

## **Curriculum Vitae CHIARA ROSSATO**

Born on June 17th, 1978 – Italian nationality  
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### **Current Position**

Assistant Professor of Business Management (since 1.10.2008), Business Administration Department, University of Verona (Italy).

Enabled Associate Professor (11/11/2020).

### **Educational Qualification**

Six Months Post-Doc grant, University of Verona, April-September 2008.

PhD in Business Management and Firm's Governance, "Parthenope" University of Naples, February 2008.

Master Degree in Economics and Management, Faculty of Economics, University of Verona, December 2003.

### **Education**

AIDEA School on Research Methodology, Sardinia, University of Trento, Italy, January 2006. Coordinator: Prof. Maria Bergamin Barbato, "Ca' Foscari" University of Venice.

AIDEA Summer School on Education, Pinerolo (TO), Italy, September 2007. Coordinator: Prof. Umberto Bocchino, University of Turin.

Workshop on Public Speaking, Custozza (VR), Italy, March 2007. Coordinator: Prof. Claudio Baccarani, University of Verona.

Summer School on Vital Systemic Approach (VSA), Gaeta (LT), Chiesa San Giovanni alla Porta, Cueim Heritage, July 2007. Coordinator: Prof. Gaetano Maria Golinelli, University of Rome "La Sapienza".

## Research Interest

- Firm Longevity and Long Lived Firms Entrepreneurship. The interest for this issue was raised during the study for the Master's degree thesis entitled "The ethical dimension and company longevity, a study of a sample of Italian companies of more than a hundred years of age".

She also analyzed the values and management decisions of historical companies as foundations for business longevity and as guides for building its future.

Moreover, in connection with long-lived firms, she has developed a research interest in the conservation and dissemination of culture and industrial heritage: in this area, she has studied the role of museums and corporate archives of historical enterprises. As part of this research interest, she has developed a collaboration with Museimpresa, which has made it possible to deepen the knowledge of the company museums associated with it.

- The enhancement of territories: strategies and tools to characterize, communicate and promote a territory, its culture, and its products. In this area she has studied the important contribution of the cooperative bank in supporting and financing SME activities, the relevance of investment in architectural design for company sustainability and the role of historical companies in developing territorial identity.

- Entrepreneurship and innovation in SMEs: in this field of study, she deepened the criticalities and competitive potential of SMEs, highlighting: i) innovative business models aimed at sustainability and/or the promotion of particular types of innovation, ii) the process of transferring tacit knowledge particularly relevant in small and medium-sized enterprises, iii) the factors that contribute to generating better performance in terms of quality certification and greater effectiveness of the periodic internal controls required by the legislation relating to this type of certification.

- Service Management: the total quality and customer experience management in museum services and hospitality (*work in progress*)

## Participation in scientific research projects with funding

Member of the University of Verona unit of:

FIRB PROJECT 2003: "Ridisegno della struttura finanziaria delle reti di imprese: alla ricerca di nuove soluzioni finanziarie, istituzionali e informatiche per sostenere la competitività, l'innovazione, le riorganizzazioni aziendali e la gestione dei rischi", national coordinator Prof. Luca Erzegovesi. Title of Verona research team: WP17 "Case Study: parchi scientifici e tecnologici, finanziamento all'innovazione e servizi di private equity per la creazione di imprese", local coordinator Prof. Claudio Baccarani

PRIN PROJECT 2004: "The measurement of the degree of coordination in the local touristic systems", national coordinator Prof. Sergio Sciarelli - local coordinator Prof. Claudio Baccarani

She took part in the research project "Old and New in the Veneto and Friuli Venezia Giulia regions of Italy. The role of Cooperative Credit Institutions (BCC) in changes taking place in two regional

economies”, coordinated by Prof. Enzo Rullani and Prof. Claudio Baccarani, and promoted by Centro Studi Don Luigi Cerutti, by CUEIM and by Banca Agrileasing.

She has been responsible, since 2013, for the Agreement of Scientific and Research Collaboration signed by the Department of Business Administration of the University of Verona with The Italian Historic Enterprises Union.

Since 2015, moreover, she has been a member of the Scientific Observatory of the Italian Historic Enterprises Union.

She is a member of the Verona unit in the “Italian SME research project”, coordinated by Professor Alex Douglas, Management University of Africa | MUA · School of Management and Leadership.

From March 2018 to January 2020 she has been responsible for the “Union Montana del Baldo Garda territorial welfare” project promoted by CUEIM in collaboration with ACLI, Unione Montana del Baldo Garda and Cattolica Foundation.

PRIN PROJECT 2022 PNRR: “The hospitality experience quality in long-term care organizations: Innovative pathways for value co-creation”, coordinator Prof. Angelo Bonfanti.

### **Academic assignments and institutional**

Tutor of Master course in Marketing dei Servizi Bancari e Finanziari (2004/05), University of Verona, Banco Popolare di Verona e Novara and Fondazione Giorgio Zanotto di Verona

She is a member of the Department of Business Administration at the University of Verona since October 2008.

She is a member of the Educational College of Business Administration since the academic year 2012-2013 - former Council of the Faculty of Economics from 2009-2010 to 2011-2012 academic years.

She is scientific and organizing coordinator of the advanced/professional development course in Business communication techniques (2011-2012 academic year).

She is a member of the Scientific Committee of the advanced/professional development course in Business communication techniques since the 2011-2012 academic year (5 years).

She is a member of the Territorial Marketing Laboratory, Department of Business Administration, University of Verona, since 2011.

She was a member of the Scientific Committee of the postgraduate degree in Company Economics and Management from the 2008-2009 to 2012-2013 academic years, merged in 2010 in the Graduate School of Economics (University of Verona)

She was a member of the SUA-RD Commission of Department of Business Administration, (now Department of Management), University of Verona, during the three years 2011-2013 and 2013-2015.

