

**Curriculum Vitae
FABIO CASSIA**

Department of Business Administration
University of Verona
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PERSONAL DATA

Birth: October 22, 1980, Seriate (BG), Italy

EDUCATION

- 2007 Ph.D. in Marketing for Business Strategy
Department of Business Administration, University of Bergamo (Italy)
- 2003 Degree in Economics & Commerce (specialization in Business
Administration) Department of Business Administration, University of
Bergamo (Italy)

CURRENT POSITION

- 2011 - today Assistant Professor in Management, tenured position (confirmed since
November, 2014), at the University of Verona (Italy), Department of
Business Administration

ACADEMIC WORK EXPERIENCE

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

TEACHING EXPERIENCE

- BACHELOR'S DEGREE:** Principles of Management (University of Verona; 54 hours; a.y. 2012/2013; 2011/2012; 2010/2011; 2009/2010; 2008/2009);
Tourism company economics and management (University of Verona; 40 hours; a.y. 2010/2011);
Marketing & E-Commerce (University of Bergamo; 24 hours; a.y. 2009/2010);
Internet Marketing (course taught in English) (University of Bergamo & University of Missouri; 32 hours; a.y. 2008/2009).
- MASTER'S DEGREE:** Strategic management applied to international firms (University of Verona; 54 hours; a.y. 2016/2017; 2015/2016; 2014/2015; 2013/2014);
Management in the publishing sector (University of Verona; 36 hours; a.y. 2014/2015);
Competitive Strategies in Emerging Markets (University of Verona; 36 hours; a.y. 2009/2010; 2008/2009; 2007/2008);
Advanced Marketing (University of Verona; 36 hours; a.y. 2010/2011).
- MASTER (EXECUTIVE):** Master in Project Management (University of Verona; 9th edition 2015; 8th ed., 2012; 7th ed., 2011);
Master in Business Administration (course taught in English) (University of Pisa; 1st - 8th ed. 2010-2017);
Advanced course in Commercial middle management: Guiding staff within the company and in the sales structure (University of Verona; 2nd edition, 2013; 1st edition, 2012);
Advanced course in Smart Energy Management: Managing energy efficiency in companies (University of Verona; 1st edition, 2015);
Master in services front office - language and relational competences (University of Verona; 2009);
Business Strategy & Competitive Technologies (University of Bergamo; 2009);
Master in Marketing Management for the international firms (course taught in English & Italian) (University of Bergamo; from the 1st ed., 2006, to the 6th ed., 2011);
Advanced course in marketing and managerial culture for Italy-China commercial relations (course taught in English) (University of Bergamo, 2nd ed., 2008; 1st ed. 2006).
- PH.D.:** "Building and testing causal models", course taught in the Ph.D. in Marketing for Business Strategies, University of Bergamo (five editions: 2007; 2008; 2009; 2010; 2011).

AWARDS

- Emerald Literati Network Awards for Excellence - Outstanding Paper 2015 of the TQM Journal [Ugolini M., Cassia, F., Vigolo, F. (2014), "Services branding: is it a matter of gender?", *The TQM Journal*, Vol. 26, N. 1, pp. 75-87].
- Best conference paper award offered by the *International Journal of Contemporary Hospitality Management* – CBTS, Brunico, 3-6 December 2014.
- Best paper award -Highly commended award sponsored by *The TQM Journal*-, 13th Toulon-Verona Conference "Organizational Excellence in Services", Coimbra, Portugal, 2-4 September 2010.

REVIEW ACTIVITIES

(Publons profile: <https://publons.com/author/1238284/fabio-cassia#profile>)

REVIEWER FOR THE FOLLOWING JOURNALS:

- Current Issues in Tourism
- International Entrepreneurship and Management Journal
- International Journal of Emerging Markets
- International Journal of Contemporary Hospitality Management
- International Journal of Hospitality Management
- International Journal of Information Management
- International Review of Administrative Sciences
- Review of International Business and Strategy
- The TQM Journal
- Micro&Macro Marketing
- Mercati e Competitività

REVIEWER FOR THE FOLLOWING CONFERENCES:

- 6th International Conference "Thought Leaders in Brand Management", Lugano, Switzerland, 18-20 April, 2010.
- 41st (2012), 42nd (2013), 43rd (2014), 44th (2015), 45th (2016), 46th (2017) EMAC (European Marketing Academy Conference).
- AIB (Academy of International Business) 2014 Annual Meeting, Vancouver, 23-26 June, 2014.
- 15th International Marketing Trends Conference 2015, 21-23 gennaio, Venezia, 2016.

