verona.

F.5) On 05/05/2023. Delivery of a **training activity** inerente il **Laboratory on Business Research Methodologies**, coordinated by Prof. Cristina Florio (Department of Management, University of Verona), in the form of a **seminar entitled “Models for the Study of Acceptance Factors for Innovative Technologies”**.

G) AWARDS AND RECOGNITIONS AT THE NATIONAL AND INTERNATIONAL LEVEL

G.1) Recipient of the **“Outstanding Reviewer 2025”** at the Sinergie-SIMA Management Conference 2025 (University of Genova, June 12–13, 2025).

G.1) Recipient of the **“Outstanding Reviewer 2024”** at the Sinergie-SIMA Management Conference 2024 (Parma, June 13–14, 2024).

G.1) Recipient of the **“Outstanding Paper Award”** for the contribution: Cobelli N., Blasioli E., Kuppelwieser V.G., Ugolini M.M. (2024), “Innovation adoption and research methods: The risk of opportunistic uses in healthcare management studies”, *Conference Proceedings, Research & Innovation Forum: The Twin Transition: Leveraging Breakthrough Technologies & Sustainability for Innovation, Quality Education & Policy Making*, Ravello (SA) – Italy, 10-12 April 2024.

G.2) Recipient of the **“Outstanding Reviewer 2023”** award at the Sinergie-SIMA Management Conference 2023 (LUM Giuseppe Degennaro University and University of Bari Aldo Moro, Bari, June 29–30, 2023).

G.3) Recipient of the **“Outstanding Reviewer 2023”** recognition from Emerald Publishing.

G.4) Recipient of the **“Outstanding Reviewer”** recognition from the Scientific Committee of the 18th Academy of Innovation, Entrepreneurship, and Knowledge (ACIEK) Conference (Madrid, June 21–23, 2023).

G.5) Recipient of the **“Outstanding Paper-Emerald Literati Awards 2020”** for the contribution: Russo I., Confente I., Gligor D.M., Cobelli N. (2019), A roadmap for applying qualitative comparative analysis in supply chain research: The reverse supply chain case, *International Journal of Physical Distribution & Logistics Management*, vol. 49, n. 1, pp. 99-120, ISSN: 0960-0035 (Article in a Scientific Journal – Band A ASN 13/B2; SJR Q1 Business and International Management; AJG 2021: 2*).

G.6) Recipient of the **“Selected paper”** for the contribution: Cobelli N., “Patients’ perceptions and attitudes towards a medicine review service”, *Proceedings, XII International QMOD and Toulon-Verona Conference on Quality and Service Sciences*, The University of Verona, Verona, Italy, 27-29 August 2009, ISBN: 9788890432705.

H) TEACHING ACTIVITIES

H.1) TEACHING ASSIGNMENTS IN DOCTORAL PROGRAMS

- July 2025: **Analytical Evaluator of a Doctoral Dissertation**. NEOMA Business School (France). Doctoral candidate: Zhonghui Feng.
- March 2024: **teaching assignment** jointly with Prof. Fabio Cassia, delivered **in English** in the Inter-University PhD Program in Accounting & Management, Cycle XXXVIII (University of Verona and University of Udine). Seminar title: “A personal research journey in B2B marketing: Challenges and reflections on model, methods, and data analysis” (3 seminars, totaling 10 teaching hours).
- July 2023: **teaching assignment in English** for 2 seminars to doctoral students in the PhD Program in Management (University of Naples Federico II). Seminar title: “Choices of adoption/non-adoption of ICT tools in the healthcare sector” (total seminar hours delivered: 8).
- March 2023: **teaching assignment** jointly with Prof. Fabio Cassia, delivered **in English** in the Inter-University PhD Program in Accounting & Management, Cycle XXXVII (University of Verona and University of Udine). Seminar title: “A personal research journey in B2B marketing: Challenges and reflections on model, methods, and data analysis” (3 seminars, totaling 10 teaching hours).
- May 2022: **Analytical Evaluator of a Doctoral Dissertation** – PhD Program in Management, Cycle XXXIV (University of Naples Federico II). Doctoral candidate: Kunle Francis Oguntegbe.

