
CURRICULUM VITAE

DAVID D'ACUNTO

University of Verona (Italy)
Department of Management
Via Cantarane 24 – 37129 Verona (VR)
E-mail: david.dacunto@univr.it

CURRENT POSITION	Assistant Professor (Tenure Track) of Marketing – University of Verona (Italy) (G.D.S. 24: 13/ECON-07)
RESEARCH FIELDS	Digital Marketing; Consumer behavior; Circular economy; Sustainability; Big data analytics; Tourism & Hospitality
TOPICS OF INTEREST	Pro-environmental behavior; Green eWOM; Visual eWOM; Sustainability; Circular economy; Sharing Economy; Consumer Emotions; Privacy
PUBLICATIONS	
Journal articles	Vidaurreta-Apesteguia, P., Alzate, M., Arce-Urriza, M., Armendáriz-Iñigo, J. E., & D'Acunto, D. (2025). When reviews Speak through Pictures: Visual content and its influence on helpfulness. <i>Journal of Business Research</i>, 199, 115432 (3 ABS). https://doi.org/10.1016/j.jbusres.2025.115432 D'Acunto, D., Filieri, R., Okumus, F. (2025). The Gen Z attitude-behavior gap in sustainability-framed eWOM: A Generational Cohort Theory perspective. <i>International Journal of Hospitality Management</i>, 129, 104194 (3 ABS). https://doi.org/10.1016/j.ijhm.2025.104194 D'Acunto, D., Filieri, R., & Amato, S. (2024). Who is sharing green eWOM? Big data evidence from the travel and tourism industry. <i>Journal of Sustainable Tourism</i>, 1–23. (3 ABS). https://doi.org/10.1080/09669582.2024.2328103 D'Acunto, D., Filieri, R., Amato, S. (2023). “Hotels’ environmentally-framed eWOM. The moderating role of environmental culture”. <i>Tourism Management</i>, 98, 104776 (4 ABS). https://doi.org/10.1016/j.tourman.2023.104776 D'Acunto, D., Blasi, S., Confente, I., Russo, I. (2023). “Investigating circular behaviour adoption across Gen Z: the role of perceived value and environmental consciousness”. <i>Micro & Macro Marketing</i>, 32(1), 43-68. DOI: 10.1431/106870 Deri, MG., D'Acunto, D., Lemmi, E. (2023). “Crowdfunding and Hospitality Industry in Pandemic Times. The Resilient Case of CleanBnB”. <i>European Journal of Tourism, Hospitality and Recreation</i>, 13(1), 80-96. https://doi.org/10.2478/ejthr-2023-0008 D'Acunto, D., Volo, S., Filieri, R. (2021). “Most Americans like their privacy”. Exploring privacy concerns through US guests’ reviews. <i>International Journal of Contemporary Hospitality Management</i>, 33(8), 2773-2798. (3 ABS). https://doi.org/10.1108/IJCHM-11-2020-1329 D'Acunto, D., Tuan, A., Dalli, D., Viglia, G., & Okumus, F. (2020). Do consumers care about CSR in their online reviews? An empirical analysis. <i>International Journal of Hospitality Management</i>, 102342. (3 ABS). https://doi.org/10.1016/j.ijhm.2019.102342

Osman, H., D'Acunto, D., & Johns, N. (2019) Home and away: Why do consumers shy away from reporting negative experiences in the peer-to-peer realms? *Psychology & Marketing*, 36(12) 1162-1175. (3 ABS). <https://doi.org/10.1002/mar.21264>.

