

CURRICULUM VITAE

Nicola Cobelli

DECLARATION IN LIEU OF CERTIFICATIONS AND AFFIDAVITS
(art. 46-47 del d.P.R. 445/2000)

The undersigned Nicola Cobelli (CF: CBLNCL80L11L781V) is aware, pursuant to Article 76 of the Italian Presidential Decree 445/2000, that anyone who makes false declarations, forms false deeds or makes use of them, exhibits an act containing data that no longer correspond to the truth, is punished under the penal code and special laws on the subject, certifies that what is reported in this document corresponds to the truth and declares the possession of the titles reported.

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A) PERSONAL DATA

NAME	NICHOLA
SURNAME	COBELLİ
TAX CODE	CBLNCL80L11L781V
EMAIL	nicola.cobelli@univr.it
FRAMING	<p>Associate Professor from 01.10.2024 till now at the Department of Management, University of Verona.</p> <p>Assistant Professor (RTD-B) from 01.10.2021 to 30.09.2023 at the Department of Management, University of Verona.</p>
PREVIOUS CLASSIFICATION ACADEMIC	<p>Assistant Professor (RTD-A) from 15.01.2019 to 30.09.2020 at the Department of Management, University of Verona.</p>
PREVIOUS CLASSIFICATION ACADEMIC	<p>Research Fellow at the Department of Management, University of Verona, from 01.01.2010 to 30.06.2011 (Research Grant "Analysis of potential demand in a sector: the reasons for the possible rejection of the hearing aid product").</p>

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

Attainment of the National Scientific Qualification for the function of Associate Professor in the Recruitment Sector 13/B2 – Economics and Business Management. Valid from 10.11.2020 and expiring on 10.11.2031.

PREVIOUS POSITIONS PROFESSIONAL	<p>National and international activities with managerial qualification in multinational companies, with tasks related to the General Management and the Human Resources Management and Recruiting, Training, Sales Management functions.</p>
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B) RESEARCH ACTIVITIES

B.A.) DIRECTION, COORDINATION, AND AFFILIATION TO ONGOING RESEARCH GROUPS

B.A.1) From 2019 to today - Direction 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 business innovation in its multiple manifestations, to better understand the nature and complexity of the managerial and organizational challenges that companies face to compete in terms of innovation.

Through this group, we want to identify approaches to innovation through the analysis of business best practices and the search for shared elements between organizations, which push innovation or, on the contrary, discourage it. The group also aims to study the dimensions of innovation from a social point of view, by identifying innovation models focused on the circular and environmental economy.

More precisely, the group studies, according to validated scientific models taken from the Social Sciences (Management and Psychometrics), the latent constructs that determine the choice of adoption of innovative products related to Information and Communication Technology (ICT), whether these products are goods or services. Examining the choices of adoption or non-adoption of new technologies focuses on how and why individuals, companies, or companies, as a whole, intend to use or continue to use an innovative product or why they may opt to use existing products.

Decisions to adopt an innovative product can be influenced by various factors, including the perceived benefits, costs, and risks associated with adoption, cultural and social acceptance, drive for innovation, competition in the industry, technical and infrastructural constraints, and current regulations.

Activity 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 method; collection of primary data; data analysis; interpretation of results; discussion of results.

Components:

Nicola Cobelli (contact person - Department of Management - University of Verona - Italy); Fabio Cassia (Department of Management - University of Verona - Italy); Raffaele Donvito (Department of Economics and Business Sciences - University of Florence - Italy); Roberto Burro (Department of Human Sciences - University of Verona - Italy); Volker G. Kuppelwieser (NEOMA Business School – France); Emanuele Blasioli (McMaster University, DeGroote School of Business, 1280 Main Street West, Hamilton, Ontario, Canada); Andrea Chiarini (Department of Management - University of Verona - Italy); Ilaria Confente (Department of Management - University of Verona - Italy); Alessandro Zardini (Department of Management - University of Verona - Italy); Silvia Blasi (Department of Management - University of Verona - Italy).

The research products that the Group has achieved to date are:

- a) 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) (Articolo in Rivista Scientifica - fascia A ASN 13/B2; SJR Q1 Business, Management and Accounting - Management of Technology and Innovation; AJG 2021: 1*).
- b) 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 (casa editrice: SPRINGER, in corso di stampa). Contributo vincitore del premio: Outstanding Paper Award.
- c) 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) (Articolo in Rivista Scientifica – fascia A ASN 13/B2; SJR Q1 Management and Technology Innovation; AJG 2021: 3*).
- d) Cobelli N., Confente I., Zardini A. (2023), "Innovative eHealth technologies: A study on factors determining their adoption", *Conference Proceedings*, XX SIM Annual Conference: Marketing per il benessere, la salute e la cura, Firenze, Italy, 20-21 October, ISBN: 978-88-947829-0-5.
- e) 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, Università degli Studi di Palermo, Palermo, Italy, 21-23 September, pp. 927-931. ISSN: 2547-8516, ISBN: 978-9963-711-96-3.
- f) 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.

- g) Cobelli N. (2022), "Reasons for adoption/non-adoption of telemedicine information and communication technologies: The options for balance disorders remote management", *Proceedings*, XX AIOLP: Dalle linee guida alla pratica clinica preparando il futuro con la telemedicina, Bari, Italia, 28 September-1 October, p. 33.
- h) 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), (Articolo in Rivista Scientifica - fascia A ASN 13/B2; SJR Q1 Business and International Management; AJG 2021: 1*).
- i) 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) (Articolo in Rivista Scientifica - fascia A ASN 13/B2; SJR Q1 Business and International Management; AJG 2021: 1*).
- j) Cobelli N. (2021), "The engineering approach and B2C market penetration in the audiological industry", *Proceedings*, XIX AIOLP, Riva del Garda (TN), Italy, 26-29 September.
- k) 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.
- l) 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.
- m) 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.
- n) Cobelli N., "Il valore nelle operazioni di acquisto e fusione d'impresa", in AA.VV. (2019), *Scritti seri e semiseri: in onore di Claudio Baccarani*, Torino, Giappichelli, pp. 129-134, ISBN: 978-88-921-1865-2.
- o) Cobelli N. (2012), *A study on the behaviour of the hearing impaired consumer*, Torino, Giappichelli, ISBN: 8834828488.