H.2) FORMAL TEACHING ASSIGNMENTS – UNIVERSITY OF VERONA (in chronological order)

Academic Year 2025–2026

University of Verona, via dell’Artigliere n. 8 – 37129 Verona (VR)

Teaching activities for the following Degree Program:

- “Communication Sciences” (Bachelor’s Degree Program). Course: Principles of Management (6 ECTS).

Academic Year 2025–2026

University of Verona, via dell’Artigliere n. 8 – 37129 Verona (VR) – HUB di Vicenza.

Teaching activities for the following Degree Program:

- “Economics and Business Innovation” (Bachelor’s Degree Program). Course: Sales Management (6 ECTS).

Academic Year 2025–2026

University of Verona, via dell’Artigliere n. 8 – 37129 Verona (VR).

Teaching activities for the following Degree Program:

- “Languages for Tourism and Commercial Communication” (Master’s Degree Program). Course: Strategic and Operational Marketing (9 ECTS). **Instruction delivered in English.**

Academic Year 2024–2025

University of Verona, via dell’Artigliere n. 8 – 37129 Verona (VR)

Teaching activities for the following Degree Program:

- “Communication Sciences” (Bachelor’s Degree Program). Course: Organization of Corporate Information Systems (6 ECTS).

Academic Year 2024–2025

University of Verona, via dell’Artigliere n. 8 – 37129 Verona (VR) – HUB di Vicenza.

Teaching activities for the following Degree Program:

- “Economics and Business Innovation” (Bachelor’s Degree Program). Course: Sales Management (6 ECTS).

Academic Year 2024–2025

University of Verona, via dell’Artigliere n. 8 – 37129 Verona (VR).

Teaching activities for the following Degree Program:

- “Languages for Tourism and Commercial Communication” (Master’s Degree Program). Course: Digital and Interactive Marketing for Goods and Services (9 ECTS).

Academic Year 2023–2024

University of Verona, via dell’Artigliere n. 8 – 37129 Verona (VR).

Teaching activities for the following Degree Program:

- “Languages for Tourism and Commercial Communication” (Master’s Degree Program). Course: Digital and Interactive Marketing for Goods and Services (9 ECTS).

Academic Year 2023–2024

University of Verona, via dell’Artigliere n. 8 – 37129 Verona (VR) – HUB di Vicenza.

Teaching activities for the following Degree Program:

- “Economics and Business Innovation” (Bachelor’s Degree Program). Course: Sales Management (6 ECTS).

Academic Year 2022–2023

University of Verona, via dell’Artigliere n. 8 – 37129 Verona (VR).

Teaching activities for the following Degree Program:

- “Languages for Tourism and Commercial Communication” (Master’s Degree Program). Course: Digital and Interactive Marketing for Goods and Services [*cognomi A-L*] (9 ECTS, of which 8 assigned to Nicola Cobelli).

Academic Year 2022–2023

University of Verona, via dell’Artigliere n. 8 – 37129 Verona (VR) – HUB di Vicenza.

Teaching activities for the following Degree Program:

- “Economics and Business Innovation” (Bachelor’s Degree Program). Course: Sales Management (6 ECTS, of which 5 assigned to Nicola Cobelli).

Academic Year 2022–2023

Luiss Business School, Via Nomentana 216 – 00162 Rome (RM).

Non-institutional in-person teaching activity as part of the Executive Master in Sales & Account Management, module entitled “Sales Management & Customer Engagement” (teaching hours delivered: 35).

Academic Year 2021–2022

University of Verona, via dell’Artigliere n. 8 – 37129 Verona (VR).

Teaching activities for the following Degree Program:

- “Data Science” (Master’s Degree Program). Course: Digital Marketing and Market Research (6 ECTS, of which 3 assigned to Nicola Cobelli). **Instruction delivered in English.**

Academic Year 2021–2022

University of Verona, via dell'Artigliere n. 8 – 37129 Verona (VR) – Vicenza HUB.

Teaching activities for the following Degree Program:

- “Management and Business Strategy” (Master’s Degree Program). Course: Strategic Service Management (9 ECTS, of which 3 assigned to Nicola Cobelli).

Academic Year 2021–2022

University of Verona, via dell'Artigliere n. 8 – 37129 Verona (VR).