Dalli, D., Tuan, A., & D'Acunto, D. (2018). How online reviewers and actual customers evaluate their shopping experiences. Evidence from an international retail chain. *MERCATI & COMPETITIVITÀ*, 3, 163-180. DOI: 10.3280/MC2018-003009

Books

D'Acunto D. (2024). *THE FUTURE OF E-MOBILITY - INVESTIGATING THE ROLE OF ELECTRIC MOBILITY FOR CONSUMERS AND INDUSTRIES*. Palgrave Macmillan/Springer, Cham, Switzerland. ISBN: 978-3-031-65052-9

D'Acunto D. (2021). *BEYOND RATINGS: THE VOICE OF TRAVELERS. UGC, eWOM and Big Data in Tourism & Hospitality Management*. Pisa University Press, PISA. ISBN: 978-88-3339-526-5

Book chapters

D'Acunto, D. (2024). Luxury buying behaviour across different tourists' generations. In: Tabari S., Chen W. and Colmekcioglu N. (Eds), *Consumer Behaviour in Hospitality and Tourism: Contemporary Perspectives and Challenges*. Routledge, Taylor & Francis Group. ISBN: 9781032637761

D'Acunto, D. (2024). The Gen Z attitude-behavior gap in digital green activism. In: Albanese A., Fanetti S. and Minazzi R. (Eds), *Handbook of Social Mobilisation for Climate Change*. Routledge. ISBN: 9781032742779

Carannante, V., Coli, E., D'Acunto, D., Deri, M.G., Fantoni, G., Lemmi, E., Marchi, V., Raschi, A. (2021). Livello di digitalizzazione della filiera turistica in Toscana. In: Fantoni G, Mocenni C, Visintin F (Eds.), *Processi di Digitalizzazione delle Imprese Toscane nel Settore Turistico* (pp. 33-51). DECLAR. ISBN: 9788894901085

Volo, S., D'Acunto, D. (2021). Ecotourism as a form of luxury consumption. In: Fennell D. (Ed), *Handbook of Ecotourism* (pp. 279-288). Routledge. ISBN: 9780367431921; DOI: 10.4324/9781003001768-21

Volo, S, D'Acunto, D (2021). Service Management in the E-Tourism Era. In: Xiang Z, Fuchs M, Gretzel U, Höpken W (Eds.), *Handbook of e-Tourism* (pp. 1-23). Springer, Cham. ISBN: 978-3-030-05324-6. https://doi.org/10.1007/978-3-030-05324-6_73-1

D'Acunto, D., Tuan, A., & Dalli, D. (2020). Are Online Reviews Helpful for Consumers?: Big Data Evidence From Services Industry. In *Exploring the Power of Electronic Word-of-Mouth in the Services Industry* (pp. 198-216). IGI Global. DOI: 10.4018/978-1-5225-8575-6.ch012

Conference proceedings

Lonardi, S., D'Acunto, D., Confente, I., Raggiotto. (2024). Understanding tourists' reactions to overtourism: a netnographic analysis of online discourses. *XXI SIM Conference*, Università di Firenze, (Italy). ISBN 978-88-947829-1-2

D'Acunto, D., Lonardi, S., Confente, I. (2024). The evolution of sustainability discourses in online reviews: an investigation of the impact of triple bottom line dimensions on tourists' eWOM and destination satisfaction. *SINERGIE-SIMA Conference 2024*, IULM University, Milan (Italy). ISBN 978-88-94-7136-5-7

D'Acunto, D., Lonardi, S., Confente, I., Raggiotto, F. (2024). Which dimension of sustainability matter for visitors? An eWOM analysis of Iceland attractions. *5th*

Conference in Managing Tourism Across Continents (MTCON24), İstanbul Gedik University, Turkey. ISBN 978-605-254-961-2

Lonardi, S., Confente, I., Raggiotto, F., D'Acunto, D. (2023). Too crowded, don't go! Understanding the impact of overtourism awareness on intention to recommend a remote destination. *XX SIM Conference*, Università di Firenze, (Italy). ISBN 978-88-947829-0-5

D'Acunto, D., Filieri, R. (2023). Are you willing to share green eWOM? Exploring environmentally-framed reviews in hotel services. *SINERGIE-SIMA Conference 2023*, University of Bari, (Italy). ISBN 978-88-94-7136-3-3

