

Curriculum Vitae
FABIO CASSIA

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LinkedIn: <http://www.linkedin.com/in/fabio-cassia-univr>

EDUCATION

- 2007 Ph.D. in Marketing for Business Strategy
Department of Business Administration, University of Bergamo (Italy)
- 2003 Master's degree in economics & commerce (specialization in Business
Administration) Department of Business Administration, University of
Bergamo (Italy)

CURRENT POSITION

- 2018(Oct.) – Associate Professor of Management at the University of Verona (Italy),
Department of Management

ACADEMIC WORK EXPERIENCE

- 2021 (May): Attainment of the Italian national scientific habilitation to full
professor in the sector 13/B2 (Management)
- 2011– 2018: Assistant Professor in Management, tenured position (confirmed since
November 2014), at the University of Verona (Italy), Department of
Business Administration
- 2015(Jan.) Attainment of the Italian national scientific habilitation to associate
professor in the sector 13/B2 (Management)
- 2007-2011: Research Scholar at the University of Bergamo, with the support of
three grants for projects related to marketing, branding, and business-
to-business markets
- Lecturer at the University of Bergamo and the University of Verona
- 2005(Jan-May) Visiting Research Scholar at the Norwegian School of Economics and
Business Administration (NHH), Bergen (Norway)

MAIN RESEARCH AREAS

- International business & export management
- Business-to-business marketing & branding
- Hospitality & tourism management
- Partial least squares structural equation modeling (PLS-SEM)

AWARDS

- 2023 Outstanding Paper, Review of International Business and Strategy [Cassia, F., Magno, F. (2022), “Cross-border e-commerce as a foreign market entry mode among SMEs: the relationship between export capabilities and performance”, Review of International Business and Strategy. Vol. 32, N. 2, pp. 276-283]

(<https://www.emeraldgrouppublishing.com/journal/ribs/review-international-business-and-strategy-literati-award-winners-2023>)

- 2023 Outstanding Reviewer of the TQM Journal

(<https://www.emeraldgrouppublishing.com/journal/tqm/tqm-journal-literati-award-winners-2023>)

- 2022 Outstanding Reviewer of the TQM Journal

(<https://www.emeraldgrouppublishing.com/journal/tqm/tqm-journal-literati-award-winners-2022>)

- 2019 Highly commended award, The TQM Journal [Moretta Tartaglione, A., Cavacece, Y., Cassia, F., Russo, G. (2018), “The excellence of patient-centered healthcare: Investigating the links between empowerment, co-creation and satisfaction”, TQM Journal, Vol. 30, N. 2, pp. 153-167]

- 2019 Highly commended award, The TQM Journal [Vigolo, V., Ugolini, M., Baratta, R. (2018), “Exploring city image: residents’ versus tourists’ perceptions”, The TQM Journal, Vol. 30, N. 5, pp. 476-489]

- 2018 Outstanding Reviewer of the Review of International Business and Strategy

- Highly Commended Award at the 9th IRSSM 2018, Sponsored by the *Journal of Service Management, Ljubljana, Slovenia, 23-27 July 2018*

- 2015 Outstanding Paper, The TQM Journal [Ugolini M., Cassia, F., Vigolo, F. (2014), “Services branding: is it a matter of gender?”, *The TQM Journal*, Vol. 26, N. 1, pp. 75-87]

- Best conference paper award offered by the *International Journal of Contemporary Hospitality Management* – CBTS, Brunico, 3-6 December 2014

- Best paper award -Highly commended award sponsored by *The TQM Journal*-, 13th Toulon-Verona Conference “Organizational Excellence in Services”, Coimbra, Portugal, 2-4 September 2010

REVIEW ACTIVITIES

REVIEWER FOR THE FOLLOWING JOURNALS:

- Anatolia. An International Journal of Tourism and Hospitality Research
- British Food Journal
- Business Strategy and the Environment
- Corporate Social Responsibility and Environmental Management
- Consumer Behavior in Tourism and Hospitality
- Current Issues in Tourism
- Employee Relations
- Euromed Journal of Business
- International Entrepreneurship and Management Journal
- International Journal of Contemporary Hospitality Management
- International Journal of Culture, Tourism and Hospitality Research
- International Journal of Emerging Markets
- International Journal of Entrepreneurial Behavior & Research
- International Journal of Hospitality Management
- International Journal of Hospitality & Tourism Administration
- International Journal of Information Management
- International Journal of Tourism Cities
- Italian Journal of Marketing
- Journal of Business Research
- Journal of Business-to-Business Marketing
- Journal of Business and Industrial Marketing
- Journal of Destination Marketing & Management
- Journal of Heritage Tourism, Taylor & Francis
- Journal of Global Operations and Strategic Sourcing
- Journal of Heritage Tourism
- Journal of Hospitality and Tourism Research
- Journal of International Consumer Marketing
- Journal of Marketing Communications
- Journal of Marketing Theory and Practice
- Journal of Place Management and Development
- Journal of Retailing and Consumer Services
- Journal of Strategic Marketing
- Journal of Tourism Futures
- Journal of Vacation Marketing
- Management Decision
- Micro&Macro Marketing
- Review of International Business and Strategy
- Social Responsibility Journal, Emerald
- Spanish Journal of Marketing
- The TQM Journal
- Total Quality Management and Business Excellence
- Tourism Analysis
- Young Consumers

EDITORIAL BOARD MEMBERSHIP

- Guest Editor of the special issue of the TQM Journal “Using Partial Least Squares Structural Equation Modeling (PLS-SEM) in Quality Management”, <https://www.emerald.com/insight/publication/issn/1754-2731/vol/36/iss/5>
- Member of the Editorial Review Unit of *Sinergie Italian Journal of Management*.
- Member of the International Editorial Review Board of the *International Journal of Information Management*
- Member of the Editorial Board of the *International Journal of Internet Marketing and Advertising*
- Member of the Editorial Advisory Board of the *Review of International Business and Strategy*
- Member of the Editorial Review Board of *The TQM Journal*

MAIN PUBLICATIONS

- Castellani, P., Cassia, F., Vargas-Sánchez, A., & Giaretta, E. (2025). Food innovation towards a sustainable world: A study on intention to purchase lab-grown meat. *Technological Forecasting and Social Change*, 211, 123912, DOI: 10.1016/j.techfore.2024.123912: <https://www.sciencedirect.com/science/article/pii/S0040162524007108>
- Cassia, F., & Magno, F. (2024). The value of self-determination theory in marketing studies: Insights from the application of PLS-SEM and NCA to anti-food waste apps. *Journal of Business Research*, 172, 114454, DOI: 10.1016/j.jbusres.2023.114454: <https://www.sciencedirect.com/science/article/pii/S0148296323008135>
- Magno, F., & Cassia, F. (2024). Predicting restaurants’ surplus food platform continuance: Insights from the combined use of PLS-SEM and NCA and predictive model comparisons. *Journal of Retailing and Consumer Services*, 79, 103820, DOI: 10.1016/j.jbusres.2023.114454: <https://www.sciencedirect.com/science/article/pii/S0969698924001164>
- Magno, F., Cassia, F., & Ringle, C. M. (2024). A brief review of partial least squares structural equation modeling (PLS-SEM) use in quality management studies. *The TQM Journal*, Vol. 36, N. 5, pp. 1242-1251. DOI: 10.1108/TQM-06-2022-0197: <https://www.emerald.com/insight/content/doi/10.1108/TQM-06-2022-0197/full/html>
- Cheah, J. H., Magno, F., & Cassia, F. (2024). Reviewing the SmartPLS 4 software: the latest features and enhancements. *Journal of Marketing Analytics*, Vol. 12, N. 1, pp. 97-107, DOI: 10.1057/s41270-023-00266-y: <https://link.springer.com/article/10.1057/s41270-023-00266-y>
- Magno, F., Cassia, F., & Ringle, C. M. (2024). Guest editorial: Using partial least squares structural equation modeling (PLS-SEM) in quality management. *The TQM Journal*, Vol. 36, N. 5, pp. 1237-1241, DOI: 10.1108/TQM-06-2024-426: <https://www.emerald.com/insight/content/doi/10.1108/TQM-06-2024-426/full/html>