B.A.2) From 2009 to 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 operating in specific sectors, particularly the healthcare industry, in the business-to-business market and from a service management perspective. The research group aims to investigate the business-to-business market focusing on digitalization strategies and adopting artificial intelligence (AI) in the managerial field. The objectives include the analysis of digitalization trends in the B2B sector, the identification of the challenges and opportunities related to the implementation of AI technologies, and the evaluation of the impact of these choices, including in terms of acquisition and merger (M&A), on business management.

Activity 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 method; collection of primary data; data analysis; interpretation of results; discussion of results.

Components:

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 products that the Group has achieved to date are:

- 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) (Articolo in Rivista Scientifica - fascia 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) (Articolo in Rivista Scientifica – fascia 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 (formely 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) (Articolo in Rivista Scientifica – fascia 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) (Articolo in Rivista Scientifica – fascia 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., "Elementi di economia d'impresa", in Ambrosetti U. (Ed.) (2014), *Audiologia Protesica*, Torino, Minerva, pp. 863-881, ISBN: 139788877118035.
- o) Cobelli N. (2009), "Starting from the patient to promote the growth of the audioprosthetic sector", *L'Audioprotesista*, vol. 18, pp. 33-42, ISSN: 23848464 (technical-scientific journal).
- p) Cobelli N. (2008), "Reflections for a systematic study of the audioprosthetic sector", *L'Audioprotesista*, vol. 16, September 2008, pp. 27-34, ISSN: 23848464 (technical-scientific journal).

B.A.3) From 2014 to 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 operating on choices in the business-to-consumer market, with a focus on the healthcare sector, from the perspective of service management and consumer behavior. The research group focused on various objectives in the context of the business-to-consumer market and the management choices of proximity services to the end consumer. 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 industry, analyzing competitive dynamics, investigating emerging technologies and innovations, developing personalized strategies to improve the consumer experience, and exploring trends in the industry, 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 proximity services to the end consumer.

Activity 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 method; collection of primary data; data analysis; interpretation of results; discussion of results.

Components:

Nicola Cobelli (co-referent - Department of Management - University of Verona - Italy); Marta M. Ugolini (co-referent - Department of Management - University of Verona); Fabio Cassia (Department of Management - University of Verona - Italy); Angelo Bonfanti (co-referent - 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 products that the Group has achieved to date are:

- 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) (Articolo in Rivista Scientifica - fascia 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, 26-29 September.
- 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) (Articolo in Rivista Scientifica – fascia 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) (Articolo in Rivista Scientifica – fascia 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) (Articolo in Rivista Scientifica – fascia 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) (Articolo in Rivista Scientifica - 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 today - Direction 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 quality of service, quality of information and perceived value. The group specifically examines the perceptions of university students and professionals on the quality of university study and work guidance services.

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

Components:

Nicola Cobelli (co-referent - Department of Management - University of Verona - Italy); Angelo Bonfanti (co-

referent - Department of Management - University of Verona - Italy); Marta M. Ugolini (co-referent - Department of Management - University of Verona); Fabio Cassia (co-referent - Department of Management - University of Verona); Roberto Burro (Department of Human Sciences - University of Verona - Italy); Ludovico Bullini Orlandi (Department of Management Sciences - ALMA MATER STUDIORUM, University of Bologna - Italy).

The research products that the Group has achieved to date are:

- 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) (Articolo in Rivista Scientifica – fascia 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) (Articolo in Rivista Scientifica – fascia 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 today - Participation in the research group: "Quality of service, brand equity and reputation of water managers"

This research group aims to measure the quality of the service provided, the brand equity and the reputation of water managers starting from the perceptions of different stakeholders, such as citizens, businesses, public administrations. At present, the water market in Italy is not yet liberalized and the customer cannot choose the service provider. With a view to improving the service and benchmarking, it remains essential to monitor the level of perceived quality beyond the purely technical parameters. In addition, awareness of one's brand equity – which includes dimensions such as identity, notoriety and brand image – and one's reputation allows the water operator to set up strategic and operational activities more effectively. Starting from the experience with the water manager of the Province of Verona, Acque Veronesi, the research can be replicated and extended to other water operators on the national territory, as well as adapted to investigate the quality of service, brand equity, and reputation of different types of public utilities in liberalized markets (e.g. electricity and gas). The research involves using both qualitative and quantitative data collection and analysis methods.

Publications of this Group are ongoing.

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

Components:

Vania Vigolo (contact person - 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 today - Participation in the research group: "Customer experience in services"

The research group aims to investigate how service companies, including in particular those operating in the retail and hospitality sectors, seek to improve the customer experience. In addition, the research group analyzes the needs and expectations that customers are developing in this regard in order to suggest to service managers what strategic actions they can implement during the various management activities. A particular focus of the survey is aimed at customer education, i.e. understanding how service companies can educate their customers to ensure that they better appreciate the service offered and, at the same time, have a better service experience.

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

Components:

Angelo Bonfanti (contact person - Department of Management - University of Verona - Italy), Nicola Cobelli (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).