She was a member of the Staff Planning Commission of the Department of Business Administration, (now Department of Management), University of Verona, during the three years 2015-2017.

She was a member of the Communication Team of the Department of Business Administration, (now Department of Management), University of Verona, during the three years 2018-2020.

### **Organizational activities**

She was tutor of Master course in Marketing dei Servizi Bancari e Finanziari (a.a. 2004/05), University of Verona, Banco Popolare di Verona e Novara and Fondazione Giorgio Zanotto di Verona

She has contributed to the organization of the following international conferences organized at the University of Verona and sponsored by the Faculty of Economics and the Department of Business Administration:

- 12th International Conference ICQSS - International Conference quality services and science (12th QMOD and Toulon-Verona Conference) (August 27-29, 2009);
- 8th Annual Conference of the EuroMed Academy of Business "Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment", (September 16-18, 2015);
- 20th Toulon Verona Conference: "EISIC, Excellence In Services International Conference", (September 7-8, 2017).
- 2024 AMA Global Marketing SIG (GMSIG) Conference Verona, Italy May 24-26, 2024.

### **Membership**

SIMA (Italian Society of Management) associate since 2013

AIDEA (Accademia Italiana di Economia Aziendale) associate since 2017.

SIM (Società Italiana di Marketing), associate since 2024.

BAM (British Academy of Management), associate since 2024.

### **Participation in editorial boards of journals**

Since 2004, she is a member of the Editorial review team of the Sinergie Italian Journal of Management (formerly Sinergie rivista di studi e ricerche), edited by CUEIM Comunicazione srl (<http://www.sinergiejournal.it>) focusing on management topics.

Since May 2017, she is Reviewer for TQM Journal, ASN ranking: A, ISSN: 1754-2731.

Since August 2021, she is Reviewer Enlightening Tourism. A Pathmaking Journal, ISSN: 2174-548X.

Since January 2022, she is Reviewer International Journal of Contemporary Hospitality Management, ABS ranking 2021: 3, ISSN: 0959-6119.

## **Teaching activities**

Principles of management and organization for sport companies, Master's Degree in Sport Management for an innovative and sustainable sport system, University of Verona, (2023/2024)

Principles of management (F-O), Bachelor's degree in Languages and Cultures for Tourism and International Commerce, University of Verona, (2019/20, 2020/21, 2021/22, 2022/23 2023/24)

Management for businesses in the publishing sector, Master's degree in Publishing and Journalism, University of Verona, (2021/22, 2022/23, 2023/24)

Territorial Marketing, Master's degree in Enterprise Marketing and Communication, University of Verona (2019/20)

Principles of management (P-Z), Bachelor's degree in Languages and Cultures for Tourism and International Commerce, University of Verona (2018/19, 2017/18, 2016/17, 2015/16, 2014/15)

Business Management, Bachelor's degree in Economics and Commerce, University of Verona, (2019/20, 2018/19, 2017/18, 2016/17, 2015/16, 2014/15, 2013/14, 2012/13, 2011/12, 2010/11, 2009/10, 2008/09)

Wine Marketing and Communication, module "Advanced Tools for Marketing and Communication", Interuniversity Master's degree in Viticulture, Oenology and the Wine Market (2014/15, 2013/14, 2012/13, 2011/12, 2010/11)

Public Management, Master's degree in Business Administration and Corporate Law, University of Verona, (2013/14, 2012/13, 2011/12, 2010/11)

Business management in the SME, Bachelor's degree in Economics and Business Administration, University of Verona, (2010/11, 2009/10)

Innovation and Product Management, Bachelor's degree in Economics and Service Industry Management, University of Verona, (2009/10, 2008/09, 2007/08, 2006/07)

## **Major Awards**

Paper Award, the 10<sup>th</sup> INEKA Conference, Paola Castellani, Elena Giaretta, Chiara Rossato, Raffaella Davide, "Tacit Knowledge Sharing in Knowledge Intensive Firms: The perceptions of team member and team leaders in an Italian Engineering Consulting Firms, Verona, June 11-13, 2019.

Best Paper Award of the 18th Toulon-Verona International Conference, Excellence in Services, Federico Brunetti, Angelo Bonfanti, Paola Castellani, Elena Giaretta, Marco Minozzo, Claudio Baccarani, Chiara Rossato, "Scholarly Management Journals: Are They Relevant for Practitioners? Results of a Pilot Study", Sinergie, Vol. 34, n. 100, pp. 15-37 (2016).

In November 2016, she obtained the one-off incentive issued by the University of Verona on an evaluation basis for research activity in the three years 2012-2015 (Law no. 240 of 30.12.2010)

Selected Paper of Sinergie Conference 2012: "Territorio, impresa e consumatore: percorsi esperienziali nelle imprese vitivinicole", Roberta Capitello, Paola Castellani, Chiara Rossato, Sinergie, n. 90, January-April 2013, pp. 99 – 117.

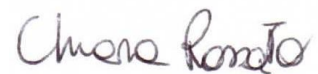
Best Paper Award of the 13th Toulon-Verona (ICQSS) Conference “Excellence in Services, Paola Castellani, Chiara Rossato, Laura Ciarmela, “From Industrial Museums to Cultural Industry. An Empirical Exploration of how this Heritage is being Safeguarded by the Members of Museimpresa”, University of Coimbra, Portugal, September 2-4, 2010.

## **Publications**

The publications are available at the following address:

<https://www.dima.univr.it/?ent=persona&id=2115#tab-pubblicazioni>

Verona, 24 April 2026

A handwritten signature in black ink, reading "Chiara Rossato". The signature is written in a cursive, flowing style.

Chiara Rossato