D'Acunto, D., Blasi, S., Confente, I., Russo. (2022). "Beyond green products: how Gen Z value and is willing to buy circular products". *XIX SIM Conference*, Università di Salerno, (Italy). ISBN: 978-88-943918-8-6

D'Acunto, D., Filieri, R. (2022). The attitude – behaviour gap in eWOM: the paradoxical Generation Z. *Proceedings of the European Marketing Academy*, 51st, (107319). ISSN: 2709-1589

D'Acunto, D., Filieri, R. (2021). The attitude – behaviour gap in eWOM: the paradoxical Generation Z. *XVIII SIM Conference*, Università Politecnica delle Marche, Ancona (Italy). ISBN: 978-88-943918-6-2

D'Acunto, D., Abrate, G., Pera, R., Volo, S. (2021). "A comparative analysis of customer's reviews: online versus internal data". *XVIII SIM Conference*, Università Politecnica delle Marche, Ancona (Italy). ISBN: 978-88-943918-6-2

D'Acunto, D., Volo, S. (2021). Cultural Traits in the Consumption of Luxury Hotel Services. An Exploratory Analysis Through Online Reviews Data. In: *Proceedings of the ENTER 2021 eTourism Conference*, January 19–22, 2021. W. Wörndl et al. (Eds.): Information and Communication Technologies in Tourism 2021, (pp. 269–279). ISBN: 978-3-030-65784-0. DOI: https://doi.org/10.1007/978-3-030-65785-7_24

D'Acunto, D., Volo, S. (2020). Privacy concerns: an exploratory analysis through big data. *SINERGIE-SIMA Conference 2020*, University of Pisa, (Italy). ISBN 97888943937-6-7. DOI: 10.7433/SRECP.EA.2020.01

D'Acunto, D., Volo, S. (2020). Exploring guests' associations with luxury: an analysis of online reviews. *XVII SIM Conference*, University of Castellanza (VA), (Italy). ISBN 978-88-943918-4-8

D'Acunto, D. (2019). Online reviews: are they useful for consumers?. In K. Diossì, S. Ovsianikova, A. Mikáczó (Eds.), *2nd International Management, Quality and Marketing Conference* (pp.9-21). Moscow: Delo. ISSN 2658-3666

Dalli, D., Tuan, A., D'Acunto, D. (2018). Online reviews: are they useful for consumers? *XV SIM Conference*, University of Bari, (Italy). ISBN 978-88-943918-2-4

Working projects

Filieri, R., D'Acunto, D., Raguseo E., Milone F. "The effects of green eWOM on hotel performances. The moderating role of consumer emotions" (Under review at *Journal of Business Ethics* (3 ABS))

Amato S., Mansha, S., D'Acunto, D. "Exploring the Role of Regional Institutions in Shaping Productivity in Italy's Tourism Industry: Who Benefits the Most?" (Under review at *Tourism Management* (4 ABS))

D'Acunto, D., Filieri, R. "A big data analysis of customers' privacy: demographic profiles, privacy dimensions, and drivers of customer satisfaction". (Under review at *Tourism Management* (4 ABS))

D'Acunto, D., Volo, S. "“It nails excellence at every turn”. Detecting luxury in hospitality reviews: An exploratory linguistic resource for automated content analysis". (Preparing for submission to *International Journal of Contemporary Hospitality Management* (3 ABS))

Blasi, S., Mohaghegh, M., D'Acunto, D., Confente, I. "Are you willing to share your data? Implications for Smart City Governance in time of crisis". (Under review at *Management Decision* (2 ABS))

D'Acunto, D., Abrate, G., Pera, R., Volo, S. "A comparative analysis of customer reviews: online versus internal data". (Working paper)

Conferences

2025. "Beyond the environment: do social and cultural dimensions of sustainability matter for tourists? A big data analysis". EMAC Spring Conference 2025, May 27-30, 2025, ESIC University, Madrid (Spain).