Teaching activities for the following Degree Program:

- “Languages for Tourism and Commercial Communication” (Master’s Degree Program). Course: Digital and Interactive Marketing for Goods and Services [*surnames A-L*] (9 ECTS).

Academic Year 2021–2022

Luiss Business School, Via Nomentana 216 – 00162 Rome (RM).

Non-institutional in-person teaching activity as part of the Executive Program in Digital Marketing, module entitled “Integrated Marketing Communication” (teaching hours delivered: 7).

Academic Year 2021–2022

Luiss Business School, Via Nomentana 216 – 00162 Rome (RM).

Non-institutional in-person teaching activity as part of the Executive Program in Digital Marketing, module entitled “Digital Marketing Basics” (teaching hours delivered: 4).

Academic Year 2021–2022

University of Verona, via dell'Artigliere n. 8 – 37129 Verona (VR).

Teaching activity within the Advanced Certificate Program “Smart Management in Sport”, modules entitled “Brand Experience Management: Corporate Branding and Personal Branding in Sport” and “Marketing, Digital Communication, and Brand Experience in Sport” (teaching hours delivered: 4).

Academic Year 2020–2021

University of Verona, via dell'Artigliere n. 8 – 37129 Verona (VR).

Teaching activities as Adjunct Professor in the Master’s Degree Program: “Management and Business Strategy”. Course: Strategic Service Management (3 ECTS).

Academic Year 2019–2020

University of Verona, via dell'Artigliere n. 8 - 37129 Verona (VR)

Teaching activities as Fixed-Term Researcher Type A (RTD-A) in the Master’s Degree Program: “Viticulture, Enology, and Wine Markets.” (Inter-University Master of Science Program LM-69, led by the University of Udine and involving the Universities of Verona, Udine (Conegliano campus), Padova, Bolzano, and Torino). Wine Marketing and Communication – Course “Advanced Tools for Marketing and Communication” (5 ECTS) – **instruction delivered in English**. The program is open to students enrolled in the “Enology, Viticulture, and Wine Markets” Degree and to students of the Master of Science Vinifera (<https://www.vinifera-euomaster.eu/>), to which international students are admitted.

Academic Year 2018–2019

University of Verona, via dell'Artigliere n. 8 – 37129 Verona (VR).

Teaching activities as Adjunct Professor in the Master’s Degree Program: “Viticulture, Enology, and Wine Markets.” (Inter-University Master of Science Program LM-69, led by the University of Udine and involving the Universities of Verona, Udine (Conegliano campus), Padova, Bolzano, and Torino). Wine Marketing and Communication – Course “Advanced Tools for Marketing and Communication” (5 ECTS) – **instruction delivered in English**. The program is open to students enrolled in the “Enology, Viticulture, and Wine Markets” Degree

and to students of the Master of Science Vinifera (<https://www.vinifera-euromaster.eu/>), to which international students are admitted.

Academic Year 2017–2018

University of Verona, via dell'Artigliere n. 8 – 37129 Verona (VR).

Teaching activities as Adjunct Professor in the Master's Degree Program: "Viticulture, Enology, and Wine Markets." (Inter-University Master of Science Program LM-69, led by the University of Udine and involving the Universities of Verona, Udine (Conegliano campus), Padova, Bolzano, and Torino). Wine Marketing and Communication – Course "Advanced Tools for Marketing and Communication" (5 ECTS) – **instruction delivered in English**. The program is open to students enrolled in the "Enology, Viticulture, and Wine Markets" Degree and to students of the Master of Science Vinifera (<https://www.vinifera-euromaster.eu/>), to which international students are admitted.

Academic Year 2016–2017

University of Verona, via dell'Artigliere n. 8 – 37129 Verona (VR).

Teaching activities as Adjunct Professor in the following Master's Degree Programs:

Viticulture, Enology, and Wine Markets (Inter-University Master of Science Program LM-69, led by the University of Udine and involving the Universities of Verona, Udine – Conegliano campus, Padova, Bolzano, and Torino). Course: Wine Marketing and Communication – module: Advanced Tools for Marketing and Communication (5 ECTS credits) – **instruction delivered in English**. The program is open to students enrolled in the "Enology, Viticulture, and Wine Markets" Degree and to students of the Master of Science Vinifera (<https://www.vinifera-euromaster.eu/>), to which international students are admitted.