OTHER SERVICES

- Session Chair at several conferences (e.g. 14th Biennial World Marketing Congress – Academy of Marketing Science, 2009; 8th Euromed Conference, 2015)
- Member of the Scientific Committee of the "Advanced course in Commercial middle management: Guiding staff within the company and in the sales structure" (University of Verona).
- Since October 2014, member of the Committee for the Quality Assurance of the Master Degree course in Languages for Tourism and Commerce, University of Verona.
- Member of the Editorial Review Unit of *Sinergie Italian Journal of Management*.
- Member of the Editorial Board of the *International Journal of Management Development*.

MAIN RESEARCH AREAS

- 1) Branding strategies and relationships in business-to-business markets
- 2) International business (focusing on strategies to compete in emerging markets)
- 3) Marketing strategies and marketing performance measurement in tourism & hospitality
- 4) Services management and marketing

PRESENTATIONS AT CONFERENCES

PAPERS PRESENTED AT THE FOLLOWING CONFERENCES:

- EMAC 2017 (European Marketing Academy Conference), Groningen, Netherlands, 2017.
- EMAC 2016 (European Marketing Academy Conference), Oslo, Norway, 2016.
- 25th Annual Frontiers in Service Conference, Bergen, Norway, 2016.
- 19th Toulon-Verona, “Excellence in Services”, Huelva, Spain, 2016.
- 8th Annual Conference of the Euromed Academy of Business, “Innovation, entrepreneurship and sustainable value chain in a dynamic environment”, Verona, Italy, 2015.
- 18th Toulon-Verona Conference, “Excellence in Services”, Palermo, 2015.
- XXVII Convegno annuale di Sinergie, “Heritage, management e impresa: quali sinergie?” Termoli, Italy, 2015.
- 2015 Naples Forum on Service, Napoli, Italy, 2015.
- Consumer Behavior in Tourism Symposium 2014, “Tourism Mobilities beyond Place: Time, Resources and Perspectives”, Brunico, Italy, 2014.
- 17th Toulon-Verona Conference, “Excellence in Services”, Liverpool, England, 2014.
- Consumer Behavior in Tourism Symposium 2013, “Competitiveness, Innovation and Markets: The Multifaceted Tourists’ Role”, Brunico, Italy, 2013.
- Convegno Aidea 2013, “Convegno del Bicentenario: Il ruolo dell’azienda nell’economia. Esiste un modello aziendale orientato alla crescita?”, Lecce, Italy, 2013.
- 16th Toulon-Verona Conference, “Excellence in Services”, Ljubljana, Slovenia, 2013.
- Annual International Research Colloquium on Branding, Athens, Greece, 2013.
- 12th International Marketing Trends Conference, Paris, France, 2013.
- 15th Toulon-Verona Conference, “Excellence in Services”, Rishon, Lezion, Israel, 2012.
- 8th “International Strategic Management Conference”, Barcelona, Spain, 2012.
- 14th Toulon-Verona Conference, “Organizational Excellence in Service”, Alicante, Spain, 2011.
- 13th Toulon-Verona Conference, “Organizational Excellence in Service”, Coimbra, Portugal, 2010.
- ICQSS – 12th QMOD and Toulon–Verona Conference, Verona, Italy, 2009.
- 14th Biennial World Marketing Congress – Academy of Marketing Science, Oslo, Norway, 2009.
- 8th International Marketing Trends Conference, Paris, France, 2009.
- Workshop AIDEA Giovani, “Cambiamento, ristrutturazione, competitività e crescita”, Bergamo, Italy, 2008.