- Cassia, F., & Magno, F. (2024). Effects of Ethnocentrism on International Hospitality Brands: A Cross-Country Study of Starbucks. Journal of Hospitality & Tourism Research, Vol. 48, N. 7, pp. 1135-1148, DOI: 10.1177/10963480221133778: <https://journals.sagepub.com/doi/abs/10.1177/10963480221133778>
- Cobelli, N., Cassia, F., Zardini, A., & Kuppelwieser, V. G. (2024). Pharmacies providing health services: Attitudes toward eHealth in Italy. Journal of Retailing and Consumer Services, 76, 103568, DOI: 10.1016/j.jretconser.2023.103568: <https://www.sciencedirect.com/science/article/pii/S0969698923003193>
- 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, 196, 122871, DOI: 10.1016/j.techfore.2023.122871: <https://www.sciencedirect.com/science/article/pii/S0040162523005565>
- Colamatteo, A., Cassia, F., & Sansone, M. (2023). Dual quality and limits to international adaptation of product quality: development of a conceptual framework and research agenda. Total Quality Management & Business Excellence, Vol. 34, N. 9-10, pp. 1243-1256, DOI: 10.1080/14783363.2022.2158804: <https://www.tandfonline.com/doi/abs/10.1080/14783363.2022.2158804>
- Cassia, F., & Magno, F. (2022). Cross-border e-commerce as a foreign market entry mode among SMEs: the relationship between export capabilities and performance. Review of International Business and Strategy. Vol. 32, N. 2, pp. 276-283. DOI: 10.1108/RIBS-02-2021-0027: <https://www.emerald.com/insight/content/doi/10.1108/RIBS-02-2021-0027/full/html>
- Cassia, F., & Magno, F. (2022). Data-driven use of cross-border e-commerce platforms and export performance: The mediating role of foreign market knowledge acquisition. Sinergie Italian Journal of Management, Vol. 40 N. 1, 131-150. DOI: <https://doi.org/10.7433/s117.2022.07>: <https://ojs.sijm.it/index.php/sinergie/article/view/1156>
- Magno, F., & Cassia, F. (2022). Firms' responses to the COVID-19 crisis in the tourism industry: effects on customer loyalty and economic performance. Anatolia. An International Journal of Tourism and Hospitality Research, Vol. 33, N. 2, pp. 263-265. DOI: 10.1080/13032917.2021.1916551: <https://www.tandfonline.com/doi/abs/10.1080/13032917.2021.1916551>
- Cobelli, N., Cassia, F., & Burro, R. (2021). Factors affecting the choices of adoption/non-adoption of future technologies during coronavirus pandemic. Technological Forecasting and Social Change, 169, 120814, DOI: 10.1016/j.techfore.2021.120814: <https://www.sciencedirect.com/science/article/pii/S0040162521002468>

-Magno, F., & Cassia, F. (2021). Effects of agritourism businesses' strategies to cope with the COVID-19 crisis: the key role of corporate social responsibility (CSR) behaviours. Journal of Cleaner Production, Vol. 325, 129292. DOI: 10.1016/j.jclepro.2021.129292:

<https://www.sciencedirect.com/science/article/pii/S0959652621034776>

-Cassia, F., & Magno, F. (2021). Antecedents of professionals' self-efficacy in professional service firms: effects of external source credibility and content quality. Journal of Business & Industrial Marketing, Vol. 36, N. 13, pp.187-198. DOI: 10.1108/JBIM-11-2019-0485:

<https://www.emerald.com/insight/content/doi/10.1108/JBIM-11-2019-0485/full/html>

-Cassia, F., Haugland, S. A., & Magno, F. (2021). Fairness and behavioral intentions in discrete B2B transactions: a study of small business firms. Journal of Business & Industrial Marketing. Vol. 36, N. 13, pp. 129-141. DOI: 10.1108/JBIM-12-2019-0538:

<https://www.emerald.com/insight/content/doi/10.1108/JBIM-12-2019-0538/full/html>

-Cantele, S., & Cassia, F. (2020). Sustainability implementation in restaurants: A comprehensive model of drivers, barriers, and competitiveness-mediated effects on firm performance. International Journal of Hospitality Management, 87, 102510, DOI: 10.1016/j.ijhm.2020.102510:

<https://www.sciencedirect.com/science/article/pii/S0278431920300621>

-Hair Jr., J.F., Hult, G.T.M., Ringle, C., Sarstedt, M., Magno, F., Cassia, F., Scafarto F. (2020), *Le equazioni strutturali Partial Least Squares*. Introduzione alla PLS-SEM, FrancoAngeli, Milano (ISBN: 9788891791818):

https://www.francoangeli.it/Ricerca/scheda_libro.aspx?Id=26234

-Magno, F., Cassia, F. (2020), "Establishing thought leadership through social media in B2B settings: effects on customer relationship performance", Journal of Business & Industrial Marketing, Vol. 35 N. 3, pp. 437-446 (ISSN: 0885-8624) (DOI:10.1108/JBIM-12-2018-0410):