- Course: Advanced Marketing for Goods and Services (6 ECTS).

Academic Year 2015–2016

University of Verona, via dell'Artigliere n. 8 – 37129 Verona (VR).

Teaching activities as Adjunct Professor in the Master's Degree Program: Viticulture, Enology, and Wine Markets (Inter-University Master of Science Program LM-69, led by the University of Udine and involving the Universities of Verona, Udine – Conegliano campus, Padova, Bolzano, and Torino). Course: Wine Marketing and Communication – module: Advanced Tools for Marketing and Communication (5 ECTS credits) **instruction delivered in English**. The program is open to students enrolled in the "Enology, Viticulture, and Wine Markets" Degree and to students of the Master of Science Vinifera (<https://www.vinifera-euromaster.eu/>), to which international students are admitted.

- Course: Advanced Marketing for Goods and Services (6 ECTS).

Academic Year 2014–2015

University of Verona, via dell'Artigliere n. 8 – 37129 Verona (VR).

Teaching activities as Adjunct Professor in the following Degree Program:

- "Languages for Tourism and Commercial Communication" (Master's Degree Program). Course: Advanced Marketing for Goods and Services (6 ECTS).

Academic Year 2013–2014

University of Verona, via dell'Artigliere n. 8 – 37129 Verona (VR).

Teaching activities as Adjunct Professor in the following Degree Program:

- "Languages for Tourism and Commercial Communication" (Master's Degree Program). Course: Advanced Marketing for Goods and Services (6 ECTS).

Academic Year 2012–2013

University of Verona, via dell'Artigliere n. 8 – 37129 Verona (VR).

Teaching activities as Adjunct Professor in the following Degree Programs:

- “Languages and Cultures for Tourism and International Trade” (Bachelor’s Degree Program). Course: Fundamentals of Management (9 ECTS).
- “Languages for Tourism and Commercial Communication” (Master’s Degree Program). Course: Advanced Marketing for Goods and Services (9 ECTS).

Academic Year 2011–2012

University of Verona, via dell’Artigliere n. 8 – 37129 Verona (VR).

Teaching activities as Adjunct Professor in the following Degree Program:

- “Languages and Cultures for Tourism and International Trade” (Bachelor’s Degree Program). Course: Fundamentals of Management (9 ECTS).
- “Languages for Tourism and Commercial Communication” (Master’s Degree Program). Course: Advanced Marketing for Goods and Services (9 ECTS).

Academic Year 2010–2011

University of Verona, via dell’Artigliere n. 8 – 37129 Verona (VR)

Teaching activities as Adjunct Professor in the following Degree Programs:

- Languages and Cultures for Tourism and International Trade (Bachelor’s Degree Program). Courses: Fundamentals of Management (3 ECTS) and International Marketing (3 ECTS).

Academic Year 2006–2007

University of Verona, via dell’Artigliere n. 8 - 37129 Verona (VR)

Teaching activities in the First-Level University Master’s Program in Language Mediation for Public Service Quality.

Academic Year 2005–2006

University of Verona, via dell’Artigliere n. 8 – 37129 Verona (VR). Teaching activities in First-Level University Master’s Programs in Languages for International Trade and Promotion of Cultural Tourism. From 02/28/2005 to 02/28/2006.

H.3) OTHER TEACHING ACTIVITIES (in chronological order)

Academic Year 2025–2026

Luiss Business School, Via Loreto 34 – 32100 Belluno (BL).

“Skills for Banking: Strategic, Organizational, and Financial Competencies for the Bank of the Future” – Module: “Marketing Strategies and Brand Value Building” (teaching hours delivered: 10).

Academic Year 2023–2024

Luiss Business School, Via Nomentana 216 – 00162 Rome (RM).

Non-institutional in-person teaching activity as part of the Executive Master in Sales & Account Management, module entitled “Sales Management & Customer Engagement” (teaching hours delivered: 35).

Academic Year 2021–2022

Luiss Business School, Via Nomentana 216 – 00162 Rome (RM).

Non-institutional in-person teaching activity as part of the Executive Program in Digital Marketing, module entitled “Integrated Marketing Communication” (teaching hours delivered: 7).

Academic Year 2021–2022

Luiss Business School, Via Nomentana 216 – 00162 Rome (RM).