- 8th Global Conference on Business & Economics, Firenze, Italy, 2008.
- 11th Toulon-Verona Conference on Quality in Services, Firenze, Italy, 2008.
- XIX Convegno annuale di Sinergie, Doctoral Session, Torino, Italy, 2007.
- 10th Toulon-Verona Conference on Quality in Services, Thessaloniki, Greece, 2007.
- 9th Toulon-Verona Conference on Quality in Services, Paisley, Scotland, 2006.

PUBLICATIONS

JOURNAL ARTICLES

- Magno, F., Cassia, F., Bruni A. (2017), “Adoption and impact of marketing performance assessment systems among travel agencies”, International Journal of Contemporary Hospitality Management, Vol. 29, N. 4, pp.1133-1147 (ISSN: 0959-6119), (DOI: 10.1108/IJCHM-07-2015-0328):
<http://www.emeraldinsight.com/doi/pdfplus/10.1108/IJCHM-07-2015-0328>
- Bruni, A., Cassia, F., Magno, F. (2017), “Marketing performance measurement in hotels, travel agencies and tour operators: a study of current practices”, Current Issues in Tourism, pp. 339-345 (ISSN: ISSN 1368-3500) (DOI: 10.1080/13683500.2014.982521):
<http://www.tandfonline.com/doi/abs/10.1080/13683500.2014.982521>
- Magno, F., Cassia, F., Bruni A. (2017), ““Please write a (great) online review for my hotel!” Guests’ reactions to solicited reviews”, Journal of Vacation Marketing, pp. 1 – 11 (ISSN: 1356-7667), (DOI: 10.1177/1356766717690574):
<http://journals.sagepub.com/doi/abs/10.1177/1356766717690574>
- Cassia, F., Cobelli, N., Ugolini, M (2017), “The effects of goods-related and service-related B2B brand images on customer loyalty”, Journal of Business and Industrial Marketing, Vol. 32, N. 5, pp.722-732 (ISSN: 0885-8624), (DOI: 10.1108/JBIM-05-2016-0095):
<http://www.emeraldinsight.com/doi/abs/10.1108/JBIM-05-2016-0095>
- Simeoni, F., Cassia, F. (2017), “From vehicle suppliers to value co-creators: the evolving role of Italian motorhome manufacturers”, Current Issues in Tourism, pp. 1-19 (ISSN: ISSN 1368-3500) (DOI: 10.1080/13683500.2014.982521):
<http://www.tandfonline.com/doi/abs/10.1080/13683500.2017.1293619>
- Magno, F., Cassia, F., Ugolini M., (2017), “Impact of voluntary product recalls on utilitarian and hedonic attitudes: Is it the same for all brands?”, Australian Journal of Management, Vol. 42, N. 1, pp. 161-174 (ISSN: 0312-8962) (DOI: 10.1177/0312896215599812):
<http://journals.sagepub.com/doi/pdf/10.1177/0312896215599812>
- Lee, T. R., Choy, K. L., Hsu, M. C., Cassia, F. (2017), “Developing a comprehensive brand evaluation system with the support of TRIZ to formulate brand strategies”, International Journal of Business Excellence, Vol. 11, N. 1, pp. 38-57 (ISSN: 1756-0047) (DOI: 10.1504/IJBEX.2017.080603):

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

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

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

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

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

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

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

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

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

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

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

- Cassia, F., Ugolini, M., Cobelli, N., Gill, L. (2015), “Service-based vs. goods-based positioning of the product concept: effects on customer perceived value”, The TQM Journal, Vol. 27, N. 2, pp. 247-255 (ISSN: 1754-2731), (DOI: 10.1108/TQM-01-2015-0005):

<http://www.emeraldinsight.com/doi/10.1108/TQM-01-2015-0005>

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

<http://www.tandfonline.com/doi/abs/10.1080/14783363.2014.918706>

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

<http://link.springer.com/article/10.1007%2Fs11365-011-0197-9>

- Gill, L., Cassia, F., Cameron, I. D., Kurrle, S., Lord, S., Fairhall, N., Lockwood, K., Langron, C. (2014), “Exploring client adherence factors related to clinical outcomes”,