The research products that the Group has achieved to date are:

- a) Cobelli N., "Economia e impresa", in Ambrosetti U., Di Berardino F., Del Bo L. (Ed.) (2018), *Audiologia Protesica*, Torino, Minerva, pp. 863-881, ISBN: 978-8877119537.
- b) Cobelli N., "Elementi di economia d'impresa", in Ambrosetti U. (Ed.) (2014), *Audiologia Protesica*, Torino, Minerva, pp. 863-881, ISBN: 139788877118035.
- c) 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.
- d) 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.
- e) Cobelli N. (2008), "Preliminary framework: nautical activities and related services in Italy" and "Qualitative insight: the experiences of the tourist ports 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.
- f) Cobelli N. (with Simeoni F., Ugolini M.M., Vigolo V.). "Tourist Charter Project. An integrated model for the quality of tourism in the Verona area - First survey, August 2006", Department of Business Administration, The University of Verona – Province of Verona, November 2006 (research report).
- g) Cobelli N. (with Simeoni F., Ugolini M.M., Vigolo V.). "Tourist Charter Project. An integrated model for the quality of tourism 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 IN PROGRESS

B.B.1) From 2019 to 2020 - Participation in the research group: "Enterprise 4.0 and digital transformation for MSMEs in Verona"

The research group was created in connection with the joint project of the University of Verona - Chamber of Commerce I.A.A. of Verona entitled "Enterprise 4.0 and digital transformation for MSMEs in Verona" to bring its skills in the organizational, business, and management of production and logistics processes, as well as online marketing. The group acts in synergy with the Digital Enterprise Point of the Chamber of Commerce to respond in a targeted way to the different digital development needs of 100 member companies in Verona and connects with a similar research group in the Department of Computer Science.

The DEA research group aims to diagnose the levels of digital maturity of companies in the area, to organize training workshops aimed at the needs of companies, to carry out follow-ups in companies and to carry out monitoring through the observatory on digital transformation in the North East. Key subjects are two research fellows and the digital ambassador students who work at companies, selected on the basis of university calls, among those enrolled in DEA degree courses, as well as among its graduates.

In 2019, Nicola Cobelli's activity focused on following the digital transformation of three companies selected by the Verona Chamber of Commerce call.

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

Components:

Marta M. Ugolini (contact person - 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 Zoppiello (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), Alessandro Zardini (Department of Management - University of Verona - Italy).

The publications of this Research Group are currently ongoing.

B.B.2) From 2010 to 2011 - Participation in the research group: "Brand policies of companies in the Verona area"

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

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

Components:

Marta M. Ugolini (contact person - 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) and 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 with respect to the product range", "Outlet markets and trademark 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: A journey between protagonists and tools of the brand policies of Veronese companies*, 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 perspective of services marketing and the study of consumer behavior, on the adoption by consumers and non-adoption of generic drugs in order to study consumer behavior and implement marketing strategies aimed at the adoption of generic medicines.

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

Components:

Liz Gill (contact person - 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) (Articolo in Rivista Scientifica – 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 contents and objectives of the research group are reproduced verbatim below: "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".

Activity carried out by Nicola Cobelli: Specifically, Nicola Cobelli, in this research group, organized focus groups that involved, throughout the country of Australia, people who belonged to 5 specific categories of non-users of the Home Medicine Review service: Arabic-speaking users, Chinese-speaking users, elderly and chronically ill users, elderly users and psychiatric patients, users of Aboriginal origin. He participated in and coordinated these focus groups, transcribed the recordings, analyzed the data, and worked to ensure that the data collected led to publications in international journals.

Components:

Lesley White (contact person - 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, belonged to the University of Sydney (University of Sydney, Australia).

The research has led to the following publications:

- 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) (Articolo in Rivista Scientifica – SJR Q3 Marketing; H Index 14).
- b) Cobelli N. (2009), "The variety of approaches to the study of consumer behavior: the case of Home Medicine Review", *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 the Research Project of Relevant National Interest (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.

Components:

Claudio Baccarani (contact person - Department of Management, former Department of Business Economics - 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).

Activity carried out by Nicola Cobelli: administration of interviews; preparation of data; collaboration in the drafting of 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 Sistema Turistico Locale? An itinerary in the tourism of the capital of Verona between consolidated 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 01.06.2007 to today - Member of the Editorial Review Board of the Sinergie Italian Journal of Management (ISSN: 0393-5108).

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

B.C.3) Activity of Reviewer for Scientific Journals. Below is a selected list of the Journals drawn up on the basis of the number of revisions 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) RESPONSIBILITY FOR SCIENTIFIC STUDIES AND RESEARCH ENTRUSTED BY QUALIFIED INSTITUTIONS

C.1) From 15.02.2023 to 14.08.2024 – Scientific coordinator and head of the Research Unit of the co-financing and collaboration agreement for the implementation of the **Telemedicine Dizziness Management (TDM) project, relating to the JOINT RESEARCH 2022 Call** (Call for proposals that provides for co-financing between the University of Verona and partner companies). The sharing of the first research results with the scientific community of Otorhinolaryngology and Vestibology took place on the occasion of the AICNA congress, Bussolengo, Verona, Italy, 14-16.09.2023, with a speech entitled "Innovative telemedicine technologies for the remote management of balance disorders".

C.2) From 28.11.2022 - Participant in the **PRIN PNRR PROJECT 2022 for the Verona Research Unit** (Project Coordinator: MAGLIOCCA Pierpaolo; Head of Research Unit: BONFANTI Angelo. Title of the Research Project: The hospitality experience quality in long-term care organizations: innovative pathways for value co-creation).

C.3) From 01.01.2010 to 31.06.2011 - **Research Fellow** at the Department of Management (University of Verona) entitled: "Analysis of potential demand in a sector: the reasons for the possible rejection of the hearing aid product".

C.4) In 2008 - **Winner of a CooperInt call at the University of Verona**, which allowed him to carry out 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 OR ABROAD

- Member of the Organizing Committee of the conference Sinergie-SIMA Annual Conference, Pisa, Italy (07-08 September 2020).
- Member of the Organizing Committee of the conference Sinergie-SIMA Annual Conference, Rome, Italy (20-21 June 2019).
- Member of the Organizing Committee of The Excellence in Services 20th International Conference, Verona, Italy (7-8 September 2017).
- Member of the Organizing Committee of the XXII International QMOD and Toulon-Verona Conference - Quality and Service Sciences, Verona, Italy (27-29 August 2009).

E) INTERNATIONAL AND INTERNATIONALIZATION ACTIVITIES

- 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 - **Winner of the funding** related to the University's internationalization program, **Call for Visiting Category B** (results of the Academic Senate session of 29.11.2022). Incoming Visiting

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

- From 15.08.2022 – **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).
- Since 2021 - **Erasmus+ Campus Coordinator** of Technological University Dublin, Kevin Street, Dublin 2, D08 X622, Ireland.