<https://www.emerald.com/insight/content/doi/10.1108/JBIM-12-2018-0410>

-Cassia, F. (2020), "'Manufacturing is coming home': does reshoring improve perceived product quality?", The TQM Journal, pp. 1-15 (ISSN: 1754-2731) (DOI: 10.1108/TQM-11-2019-0260):

<https://www.emerald.com/insight/content/doi/10.1108/TQM-11-2019-0260>

-Cassia, F., Castellani, P., Rossato, C., Baccarani, C. (2020), "Finding a way towards high-quality, accessible tourism: the role of digital ecosystems", The TQM Journal, pp. 1-17, (ISSN: 1754-2731) (DOI: 10.1108/TQM-03-2020-0062):

<https://www.emerald.com/insight/content/doi/10.1108/TQM-03-2020-0062>.

-Cantele, S., Cassia, F. (2020), "Sustainability implementation in restaurants: A comprehensive model of drivers, barriers, and competitiveness-mediated effects on firm performance", International Journal of Hospitality Management, Vol. 87, 102510, pp. 1-10 (ISSN: 0278-4319) (DOI: 10.1016/j.ijhm.2020.102510):

<https://www.sciencedirect.com/science/article/abs/pii/S0278431920300621>

-Mattiacci, A., Bruni, A., Magno, F., Cassia, F. (2019), "Sales capabilities in the wine industry: an analysis of the current scenario and emerging trends", *British Food Journal*, Vol. 121, N. 12, pp. 3380-3395. (ISSN: 0007-070X) (DOI: 10.1108/BFJ-04-2019-0231):

<https://www.emerald.com/insight/content/doi/10.1108/BFJ-04-2019-0231>

-Simeoni, F., Cassia, F. (2019), "From vehicle suppliers to value co-creators: the evolving role of Italian motorhome manufacturers", *Current Issues in Tourism*, Vol. 22, N. 2, pp. 218-236 (ISSN: 1368-3500) (DOI: 10.1080/13683500.2014.982521):

<https://www.tandfonline.com/doi/abs/10.1080/13683500.2017.1293619?journalCode=rct20>

-Baccarani, C., Cassia, F., Rossato, C., Cavallo, D. (2019), "Territory, firms and value co-creation synergies", *Journal of Place Management and Development*, pp. 1-12, (ISSN: 1753-8335) (DOI: doi.org/10.1108/JPMD-03-2018-0018):

<https://www.emerald.com/insight/content/doi/10.1108/JPMD-03-2018-0018/full>

-Simeoni, F., Cassia, F., Ugolini, M. (2019), "Understanding the weak signals of demand in a mature tourist destination: The contribution of a sustainable approach", *Journal of Cleaner Production*, Vol. 219, pp. 775-785 (ISSN: 0959-6526) (DOI: 10.1016/j.jclepro.2019.02.072):

<https://www.sciencedirect.com/science/article/abs/pii/S0959652619304573>

-Magno, F., Cassia, F., Bruni A. (2018), "'Please write a (great) online review for my hotel!' Guests' reactions to solicited reviews", *Journal of Vacation Marketing*, Vol. 24, N. 2, pp. 148 – 158 (ISSN: 1356-7667), (DOI: 10.1177/1356766717690574):

<http://journals.sagepub.com/doi/abs/10.1177/1356766717690574>

-Magno F., Cassia, F., Ugolini, M. (2018), "Accommodation prices on Airbnb: effects of host experience and market demand", *The TQM Journal*, Vol. 30, N. 5, pp. 608-620 (ISSN: 1754-2731), (DOI: 10.1108/TQM-12-2017-0164):

<https://www.emeraldinsight.com/doi/abs/10.1108/TQM-12-2017-0164>

-Magno F., Cassia, F., (2018), "The impact of social media influencers in tourism", *Anatolia. An International Journal of Tourism and Hospitality Research*, Vol. 29, N. 2, pp. 288-290 (ISSN: 1303-2917), (DOI: 10.1080/13032917.2018.1476981):

<https://www.tandfonline.com/doi/abs/10.1080/13032917.2018.1476981?journalCode=ana20>