2023. "Are you deeply green? Investigating the role of guest demographics and tripographics in green eWOM sharing behavior". 7th World Research Summit for Hospitality and Tourism, Rosen College of Hospitality Management, University of Central Florida, Orlando (USA), 8-11 December 2023

2022. "The attitude – behaviour gap in eWOM: the paradoxical Generation Z." 28th Recent Advances in Retailing & Consumer Science Conference (RARCS). Baveno (Italy), 23-26 July 2022

2020. "Exploring Luxury in Hospitality through User-Generated Content". Consumer Behavior in Tourism Symposium (CBTS 2020). Virtual conference, 16-18 Dec. 2020

2019. "Do consumers care about CSR in their online reviews? An empirical analysis.". EIASM 9th International Conference on Tourism Management & Related Issues – Ca' Foscari University, Venice (Italy), 19-20 Sept. 2019

2018. CBTS 2018 Winter School & Summit – Free University of Bozen-Bolzano (Italy), 10-15 Dec. 2018

2018. "Do consumers care about CSR? Analyzing online hotel reviews content through a big data approach". CHME 2018 – Bournemouth University (UK), 22-25 May 2018

2018. "I cannot say anything bad about Tom! The role of personal closeness on negative reviewing biases". The 8th GIKA Conference – Valencia (Spain), 25-27 June 2018

2017. "Online reviews: preliminary evidence from an international retail chain". XIV SIM Conference – University of Bergamo (Italy), 26-27 Oct. 2017

Reviewing activities

Ad-hoc reviewer for over 80 paper and 124 peer reviews verified on Web of Science: *Annals of Tourism Research* (AJG 4); *Tourism Management* (AJG 4) *Psychology & Marketing* (AJG 3); *Journal Of Business Research* (AJG 3); *Journal of Sustainable Tourism* (AJG 3); *Journal of Interactive Marketing* (AJG 3); *European Management Review* (AJG 3); *International Journal of Hospitality Management* (AJG 3);

International Journal of Contemporary Hospitality Management (AJG 3); Journal of Retailing and Consumer Services (AJG 2); Journal of Intellectual Capital (AJG 2); Consumer Behavior in Tourism and Hospitality (AJG 1); Tourism Review (AJG 1); Anatolia (AJG 1); Journal of Quality Assurance in Hospitality & Tourism (AJG 1); Journal of Business-to-Business Marketing (AJG 1); Corporate Social Responsibility and Environmental Management (1 AJG); Italian Journal of Marketing; Micro & Macro Marketing; European Journal of Management and Business Economics, European Journal of Tourism, Hospitality and Recreation.

Web of Science profile: <https://www.webofscience.com/wos/author/record/ABF-1381-2020>

Research seminars held

2023. "Introduction to automated content analysis: some applications with Leximancer and LIWC software". 16 May, Dept. of Management, University of Verona (Italy).

2022. "Quantitative textual and visual analysis in marketing research". 8 Feb., Dept. of Management, University of Verona (Italy).

2021. "Cultural Traits in the Consumption of Luxury Hotel Services. An Exploratory Analysis Through Online Reviews Data". 7 Oct., Dept. of Marketing and Communication, International University of Monaco (Monaco).

2021. "'Most Americans Like Their Privacy'. Exploring Privacy Concerns through US Guests' Reviews". 17 Sept., SHTM, Hong Kong Polytechnic University (HK).

2021. "Text analytics to extract knowledge on customers and for digital marketing". 7 May, Digital Marketing Unit, Audencia Business School (Nantes, FR).

2021. "Exploiting eWOM to extract knowledge on customers in hospitality: a text mining approach". 4 May, Marketing delle imprese turistiche (BA), Università degli Studi dell'Insubria (IT).

2020. "Automated text analytics and content analysis: NVivo, LIWC, Leximancer", by Dr. David D'Acunto. 2 Dec. 2020, Marketing research group, Free University of Bozen-Bolzano (IT).