International teaching activities

- **Academic Year 2022-2023**
University of Verona, via dell'Artigliere n. 8 - 37129 Verona (VR).
Department of Management, via Cantarane n. 24 – 37129 Verona (VR).
Teaching assignment within the **Summer School "Doing Business in Italy"** – 2023 edition (teaching given: 6 hours). Teaching in English.
- **August 2022 to December 2022.** Teaching abroad for U.S. undergraduate students enrolled in the University Studies Abroad Consortium | University of Nevada, Reno / MS 0323 | 1664 North Virginia St. | Reno, NV 89557-0323. Course title: "Operations Management" (38 hours). Teaching in English.
- **From 05.09.2022 to 19.09.2022.** Visiting Professor at Cologne International Business School (CBS) Hardefuststr. 1 - 50677 Köln (Germany). Teaching taught in English at the courses taught by the teachers, for a total of 20 hours, as shown in the following table:

Referent Lecturer	Title of the course	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. Małgorzata Żmuda	Consulting Techniques 1	Bachelor's degree
Prof. Małgorzata Żmuda	Consulting Techniques 2	Bachelor's degree
Prof. Małgorzata Żmuda	Master Thesis Tutorial 1	Master's degree
Prof. Małgorzata Żmuda	Master Thesis Tutorial 2	Master's degree

- **From January to May 2022.** Teaching abroad for U.S. undergraduate students enrolled in the University Studies Abroad Consortium | University of Nevada, Reno / MS 0323 | 1664 North Virginia St. | Reno, NV 89557-0323. Course title: "International Trade" (38 hours in English).
- **From January to May 2020.** Teaching abroad for U.S. undergraduate students enrolled in the University Studies Abroad Consortium | University of Nevada, Reno / MS 0323 | 1664 North Virginia St. | Reno, NV 89557-0323. Course title: "Global Strategic Management" (38 hours in English).

F) DEPARTMENTAL PLANNING AND ORIENTATION ACTIVITIES

F.1) Academic Year 2022/2023. Teaching activity entitled "Digital marketing and unconventional marketing" on 21/04/2023 as part of the DM752/21 orientation course "How do companies work?" aimed at students of upper secondary schools in Verona and Vicenza and their provinces.

F.2) Academic Year 2022/2023. Tutoring activities for the orientation course DM752/21 "How do companies work?".

F.3) Academic Year 2023/2024. Orientation activity aimed at high schools entitled "Management pills. Let's explore the business world together", organized by the Department of Management as part of the University project entitled "SCOPERTA: development of skills for transition and self-assessment" of the PNRR pursuant to Ministerial Decree 934/2022. Orientation assignments:

10/01/2024 - 11.10 a.m.-2.00 p.m.

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

12/01/2024 - 9.00 a.m.-11.30 a.m.

Lecture entitled: *Multichannel in marketing and sales. New (also) international opportunities for companies*
School: ITE Piovene di Vicenza
Number of participants: 47 students

17/01/2024 - 8.00 a.m.-9.45 a.m.

Lecture entitled: *Digital Marketing*
Marco Polo School of Verona
Number of participants: 60 students

05/02/2024 - 9.00 a.m.-11.30 a.m.

Lecture entitled: *Digital Marketing*
Da Vinci High School in Arzignano (VI)
Number of participants: 114 students

F.4) From the Academic Year 2022/2023 to date. Co-referent of the project "Live 3 Days as a Manager", Department of Management, University of Verona, in collaboration with the associations FederManager and Manager Italia. The aim of the project is to allow young talents, students, and/or undergraduates, appropriately selected, to learn specific managerial skills through three working days alongside a manager. It is a field experience that allows selected participants to see the world of work up close the role played by the manager and, thus, learn useful skills to direct their professional future (training activities aimed at acquiring additional relational skills helpful in entering the world of work - art. 10, par. 1 lett. f, D.M. 509/99; art. 10, par. 5 lett. d, D.M. 270/04). The project has involved 36 managers, 20 companies and 37 students of the Master's Degree Courses belonging to the Department of Management, University of Verona.

F.5) On 05.05.2023. Provision of **training activities** related to the **Laboratory on Business Research Methodologies**, coordinated by Prof. Cristina Florio (Department of Management, University of Verona), with a seminar entitled "**Models for the study of acceptance factors of innovative technologies**".

G) ACHIEVEMENT OF NATIONAL AND INTERNATIONAL AWARDS AND RECOGNITIONS

G.1) Conseguito del premio "**Outstanding Paper Award**" per il contributo: 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 (casa editrice: SPRINGER, in corso di stampa).

G.2) Achievement of the recognition of "**Outstanding Reviewer 2023**" at the Sinergie-SIMA Management Conference 2023 (LUM Giuseppe Degennaro University and University of Bari Aldo Moro, Bari, 29-30 June 2023).

G.3) Achievement of the recognition of "**Outstanding Reviewer 2023**" by Emerald Publishing.

G.4) Achievement of recognition as "**Outstanding Reviewer**" by the Scientific Committee of the 18th Academy of Innovation, Entrepreneurship, and Knowledge (ACIEK) Conference (Madrid, 21-23 June 2023).

G.5) Achievement of recognition as "**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 (Articolo in Rivista Scientifica - fascia A ASN 13/B2; SJR Q1 Business and International Management; AJG 2021: 2*).

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

H) TEACHING ACTIVITIES

H.1) ASSIGNMENT OF POSITIONS IN THE CONTEXT OF PHDS

- March 2024: **joint teaching assignment** with Prof. Fabio Cassia held **in English in the** Interuniversity PhD in Accounting & Management cycle XXXVIII (University of Verona and University of Udine). Title of the seminar: "A personal research journey in B2B marketing: Challenges and reflections on model, methods, and data analysis" (nr. 3 seminars for a total of 10 hours of lectures).
- July 2023: **teaching assignment in English** for 2 seminars to the students of the PhD in Management (University of Naples Federico II). Title of the seminar: "Choices of adoption/non-adoption of ICT tools in the healthcare sector" (total number of hours of seminars held: 8).
- March 2023: **joint teaching assignment** with Prof. Fabio Cassia held **in English in the** Interuniversity PhD in Accounting & Management cycle XXXVII (University of Verona and University of Udine). Title of the seminar: "A personal research journey in B2B marketing: Challenges and reflections on model, methods, and data analysis" (nr. 3 seminars for a total of 10 hours of lectures).
- May 2022: **Analytical Judgement Assessor on PhD Thesis** – PhD in Management cycle XXXIV (University of Naples Federico II). PhD candidate candidate: Kunle Francis Oguntegbe.