Non-institutional in-person teaching activity as part of the Executive Program in Digital Marketing, module entitled “Digital Marketing Basics” (teaching hours delivered: 4).

Academic Year 2021–2022

University of Verona, via dell'Artigliere n. 8 – 37129 Verona (VR).

Teaching activity within the Advanced Certificate Program “Smart Management in Sport”, modules entitled “Brand Experience Management: Corporate Branding and Personal Branding in Sport” and “Marketing, Digital Communication, and Brand Experience in Sport” (teaching hours delivered: 4).

From 05/09/2020 to the Present

Teaching assignments related to the Higher Technical Professional program in Logistics and Transportation 4.0 (LAST Logistica, campuses in Vicenza and Padova).

I) MEMBERSHIP IN PRESTIGIOUS SCIENTIFIC SOCIETIES IN THE FIELD

- Ordinary Member of the **Italian Society of Management (SIMA)**. Participant in the following Thematic Groups: Supply Chain Management, Logistics & Operations; Retailing & Service Management; Artificial Intelligence in Management).
- Ordinary Member of the **Italian Academy of Business Economics (AIDEA)**.
- Ordinary Member of the **Italian Society of Marketing (SIM)**.
- Ordinary Member of the **British Academy of Management (BAM)**.

L) RESULTS ACHIEVED IN TECHNOLOGY TRANSFER THROUGH PARTICIPATION IN THE CREATION AND DEVELOPMENT OF NEW VENTURES

The results achieved in technology transfer in terms of participation in the creation of new ventures are attributable to scientific contribution aimed at the creation of the innovative start-up VertigApp srl (VAT number 04953580265) in the performance of the following activities (from 05/01/2018 to 12/31/2022): drafting of the Business Plan;

- drafting of the Marketing Plan;
- identification and development of Product Launch Strategies on digital platforms;
- execution of a Market Segmentation and Target Identification Study.

M) LANGUAGE SKILLS

ENGLISH – C2 ADVANCED (TOEFL Certificate obtained on 12/12/2007 with a score of 104/120)

SPANISH – C2 ADVANCED

N) IT SKILLS

Advanced knowledge and use of the following software:

- LaTeX
- SPSS
- R

- Lisrel
- Leximancer
- fsQCA

O) SPECIFIC PROFESSIONAL EXPERIENCE IN RESEARCH ACTIVITIES RELEVANT TO COMPETITIVE SECTOR 13/B2 – BUSINESS ECONOMICS AND MANAGEMENT.

From 01/01/2007 to 12/31/2009

PhD in Business Economics and Management, School of Economics Doctoral Program, University of Verona (Cycle XXII). Degree awarded on 05/03/2010.

From 03/22/2007 to 03/24/2007

Participation in a PUBLIC SPEAKING course. Sinergie-CUEIM Comunicazione.

From 01/01/2010 to the Present

Thesis supervisory activities for approximately 200 Bachelor's Final Projects and approximately 150 Master's Theses.

From 10/01/2019 to 09/30/2020

Member of the Internationalization Committee of the Department of Management, University of Verona.

From 2018 to the Present

Certificate of participation and completion: "Insights Discovery Accreditation", Copenhagen (Denmark).

From 04/15/2019 to 04/18/2019

Partecipazione a SPRING SCHOOL 2019 in BUSINESS, MANAGEMENT & ORGANIZATION RESEARCH - Configurational Analyses, Comparative Approaches and Natural Experiments. University of Turin, Department of Management – Turin, Italy.

On 06/07/2019

Participation in the FIRST WORKSHOP ON QUALITATIVE COMPARATIVE ANALYSIS. University of Verona, Department of Management, Verona, Italy.

From 07/23/2019 to 07/26/2019

Participation in SUMMER SCHOOL 2019 on Social Research Methodology: "Multivariate Analysis for Social Research". University of Calabria, Department of Business and Legal Sciences, Rende (CS), Italy.

From 09/02/2019 to 09/06/2019

Participation in SUMMER SCHOOL on Social Research Methodology 2019: “Structural Equation Models”. University of Calabria, Department of Business and Legal Sciences, Rende (CS), Italy.