-Cassia, F., Vigolo, V., Ugolini, M., Baratta, R. (2018), "Exploring city image: residents' versus tourists' perceptions", *The TQM Journal*, Vol. 30, N. 5, pp. 476-489 (ISSN: 1754-2731), (DOI: 10.1108/TQM-11-2017-0161):

<https://www.emeraldinsight.com/doi/abs/10.1108/TQM-11-2017-0161>

-Moretta Tartaglione, A., Cavacece, Y., Cassia, F., Russo, G. (2018), "The excellence of patient-centered healthcare: Investigating the links between empowerment, co-creation and satisfaction", *The TQM Journal*, Vol. 30, N. 2, pp. 153-167 (ISSN: 1754-2731), (DOI: 10.1108/TQM-11-2017-0138):

<https://www.emeraldinsight.com/doi/abs/10.1108/TQM-11-2017-0138>

-Cassia, F. (2017), "Digital landscapes. How digitalization impacts business", Sinergie Italian Journal of Management, N. 103, pp. 25-31 (ISSN: 0393-5108), (DOI: 10.7433/s103.2017.02):

<https://ojs.sijm.it/index.php/sinergie/article/view/98>

-Baccarani, C., Cassia, F. (2017), "Evaluating the outcomes of service ecosystems: The interplay between ecosystem well-being and customer well-being", The TQM Journal, Vol. 29, N. 6, pp. 834-846 (ISSN: 1754-2731), (DOI: 10.1108/TQM-04-2017-0039):

<https://www.emeraldinsight.com/doi/abs/10.1108/TQM-04-2017-0039>

-Magno, F., Cassia, F., Bruni A. (2017), "Adoption and impact of marketing performance assessment systems among travel agencies", International Journal of Contemporary Hospitality Management, Vol. 29, N. 4, pp.1133-1147 (ISSN: 0959-6119), (DOI: 10.1108/IJCHM-07-2015-0328):

<http://www.emeraldinsight.com/doi/pdfplus/10.1108/IJCHM-07-2015-0328>

-Bruni, A., Cassia, F., Magno, F. (2017), "Marketing performance measurement in hotels, travel agencies and tour operators: a study of current practices", Current Issues in Tourism, Vol. 20, N. 4, pp. 339-345 (ISSN: 1368-3500) (DOI: 10.1080/13683500.2014.982521):

<http://www.tandfonline.com/doi/abs/10.1080/13683500.2014.982521>

-Cassia, F., Cobelli, N., Ugolini, M (2017), "The effects of goods-related and service-related B2B brand images on customer loyalty", Journal of Business and Industrial Marketing, Vol. 32, N. 5, pp.722-732 (ISSN: 0885-8624), (DOI: 10.1108/JBIM-05-2016-0095):

<http://www.emeraldinsight.com/doi/abs/10.1108/JBIM-05-2016-0095>

-Simeoni, F., Cassia, F. (2017), "From vehicle suppliers to value co-creators: the evolving role of Italian motorhome manufacturers", Current Issues in Tourism, pp. 1-19 (ISSN: ISSN 1368-3500) (DOI: 10.1080/13683500.2014.982521):

<http://www.tandfonline.com/doi/abs/10.1080/13683500.2017.1293619>

-Magno, F., Cassia, F., Ugolini M., (2017), "Impact of voluntary product recalls on utilitarian and hedonic attitudes: Is it the same for all brands?", Australian Journal of Management, Vol. 42, N. 1, pp. 161-174 (ISSN: 0312-8962) (DOI: 10.1177/0312896215599812):

<http://journals.sagepub.com/doi/pdf/10.1177/0312896215599812>

-Nicolini, V., Cassia, F., Bellotto, M. (2017), "Children perceptions of emotional and rational appeals in social advertisements", Young Consumers, Vol. 18, N. 3, pp. 261-277 (ISSN: 1747-3616) (DOI: 10.1108/YC-02-2017-00665):

<https://www.emeraldinsight.com/doi/abs/10.1108/YC-02-2017-00665>

-Lee, T. R., Choy, K. L., Hsu, M. C., Cassia, F. (2017), "Developing a comprehensive brand evaluation system with the support of TRIZ to formulate brand strategies", International Journal of Business Excellence, Vol. 11, N. 1, pp. 38-57 (ISSN: 1756-0047) (DOI: 10.1504/IJBEX.2017.080603):