2020. "Privacy concerns of US guests: an exploratory analysis through OTRs", by Dr. David D'Acunto. 15 Dec. 2020 Unibz Cluster Tourism, Marketing and Regional Development, Free University of Bozen-Bolzano (IT).

Education

11/2016 – 10/2019
(02/2018 – 09/2018)
10/2008
04/2006

Ph.D in Marketing, University of Pisa, Italy (grade: excellent)
Visiting Ph.D student at University of Portsmouth (UK)
MSc (cum laude) in Marketing and Market research, University of Pisa, Italy
BSc in Economics and Management, University of Pisa, Italy

Teaching

2024-2025

Management and Marketing in sport organizations and sport events (PG) - (University of Verona (30 h)

Strategic Marketing (PG) – (University of Verona) (6 h)

Marketing Management & Logistics (UG) – (University of Verona) (48 h)

2023-2024

Advanced quantitative research methods (Doctoral program) - (University of Verona) (6 h)

Strategic Marketing (PG) – (University of Verona) (6 h)

2022-2023

Marketing Management & Logistics (UG) – (University of Verona) (48 h)

2022

2018	Trending topics in supply chain management (Doctoral program) - (University of Verona (2 h)
2018	Marketing Management & Logistics (UG) – (University of Verona) (32 h)
2016-2018	Strategic CRM – Executive master in Marketing & Sales. LUISS Business School Hospitality Marketing and Events - BA (Hons) Hospitality Management with Tourism (University of Portsmouth, UK)
2016-2017	Critical Thinking and Research Methods - BA (Hons) Hospitality Management with Tourism (University of Portsmouth, UK) Teaching assistant (0 CFU) - Economia e Gestione delle Imprese (UG) e Analisi e Ricerche di Marketing (PG) (University of Pisa, Italy) Tutor - Master Marketing Management (University of Pisa, Italy)

MSc/BSc Thesis

Supervision

2022-to date	CdLM (PG) in Sport Management for an innovative and sustainable sport system (LM-47R) – University of Verona CdLM (PG) in Marketing and Corporate Communication (LM-77R) – University of Verona CdLM (PG) in Management and business strategy (LM-77R) – University of Verona CdL (UG) in Business Administration and Management (L-18R) – University of Verona
2017-2019	CdLM (PG) in Marketing and market research (LM-77) – University of Pisa

Work experience

Academia

2025 – to date	Assistant Professor of Marketing (tenure track) – University of Verona (Italy)
2022 – 2024	Assistant Professor of Marketing – University of Verona (Italy)
2021 – 2021	Postdoctoral Researcher (AR) in Marketing – University of Pisa (Italy)
2020 – 2021	Postdoctoral Researcher (AR) in Marketing – Free University of Bozen-Bolzano (Italy)
2019 – 2019	Research Assistant in Consumer Behavior – University of Reading (UK)
2016 – 2019	PhD Student in Marketing – University of Pisa (Italy)

Industry

2015 – 2016	Sales & Marketing Executive EMEA, TripAdvisor Ltd, Oxford (UK)
2011 – 2014	Key Account Manager, Manetti & Roberts Spa, Milano (Italy)
2010 – 2011	Sales & Marketing Rep., Philip Morris Italia Srl, Roma (Italy)
2009 – 2010	Trade Marketing Specialist, Nestlè Italiana Spa, Milano (Italy)

Languages

Italian: (mother tongue); English: (C1)

Computing skills

Text analytics: Leximancer, LIWC, NVivo.
Statistical Package: SPSS, Stata

Personal links

Google Scholar: <https://scholar.google.it/citations?hl=it&user=v5yZ6foAAAAJ>
ResearchGate: <https://www.researchgate.net/profile/David-Dacunto>
Web of Science: <https://www.webofscience.com/wos/author/record/ABF-1381-2020>
Orcid: <https://orcid.org/0000-0001-9143-9163>
Univr: <https://www.dima.univr.it/?ent=persona&id=72545&lang=en>

Verona, 22/08/2025