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

Academic Year 2023-2024

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

Teaching activities of the following Degree Course:

- "Languages for Tourism and Business Communication" (Master's Degree). Course: Digital and Interactive Marketing for Goods and Services (9 CFU).

Academic Year 2023-2024

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

Teaching activities of the following Degree Course:

- "Economics and Business Innovation" (Bachelor's Degree). Course: Sales Management (6 CFU).

Academic Year 2022-2023

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

Teaching activities of the following Degree Course:

- "Languages for Tourism and Business Communication" (Master's Degree). Course: Digital and Interactive Marketing for Goods and Services *[surnames A-L]* (9 CFU, 8 of which are paid by Nicola Cobelli).

Academic Year 2022-2023

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

Teaching activities of the following Degree Course:

- "Economics and Business Innovation" (Bachelor's Degree). Course: Sales Management (6 credits, 5 of which are paid by Nicola Cobelli).

Academic Year 2022-2023

Luiss Business School, Via Nomentana, 216 - 00162 Roma (RM).

Extra-institutional face-to-face teaching activities as part of the Executive Master Sales & Account Management entitled "Sales Management & Customer Engagement" (teaching time: 35 hours).

Academic Year 2022-2023

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

Department of Management, via Cantarane n. 24 – 37129 Verona (VR).

Teaching assignment within the Summer School "Doing Business in Italy" – 2023 edition (teaching given: 6 hours). Teaching in English.

Academic Year 2021-2022

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

Teaching activities of the following Degree Course:

- "Data Science" (Master's Degree Course). Course: Digital Marketing and Marker Research (6 credits, 3 of which are by Nicola Cobelli). Teaching in English.

Academic Year 2021-2022

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

Teaching activities of the following Degree Course:

- "Management and Business Strategy" (Master's Degree). Course: Strategic Management of Services (9 credits, 3 of which are provided by Nicola Cobelli).

Academic Year 2021-2022

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

Teaching activities of the following Degree Course:

- "Languages for Tourism and Business Communication" (Master's Degree). Course: Digital and Interactive Marketing for Goods and Services [surnames A-L] (9 CFU).

Academic Year 2021-2022

Luiss Business School, Via Nomentana, 216 - 00162 Roma (RM).

Extra-institutional face-to-face teaching activity within the Executive in Digital Marketing entitled "Integrated Marketing Communication" (teaching provided: 7 hours).

Academic Year 2021-2022

Luiss Business School, Via Nomentana, 216 - 00162 Roma (RM).

Extra-institutional face-to-face teaching activity within the Executive in Digital Marketing entitled "Digital Marketing Basics" (teaching provided: 4 hours).

Academic Year 2021-2022

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

Didactic activity within the Postgraduate Course "Smart Management in Sport" entitled "Brand experience management: Corporate branding and personal branding in sport" - "Marketing, digital communication and brand experience in sport" (teaching provided: 4 hours).

Academic Year 2020-2021

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

Teaching activity as Adjunct Professor of the Master's Degree Course: "Management and Business Strategy". Course: Strategic Management of Services (3 CFU).

Academic Year 2019-2020

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

Teaching activity as Assistant Professor A (RTD-A) of the Master's Degree Course: "Viticulture, oenology and wine markets" (Inter-University Master's Degree Course LM-69, led by the University of Udine and involving the Universities of Verona, Udine and Conegliano, Padua, Bolzano, Turin). Course: Wine Marketing and Communication – module "Advanced Tools for Marketing and Communication" (5 CFU) – taught in English. The course is intended for students of the Degree Course "Oenology, Viticulture and Wine Markets" and students of the Master of Science Vinifera (<https://www.vinifera-euromaster.eu/>), in which international students participate.

Academic Year 2018-2019

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

Teaching activity as Adjunct Professor of the Master's Degree Course: "Viticulture, oenology and wine markets" (Inter-University Master's Degree Course LM-69, led by the University of Udine and involving the Universities of Verona, Udine Conegliano, Padua, Bolzano, Turin). Course: Wine Marketing and Communication – module "Advanced Tools for Marketing and Communication" (5 CFU) – taught in English. The course is intended for students of the Degree Course "Oenology, Viticulture and Wine Markets" and students of the Master of Science Vinifera (<https://www.vinifera-euromaster.eu/>), in which international students participate. For this reason, the course is entirely taught in English.

Academic Year 2017-2018

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

Teaching activity as Adjunct Professor of the Master's Degree Course: "Viticulture, oenology and wine markets" (Inter-University Master's Degree Course LM-69, led by the University of Udine and involving the Universities of Verona, Udine Conegliano, Padua, Bolzano, Turin). Course: Wine Marketing and Communication – module "Advanced Tools for Marketing and Communication" (5 CFU) – taught in English. The course is intended for students of the Degree Course "Oenology, Viticulture and Wine Markets" and students of the Master of Science Vinifera (<https://www.vinifera-euromaster.eu/>), in which international students participate.

Academic Year 2016-2017

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

Teaching activity as Adjunct Professor of Master's Degree Courses:

- "Viticulture, oenology and wine markets" (Inter-University Master's Degree Course LM-69, led by the University of Udine and involving the Universities of Verona, Udine and Conegliano, Padua, Bolzano and Turin). Course: Wine Marketing and Communication – module "Advanced Tools for Marketing and Communication" (5 CFU) – taught in English. The course is intended for students of the Degree Course "Oenology, Viticulture and Wine Markets" LM-69 and for students of the Master of Science Vinifera (<https://www.vinifera-euromaster.eu/>), in which international students participate.
- "Languages for Tourism and Business Communication" (Master's Degree). Course: Advanced Marketing for Goods and Services (6 CFU).