From 02/01/2012 to 01/31/2014

Academic tutoring activities for the Advanced Certificate Program in Commercial Middle Management: Coordinating Colleagues within the Company and the Sales Organization (A.Y. 2012–2013). Reference Department: Business Administration – University of Verona; Macro-Area: Legal and Economic Sciences; Disciplinary Area: Economics.

P) PREVIOUS PROFESSIONAL EXPERIENCE

From 15/01/2019 to 30/09/2020 - Fixed-Term Researcher, Type A (RTD-A), Department of Management, University of Verona.

From 01/02/2018 to 01/14/2019 – National Trainer at Udicare srl, a multinational company of the Demant holding group headquartered in Copenhagen (Denmark), operating in the retail electro-medical sector.

From 11/01/2014 to 01/01/2018 – Regional Director at Udicare srl, a multinational company of the Demant holding group headquartered in Copenhagen (Denmark), operating in the retail electro-medical sector.

From 07/01/2011 to 11/01/2014 – General Manager of Auris Italia scarl, operating in the retail electro-medical sector.

Q) THIRD MISSION AND PUBLIC ENGAGEMENT

Q.1) Third Mission

- From 12/15/2025 to 12/31/2026 – Principal Investigator of a Contract signed between the Department of Management of the University of Verona and Federfarma Veneto. Federfarma and the Department have agreed to collaborate on a joint research project aimed at an in-depth investigation into the perceptions, attitudes, and experiences of pharmacists operating in the Veneto region within the context of the Service Pharmacy model. The study intends to systematically evaluate the degree of acceptance of new professional services among pharmacists, analyzing not only the critical issues and organizational obstacles that have emerged, but also the opportunities developed in the process of innovation in community pharmacy practice. Particular attention will be devoted to understanding how pharmacists perceive their evolving professional role, and what impact the training they have received has on their sense of self-efficacy and operational comfort during the provision of clinical and preventive services, such as vaccinations. The study also aims to identify the factors that facilitate or hinder the transition of the pharmacy from a medicine-dispensing location to a genuine community health hub.
- From 12/01/2025 to 04/01/2027 – Principal Investigator of a Contract signed between the Department of Management of the University of Verona and A.S.B.I. Veneto ODV – Spina Bifida Italy Veneto Association. The purpose of the agreement is to initiate a collaborative relationship aimed at analyzing the phenomenon of fragile consumption in its multiple manifestations and implications, with particular attention to social, cultural, and economic dimensions. This research draws on theoretical and

methodological perspectives grounded in the experience and service management approach, with the objective of conducting an in-depth investigation into the experiential, relational, and value-related dynamics that underlie consumption practices in contexts of vulnerability.

- On 10/07/2025 and on 10/08/2025 – Speaker at events organized by Motore Sanità entitled: “Pharmacy of services in the vaccination prevention path”. The event represented the closing stage of a series of regional meetings dedicated to the role of service pharmacies in vaccine prevention. Following a listening process conducted in Veneto, Piedmont, Marche, Puglia, and Emilia-Romagna, the national gathering collected and synthesized the experiences from each territory, with the goal of identifying shared strategies to establish the pharmacy as a permanent hub of proximity healthcare. The discussion reaffirmed the importance of moving beyond the experimental phase of the service pharmacy model and consolidating its structural role within the National Health Service (NHS), particularly as a reference point for prevention, information, and vaccine administration. A fee of €1,500 net, plus travel and accommodation expenses, was provided for participation.
- From 10/01/2025 to 09/30/2027 – Principal Investigator of a Contract for Professional Training and Development (commissioned training) signed between the Department of Management and Midi Equipment S.p.A. The training activities are directed at the client company’s sales force and consist of: explanation and implementation of a sales process; profiling of the sales force for professional purposes; sales force motivation; objection handling; performance evaluation of sales representatives; management of difficult cases; creation of a virtuous word-of-mouth mechanism; techniques for the ongoing training of the Italian sales force.
In total, the activities were funded by the private entity Midi Equipment S.p.A. for a value of €6,000, plus applicable VAT.
- From 04/01/2025 to 12/15/2025 – Principal Investigator of a contract for technical and scientific consulting (commissioned research) signed between the Department of Management and SMART Medical srl. The planned activities are as follows: market segmentation analysis to identify target customers and understand their needs and behaviors; competitive analysis aimed at mapping the main competitors and assessing their strengths, weaknesses, and market strategies; study of industry trends with particular focus on the growth of the healthcare market and emerging innovations; support for market research to identify potential product adopters and reference organizations; in-depth analysis of market needs and sector competitiveness; support in identifying potential investors and strategic partners to sustain project growth; definition of the product’s competitive advantage to ensure effective positioning; development of pricing strategies consistent with market conditions and product value; selection of distribution channels and definition of an integrated communication and promotion plan; support in structuring the financial plan, including initial investments, operating costs, three-to-five-year sales and revenue forecasts, break-even analysis, and identification of funding sources. In total, the activities were funded by the private entity SMART Medical srl for a value of €6,000, plus applicable VAT.
- From 05/15/2023 to 05/14/2025 – Principal Investigator of a Contract for Professional Training and Development (commissioned training) signed between the Department of Management and Midi Equipment S.p.A. The training activities are directed at the client company’s sales force and consist of: explanation and implementation of a sales process; profiling of the sales force for professional