<http://www.inderscienceonline.com/doi/abs/10.1504/IJBEX.2017.080603>

-Cassia F. (2017), “Ingredient branding: un'opportunità per le imprese prive di un brand forte?”, Micro & Macro Marketing, Vol. XXVI, N. 1, aprile, pp. 93-110 (ISSN: 1121-4228), (DOI: 10.1431/86070):

<https://www.rivisteweb.it/doi/10.1431/86070>

-Cassia, F., Magno, F., Ugolini, M. (2016), “Does social couponing stimulate positive eWOM and online referrals?”, Sinergie Italian Journal of Management, N. 100, pp. 113-124 (ISSN: 0393-5108), (DOI: 10.7433/s100.2016.07):

<http://sinergiejournal.eu/index.php/sinergie/article/view/1334>

-Cassia F., Magno F., Ugolini M., (2015) “The perceived effectiveness of social couponing campaigns for hotels in Italy”, International Journal of Contemporary Hospitality Management, Vol. 27, N. 7, pp. 1598 – 1617 (ISSN: 0959-6119) (DOI: 10.1108/IJCHM-02-2014-0090):

<http://www.emeraldinsight.com/doi/10.1108/IJCHM-02-2014-0090>

-Cassia, F., Magno F., Ugolini, M., (2015) “Mutual value creation in component co-branding relationships”, Management Decision, Vol. 53, N. 8, pp. 1883 – 1898 (0025-1747) (DOI: 10.1108/MD-04-2014-0171):

<http://www.emeraldinsight.com/doi/10.1108/MD-04-2014-0171>

-Cassia, F., Magno F. (2015), “Marketing issues for business-to-business firms entering emerging markets: an investigation among Italian companies in Eastern Europe”, International Journal of Emerging Markets, Vol. 10, N. 1, pp. 141-155 (ISSN: 1746-8809) (DOI: 10.1108/IJOEM-09-2010-0078):

<http://www.emeraldinsight.com/doi/abs/10.1108/IJOEM-09-2010-0078>

-Cassia, F., Ugolini, 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, pp. 247-255 (ISSN: 1754-2731), (DOI: 10.1108/TQM-01-2015-0005):

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-Magno F., Cassia, F. (2015), “Public administrators' engagement in services co-creation: factors that foster and hinder organisational learning about citizens”, Total Quality Management & Business Excellence, Vol. 26, N. 11/12, pp. 1161-1172 (ISSN: 1478-3363), (DOI:10.1080/14783363.2014.918706):

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-Baronchelli G., Cassia F. (2014), “Exploring the antecedents of born-global companies' international development”, International Entrepreneurship and Management Journal, Vol. 10, N. 1, pp. 67-79, (ISSN: 1554-7191), (DOI: 10.1007/s11365-011-0197-9):

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-Gill, L., Cassia, F., Cameron, I. D., Kurrle, S., Lord, S., Fairhall, N., Lockwood, K., Langron, C. (2014), “Exploring client adherence factors related to clinical outcomes”, Australasian Marketing Journal, Vol. 22, N. 3, 197-204 (ISSN: 1441-3582), (DOI:10.1016/j.ausmj.2014.08.006):

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- Cobelli, N., Gill, L., Cassia, F., Ugolini, M. (2014), "Factors that influence intent to adopt a hearing aid among older people in Italy", Health & social care in the community, Vol. 22, N. 6, pp. 612-622 (ISSN: 1365-2524), (DOI: 10.1111/hsc.12127): <http://onlinelibrary.wiley.com/doi/10.1111/hsc.12127/abstract>
- Vigolo, V., Cassia F., (2014), "SMEs' switching behavior in the natural gas market", The TQM Journal, Vol. 26, N. 3, pp. 300-307 (ISSN: 1754-2731), (DOI: 10.1108/TQM-01-2014-0005): <http://www.emeraldinsight.com/doi/abs/10.1108/TQM-01-2014-0005>
- Ugolini M., Cassia, F., Vigolo, F. (2014), "Services branding: is it a matter of gender?", The TQM Journal, Vol. 26, N. 1, pp. 75-87 (ISSN: 1754-2731), (DOI: 10.1108/TQM-01-2013-0002): <http://www.emeraldinsight.com/doi/full/10.1108/TQM-01-2013-0002>
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