Academic Year 2015-2016

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

Teaching activity as Adjunct Professor of the Master's Degree Course: "Viticulture, oenology and wine markets" (Inter-University Master's Degree Course LM-69, led by the University of Udine and involving the Universities of Verona, Udine Conegliano, Padua, Bolzano, Turin). Course: Wine Marketing and Communication – module "Advanced Tools for Marketing and Communication" (5 CFU) – taught in English. The course is intended for students of the Degree Course "Oenology, Viticulture and Wine Markets" LM-69 and for students of the Master of Science Vinifera (<https://www.vinifera-euromaster.eu/>), in which international students participate.

Academic Year 2014-2015

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

Teaching activity as Adjunct Professor of the following Degree Course:

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

Academic Year 2013-2014

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

Teaching activity as Adjunct Professor of the following Degree Course:

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

Academic Year 2012-2013

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

Teaching activity as Adjunct Professor of the following Degree Courses:

- "Languages and Cultures for Tourism and International Trade" (Bachelor's Degree). Course: Fundamentals of Management (9 CFU).
- "Languages for Tourism and Business Communication" (Master's Degree) Course: Advanced Marketing for Goods and Services (9 CFU).

Academic Year 2011-2012

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

Teaching activity as Adjunct Professor of the following Degree Course:

- "Languages and Cultures for Tourism and International Trade" (Bachelor's Degree). Course: Fundamentals of Management (9 CFU).
- "Languages for Tourism and Business Communication" (Master's Degree). Course: Advanced Marketing for Goods and Services (9 CFU).

Academic Year 2010-2011

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

Teaching activity as Adjunct Professor of the following Degree Courses:

- "Languages and Cultures for Tourism and International Trade" (Bachelor's Degree). Courses: Fundamentals of Management (3 CFU) and International Marketing (3 CFU).

Academic Year 2006-2007

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

Teaching activity in the First Level University Master's Degree in Linguistic Mediation for the Quality of Public Services.

Academic Year 2005-2006

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

Teaching activity in the First Level University Masters in Languages for International Trade and Promotion of Cultural Tourism. from 28-02-2005 to 28-02-2006

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

Academic Year 2023-2024

Luiss Business School, Via Nomentana, 216 - 00162 Roma (RM).

Extra-institutional face-to-face teaching activities as part of the Executive Master Sales & Account Management entitled "Sales Management & Customer Engagement" (teaching time: 35 hours).

Academic Year 2021-2022

Luiss Business School, Via Nomentana, 216 - 00162 Roma (RM).

Extra-institutional face-to-face teaching activity within the Executive in Digital Marketing entitled "Integrated Marketing Communication" (teaching provided: 7 hours).

Academic Year 2021-2022

Luiss Business School, Via Nomentana, 216 - 00162 Roma (RM).

Extra-institutional face-to-face teaching activity within the Executive in Digital Marketing entitled "Digital Marketing Basics" (teaching provided: 4 hours).

Academic Year 2021-2022

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

Didactic activity within the Postgraduate Course "Smart Management in Sport" entitled "Brand experience management: Corporate branding and personal branding in sport" - "Marketing, digital communication and brand experience in sport" (teaching provided: 4 hours).

From 09.05.2020 to today

Teaching assignments related to the Higher Technical Logistics and Transport 4.0 project (LAST Logistics, Vicenza and Padua campuses).

I) AFFILIATION TO SCIENTIFIC SOCIETIES OF RECOGNIZED PRESTIGE 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 research member of the **Italian Academy of Business Economics (AIDEA)**.
- Ordinary member of the **Italian Marketing Society (SIM)**.
- Ordinary member of the **British Academy of Management (BAM)**.

L) RESULTS OBTAINED IN TECHNOLOGY TRANSFER IN TERMS OF PARTICIPATION IN THE CREATION AND DEVELOPMENT OF NEW ENTERPRISES

The results obtained in technology transfer in terms of participation in the creation of new businesses are attributable to the scientific contribution aimed at the creation of the innovative start-up VertigApp srl (P. IVA 04953580265) in carrying out the following activities (from 01.05.2018 to 31.12.2022):

- drafting of the Business Plan;
- drafting of the Marketing Plan;
- identification and development of Product Launch Strategies on digital platforms;
- realization of a Study for the Segmentation and identification of Targets.

(M) LANGUAGE SKILLS

ENGLISH – C2 ADVANCED (TOEFL certificate obtained on 12.12.2007 with a grade of 104/120)

SPANISH – C2 ADVANCED

(N) COMPUTER SKILLS

Advanced knowledge and use of software:

- LaTeX
- SPSS
- R
- Lisrel
- Leximancer
- fsQCA

O) SPECIFIC PROFESSIONAL EXPERIENCES CHARACTERIZED BY RESEARCH ACTIVITIES RELATED TO THE FIELD 13/B2 – Economics and Business Management.

From 01.01.2007 to 31.12.2009

PhD in Economics and Business Management at the Doctoral School in Economics of the University of Verona (cycle XXII). Degree obtained on 03.05.2010.

From 22.03.2007 to 24.03.2007

Participation in a PUBLIC SPEAKING course. Sinergie-CUEIM.

From 01.01.2010 to today

Tutor of about 200 three-year Final Papers and about 150 Master's Theses.

From 01.10.2019 to 30.09.2020

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

From 2018 to today

Certificate of attendance and passing: "Insights Discovery Accreditation", Copenhagen (DK).

From 15.04.2019 to 18.04.2019

Partecipazione a SPRING SCHOOL 2019 in BUSINESS, MANAGEMENT & ORGANIZATION RESEARCH - Configurational Analyses, Comparative Approaches and Natural Experiments. Università degli Studi di Torino, Dipartimento di Management - Torino, Italia.