purposes; sales force motivation; objection handling; performance evaluation of sales representatives; management of difficult cases; creation of a virtuous word-of-mouth mechanism; techniques for the ongoing training of the Italian sales force.

In total, the activities were funded by the private entity Midi Equipment S.p.A. for a value of €15,000, plus applicable VAT.

- From 02/21/2022 to 10/20/2022 – Principal Investigator of a contract for technical and scientific consulting (commissioned research) entered into between the Department of Management and SMART Medical srl, the subject of which consisted of two main research activities: a) Research activity aimed at studying the market and the propensity to adopt new digital technologies in the healthcare sector, in business-to-business relationships. The aspects related to adoption propensity and product perception were investigated using scientifically validated market research methodologies. The subjects involved were a number of healthcare professionals, specifically otorhinolaryngologists working in private practice (registered with the Italian Association of Self-Employed Otorhinolaryngologist Physicians and participants at the 20th AIOLP National Congress, Bari, September 30 – October 1, 2022) who would benefit from the adoption of innovative technologies owned by SMART Medical srl for the treatment of patients affected by balance disorders. b) Research activity aimed at identifying the managerial implications of the market research findings in order to provide useful inputs for business decisions, particularly in the area of marketing. Overall, the activities were funded by the private entity SMART Medical srl for a total value of €20,000, plus applicable VAT.
- From February 2019 to 09/30/2020 – Principal Investigator of 3 contracts for technical and scientific consulting, signed between the Department of Management of the University of Verona and Udicare srl (a subsidiary of the multinational Demant holding group). The scope consisted of study and research activities aimed at creating corporate processes, performance incentive systems, and drafting a Sales Protocol. In total, the activities were funded by the private entity Udicare srl for a value of €93,400, plus applicable VAT. In carrying out the above activities, coordination took place with the Parent Company in Denmark and the entire Italian management team, as well as with the Italian General Management, the national HR function, the national Marketing and Communications function, the national IT function, the national and international Sales function, and the international Training and Development function. Nicola Cobelli participated in and organized numerous meetings across Europe, the United States, and Canada to gather “best practices” to be imported into the Italian subsidiary.

Q.2) Public Engagement

- From January 2023 to the Present – Formal voluntary Public Engagement activity directed at members of Auser Università Cultura e Viaggi, a third-sector association dedicated to promoting active aging. Its guiding principles include solidarity, equity, respect, appreciation of diversity, and the protection of rights and the common good. It operates locally through APS Circles (Social Promotion Associations) to promote recreational, tourism, and cultural initiatives, and ODV Circles (Voluntary Organizations) to provide personal services, especially for those in greatest need.

Dates and titles of presentations:

04/09/2025 *Consumers in the digital age: Between the allure of marketing and emerging awareness* (total hours: 3).

02/21/2024 *Social Media as a Distribution and Promotion Channel* (total hours: 3).
29.01.2024 *Today's Consumer Between Physical and Virtual Stores* (total hours: 3).
17.01.2024 *Today's Consumer Between Physical and Virtual Stores* (total hours: 3).
02/08/2023 *Unconventional Marketing to Deceive the Consumer* (total hours: 3).
02/13/2023 *The Primary Role Assumed by the Market in Contemporary Society* (total hours: 3).
02/23/2023 *The Primary Role Assumed by the Market in Contemporary Society* (total hours: 3).
01/09/2023 *Unconventional Marketing to Deceive the Consumer* (total hours: 3).

- In 2025 – Formal voluntary Public Engagement activity at events organized by PANACEA Società Cooperativa Sociale, Registered Office: Via Giuseppe Garibaldi 11 bis, 10122 Turin.

Dates and titles of presentations:

09/24/2025 *Pharmacy of Services in the Vaccination Prevention Pathway – Emilia-Romagna.*

09/23/2025 *Pharmacy of Services in the Vaccination Prevention Pathway – Veneto.*

09/22/2025 *Pharmacy of Services in the Vaccination Prevention Pathway – Piedmont.*

- - In 2025 – Formal voluntary Public Engagement activity at an event organized by Skills for Health, Registered Office: Largo G. Donegani 2 – 20121 Milan. 03/11/2025 *The Sustainability Challenges for Healthcare Companies.*
- On 03/10/2023 – Speaker at the workshop organized with ConfCooperative Verona entitled: *Digital Marketing and the Third Sector: Opportunities and Benefits* (total hours: 2).

LIST OF PUBLISHED SCIENTIFIC CONTRIBUTIONS (by category and in chronological order)

Journal Articles

- Kuppelwieser V.G., Rosenbaum M.S., Cobelli N. (2026), “The segmentation paradox: when marketing’s core logic becomes moral gatekeeping”, *Journal of Public Policy & Marketing*, vol. 45 n. 3, pp. 294-296 (DOI: 10.1177/07439156261437692) (Journal Article – Band A ASN 13/B2; AJG 2024: 3*).
- Cobelli N., Confente I., Kuppelwieser V.G. (2026), “Configurational pathways to professional service innovation: a fuzzy set analysis of provider adoption decisions”, *Journal of Service Management*, vol. 37 n. 6, pp. 119-145 (DOI: 10.1108/JOSM-03-2025-0136) (Journal Article – Band A ASN 13/B2; AJG 2024: 2*).
- Cobelli N., Nur Chowdhury I., Cardia A., Junaid Shahid Hasni M. (2026), “Digital unity or tribal echo chambers? Paradoxes in online residential communities”, *Journal of Services Marketing*, vol. 40, n. 1, pp. 16-29 (DOI: 10.1108/JSM-08-2025-0527) (Journal Article – Band A ASN 13/B2; AJG 2024: 2*).
- Kuppelwieser V.G., Cobelli N., Cassia F., Rosenbaum M.S. (2025), “AI-enhanced literature reviews: liberating scholars for impact in service marketing”, *Journal of Services Marketing*, vol. 39 n. 9, pp. 1119–1132 (DOI: 10.1108/JSM-05-2025-0330) (Journal Article – Band A ASN 13/B2; AJG 2024: 2*).
- Vigolo V., Galimberti A., Cobelli N., Nazim Baroni B. (2025), “Toward clean cooking: Predicting consumers’ intentions to purchase improved cookstoves in Sub-Saharan countries”, *Technological Forecasting and Social Change*, vol. 219, pp. 1-17 (DOI: 10.1016/j.techfore.2025.124288) (Journal Article – Band A ASN 13/B2; AJG 2024: 3*).
- Cobelli N., Cassia F., Zardini A., Kuppelwieser G.V. (2024), “Pharmacies providing health services: Attitudes toward eHealth in Italy”, *Journal of Retailing and Consumer Services*, vol. 47 (DOI: 10.1016/j.jretconser.2023.103568) (Journal Article – Band A ASN 13/B2; SJR Q1 Marketing; AJG 2024: 2*).
- Cobelli N., Blasi S. (2024), “Combining topic modeling and bibliometric analysis to understand the evolution of technological innovation adoption in the healthcare industry”, *European Journal of Innovation Management*, vol. 27, n. 9, pp. 127-149 (DOI: 10.1108/EJIM-06-2023-0497) (Journal Article – Band A ASN 13/B2; SJR Q1 Business, Management and Accounting - Management of Technology and Innovation; AJG 2024: 1*).
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Nicola Cobelli



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Nicola Cobelli