From 07.06.2019 to 07.06.2019

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

From 23.07.2019 to 26.07.2019

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

From 02.09.2019 to 06.09.2019

Participation in the SUMMER SCHOOL of Methodology for Social Research 2019 "Models of structural equations". University of Calabria, Department of Business and Legal Sciences, Rende (CS), Italy.

From 01.02.2012 to 31.01.2014

Academic Tutor at the Postgraduate Course in Commercial Middle Manager: guiding collaborators within the company and in the sales structure (A.Y. 2012-2013). Reference Department: Business Economics - University of Verona; Macro-Area: Legal and Economic Sciences; Subject area: Economics.

P) PREVIOUS PROFESSIONAL EXPERIENCE

From 15.01.2019 to 30.09.2020 - Assistant Professor (RTD-A) at the Department of Management, University of Verona.

From 02.01.2018 to 14.01.2019 - National Trainer of the company Udicare srl, a multinational company of the Demant holding company based in Copenhagen (Denmark), operating in the electromedical retail sector.

From 01.11.2014 to 01.01.2018 - Regional Director of Udicare srl, a multinational company of the Demant holding company based in Copenhagen (Denmark), operating in the electromedical retail sector.

From 01.07.2011 to 01.11.2014 - General Manager of Auris Italia scarl, operating in the electromedical retail sector.

Q) THIRD MISSION AND PUBLIC ENGAGEMENT

Q.1) Third Mission

- From 15.05.2023 to 14.05.2025 - Scientific Responsible for a Training and Professional Refresher Contract (commissioned training) signed between the Department of Management and Midi Equipment S.p.A. The training activities are aimed at the sales force of the client company and consist of: explanation and implementation of a sales process; profiling of the sales force for work purposes; motivation of the sales force; handling of objections; evaluation of sellers' activity; management of difficult cases; creation of a virtuous word-of-mouth mechanism; techniques for the continuous training of the Italian sales force. Attached is a letter of appreciation dated 16.06.2023 by the client company.

Overall, the activities were financed by the private entity Midi Equipment S.p.A. for a value of € 15,000, in addition to statutory VAT.

- From 21.02.2022 to 20.10.2022 - Scientific Principal Investigator of a technical-scientific consultancy contract (commissioned research) signed between the Department of Management and SMART Medcal srl, the object of which consisted of two main research activities: a) Research activity aimed at studying the market and the propensities to the use of new digital technologies in the healthcare sector, in business-to-business relationships. The aspects of propensity to use and perception of the product have been investigated according to scientifically validated market research methodologies. The subjects involved were some health professionals, namely otolaryngologists who work in private practice (members of the Italian Association of Freelance Otolaryngologists and participants in the XX AIOLP National Congress, Bari, 20 September-1 October 2022) and who would benefit from the adoption of innovative technologies owned by SMART Medical srl for the treatment of subjects suffering from balance disorders. b) Research activity aimed at identifying the managerial implications of market research to provide useful inputs to business choices, in particular in the marketing area. Overall, the activities were financed by the private entity SMART Medical srl for a value of € 20,000, in addition to statutory VAT.
- From February 2019 to 30.09.2020 - Scientific Manager of 3 technical-scientific consultancy contracts, signed between the Department of Management of the University of Verona and Udicare srl (a subsidiary of the multinational holding company Demant), the object of which consisted of study and research activities aimed at the creation of business processes, performance incentive systems and drafting of a Sales Protocol. Overall, the activities were financed by the private entity Udicare srl for a value of € 93,400, in addition to statutory VAT. In carrying out the above-mentioned activity, we were confronted with the parent company, in Denmark, and the entire Italian managerial team, as well as with the Italian General Management, the national HR function, the national Marketing and Communication function, the national IT function, the national and international Sales function, the international Training and Development function. Nicola Cobelli has participated in and organized numerous meetings in Europe, the United States and Canada to collect the "best practices" to be imported into the Italian subsidiary.

Q.2) Public Engagement

- From January 2023 to today – Formal Public Engagement activity free of charge aimed at the members of Auser Università Cultura e Viaggi, an association of the III sector that works for the realization of active aging. The guiding principles are solidarity, equity, respect and appreciation of differences, and the protection of rights and the common good. It operates in the area through APS Circles (Association of Social Promotion) to promote recreational, tourist and cultural initiatives and ODV Circles (Voluntary Organizations) to offer services to the person and in particular to those in greater difficulty.

Dates and titles of the speeches:

21.02.2024 *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).

08.02.2023 *Unconventional marketing to deceive the consumer* (total hours: 3).

13.02.2023 *The primary role assumed by the market in contemporary society* (total hours: 3).

23.02.2023 *The primary role assumed by the market in contemporary society* (total hours: 3).

09.01.2023 *Unconventional marketing to deceive the consumer* (total hours: 3).

- On 10.03.2023 – Speaker in 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)

Articles in Scientific Journal

- 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) (Articolo in Rivista Scientifica - fascia A ASN 13/B2; SJR Q1 Marketing; AJG 2021: 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) (Articolo in Rivista Scientifica - fascia A ASN 13/B2; SJR Q1 Business, Management and Accounting - Management of Technology and Innovation; AJG 2021: 1*).
- 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) (Articolo in Rivista Scientifica – fascia A ASN 13/B2; SJR Q1 Management and Technology Innovation; AJG 2021: 3*).
- 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) (Articolo in Rivista Scientifica - fascia A ASN 13/B2; SJR Q1 Business and International Management; AJG 2021: 1*).
- 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) (Articolo in Rivista Scientifica – fascia A ASN 13/B2; SJR Q1 Business and International Management; AJG 2021: 1*).
- 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*, vol. 169, 120814, (DOI: 10.1016/j.techfore.2021.120814) (Articolo in Rivista Scientifica -fascia A ASN 13/B2; SJR Q1 Management and Technology Innovation; AJG 2021: 3*).
- 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), (Articolo in Rivista Scientifica - fascia A ASN 13/B2; SJR Q1 Business and International Management; AJG 2021: 1*).
- 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) (Articolo in Rivista Scientifica - fascia A ASN 13/B2; SJR Q1 Business and International Management; AJG 2021: 1*).
- 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) (Articolo in Rivista Scientifica – fascia A ASN 13/B2; SJR Q1 Business and Management and Accounting; AJG 2021: 2*).
- 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) (Articolo in Rivista Scientifica – fascia A ASN 13/B2; SJR Q1 Business and International Management; AJG 2021: 2*).

- 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) (Articolo in Rivista Scientifica – fascia A ASN 13/B2 - SJR Q1 Business and International Management; H Index 17; AJG 2021: 1*).
- 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) (Articolo in Rivista Scientifica – fascia A ASN 13/B2 - SJR Q1 Business and International Management; H Index 11; AJG 2021: 1*).
- 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) (Articolo in Rivista Scientifica – fascia A ASN 13/B2; SJR Q1 Business and International Management; H Index 52; AJG 2021: 2*).
- 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) (Articolo in Rivista Scientifica – fascia A ASN 13/B2; SJR Q2 Business and International Management; H Index 52; AJG 2021: 1*).
- 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) (Articolo in Rivista Scientifica - 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*).
- 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) (Articolo in Rivista Scientifica – fascia A ASN 13/B2; SJR Q1 Business and International Management; H Index 52; AJG 2021: 2*).
- 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.
- Cobelli N. (2009), "Starting from the patient to promote the growth of the audioprosthetic sector", *L'Audioprotesista*, vol. 18, pp. 33-42, ISSN: 23848464 (technical-scientific journal).
- Cobelli N. (2008), "Reflections for a systematic study of the audioprosthetic sector", *L'Audioprotesista*, vol. 16, September 2008, pp. 27-34, ISSN: 23848464 (technical-scientific journal).
- 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) (Articolo in Rivista Scientifica – SJR Q3 Marketing; H Index 14).
- 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) (Articolo in Rivista Scientifica – SJR Q3 Marketing; H Index 14).
- Cobelli N. (2009), "The variety of approaches to the study of consumer behavior: the case of Home Medicine Review", *Sinergie Italian Journal of Management*, pp. 79–94, ISSN: 0393-5108 (Total H Index on Google Scholar: 25).

Monographs

- 1) Cobelli N., Blasioli E., *M&A Management & Healthcare Industry: Can Healthcare Devices Become Commodities?*, NOMOS, Baden-Baden, Baden-Baden, ISBN: 978-3-7560-1273-2 (Print), ISBN: 978-3-7489-4024-1 (ePDF).
- 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.
- Cobelli N. (2012), *A study on the behaviour of the hearing impaired consumer*, Torino, Giappichelli, ISBN: 8834828488.

Book chapters in English

- Ugolini M.M., Cassia F., Cobelli N. (2021), "Public engagement, children, and the pleasure of knowledge: The experience of Kidsuniversity Verona, Italy", in Papadimitriou and Bobc 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.
- Cobelli N., Confente I., Russo I., "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.

Book chapters in Italian

- Cobelli N., "Il valore nelle operazioni di acquisto e fusione d'impresa", in AA.VV. (2019), *Scritti seri e semiseri: in onore di Claudio Baccarani*, Torino, Giappichelli, pp. 129-134, ISBN: 978-88-921-1865-2.
- Cobelli N., "Economia e impresa", in Ambrosetti U., Di Bernardino F., Del Bo L. (Ed.) (2018), *Audiologia Protesica*, Torino, Minerva, pp. 863-881, ISBN: 978-8877119537.
- Cobelli N., "Elementi di economia d'impresa", in Ambrosetti U. (Ed.) (2014), *Audiologia Protesica*, Torino, Minerva, pp. 863-881, ISBN: 139788877118035.
- Cobelli N., "Sectors, market levels and stages of the macro-supply chain", "Brand architecture with respect to the product range", "Outlet markets and brand protection", "At the origins of brand naming choices (reasons and ideas)", "Requirements for brand name success", "Communication and promotion tools", in Ugolini M.M. (Ed.) (2011), *Branding Verona: A journey through protagonists and tools of the brand policies of Veronese companies*, Cierre, Verona, ISBN 9788895351551.
- Cobelli N., "Preliminary framework: nautical activities and related services in Italy" and "Qualitative insight: the experiences of the tourist ports of Salò and Peschiera del Garda", in Ugolini M.M. (Ed.) (2008), *Study on the tourist impact deriving from the redevelopment of the Marina di Bardolino*, Sinergie Management Research, Cueim Comunicazione, Verona, ISBN: 9788890739422.
- Baccarani C., Brunetti F., Cobelli N., Rossato C., Simeoni F., Ugolini M.M., Vigolo V., "Verona Sistema Turistico Locale? An itinerary in the tourism of the capital of Verona between consolidated realities and unexpressed potential", in S. Sciarelli (Ed.) (2007), *Il management dei sistemi turistici locali*, Torino, Giappichelli, pp. 411-435, ISBN: 9788834875773.

Conference Proceedings

- 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 (casa editrice: SPRINGER, in corso di stampa). Contributo vincitore del premio: Outstanding Paper Award.
- Cobelli N., Confente I., Zardini A. (2023), “Innovative eHealth technologies: A study on factors determining their adoption”, *Conference Proceedings*, XX SIM Annual Conference: Marketing per il benessere, la salute e la cura, Firenze, Italy, 20-21 October, ISBN: 978-88-947829-0-5.
- 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.
- 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, UK, 31 August – 1 September, ISBN: 9791221039054.
- 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, Università degli Studi di Palermo, 21-23 September, pp. 927-931. ISSN: 2547-8516 ISBN: 978-9963-711-96-3.
- Cobelli N. (2022), “Reasons for adoption/non-adoption of telemedicine information and communication technologies: The options for balance disorders remote management”, *Proceedings*, XX AIOLP: Dalle linee guida alla pratica clinica preparando il futuro con la telemedicina, Bari, Italia, 28 September- 1 October, p. 33.
- 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.
- 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.
- 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.
- Cobelli N. (2021), “The engineering approach and B2C market penetration in the audiological industry”, XIX AIOLP, Riva del Garda (TN), Italy, 26-29 September.
- 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 (formely 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.
- 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.
- 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.

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