Australasian Marketing Journal, Vol. 22, N. 3, 197-204 (ISSN: 1441-3582), (DOI:10.1016/j.ausmj.2014.08.006):

<http://www.sciencedirect.com/science/article/pii/S1441358214000433>

- Cobelli, N., Gill, L., Cassia, F., Ugolini, M. (2014), "Factors that influence intent to adopt a hearing aid among older people in Italy", Health & social care in the community, Vol. 22, N. 6, pp. 612-622 (ISSN: 1365-2524), (DOI: 10.1111/hsc.12127): <http://onlinelibrary.wiley.com/doi/10.1111/hsc.12127/abstract>

- Vigolo, V., Cassia F., (2014), "SMEs' switching behavior in the natural gas market", The TQM Journal, Vol. 26, N. 3, pp. 300-307 (ISSN: 1754-2731), (DOI: 10.1108/TQM-01-2014-0005):

<http://www.emeraldinsight.com/doi/abs/10.1108/TQM-01-2014-0005>

- Ugolini M., Cassia, F., Vigolo, F. (2014), "Services branding: is it a matter of gender?", The TQM Journal, Vol. 26, N. 1, pp. 75-87 (ISSN: 1754-2731), (DOI: 10.1108/TQM-01-2013-0002):

<http://www.emeraldinsight.com/doi/full/10.1108/TQM-01-2013-0002>

- Magno, F., Cassia, F., Ugolini, M. (2014), "Local vs. Global Social Couponing Sites: A Study of Merchants' Satisfaction", Sinergie Italian Journal of Management, N. 95, pp. 65-74 (ISSN: 0393-5108), (DOI: 10.7433/s95.2014.06):

<http://sinergiejournal.eu/index.php/sinergie/article/view/S95.2014.06/785>

- Magno, F., Cassia, F., Ugolini, M. (2014), "L'efficacia delle campagne di social couponing: uno studio tra i merchant di Groupon", Mercati e competitività, N. 3, pp. 41-63 (ISSN 1826-7386), (10.3280/MC2014-003004):

http://www.francoangeli.it/riviste/Scheda_rivista.aspx?IDArticolo=51846

- Cassia F., Mangiò D. (2014), "Strategie di branding nei mercati business-to-business: il caso Schneider Electric" Micro & Macro Marketing, Vol. XXIII, N. 3, dicembre, pp. 525-541 (ISSN: 1121-4228):

<https://www.rivisteweb.it/doi/10.1431/78572>

-Magno, F., Cassia, F. (2013), "Austerity Programs and Services Quality Within Italian Municipalities. An Exploration of Trends and Evolving Practices", Economia dei Servizi, Vol. 8, N. 3, pp. 259-268 (ISSN: 1970-4860), (DOI: 10.2382/77505):

<https://www.rivisteweb.it/doi/10.2382/77505>

- Cassia, F., Magno F. (2012), "Business-to-business branding: a review and assessment of the impact of non-attribute-based brand beliefs on buyer's attitudinal loyalty", Canadian Journal of Administrative Sciences, Vol. 29, N. 3, pp. 242-254 (ISSN: 0825-0383), (DOI: 10.1002/CJAS.235):

<http://onlinelibrary.wiley.com/doi/10.1002/cjas.235/abstract>

- Cassia F., Ugolini M., Bonfanti A., Cappellari C. (2012), "The perceptions of Italian farmers' market shoppers and strategic directions for customer-company-territory interaction (CCTI)", Procedia - Social & Behavioral Sciences, Vol. 58, p. 1008-1017, (ISSN: 1877-0428), (doi:10.1016/j.sbspro.2012.09.1081):

<http://www.sciencedirect.com/science/article/pii/S1877042812045430>

- Cassia F., Magno F. (2011), “Differences between public administrators’ and elected officials’ perspectives on the role of the citizen in service quality improvement processes”, *The TQM Journal*, Vol. 23, N. 5, pp. 550-559 (ISSN: 1754-2731), (DOI: 10.1108/17542731111157644):

<http://www.emeraldinsight.com/doi/abs/10.1108/17542731111157644>

-Cassia F., Magno F., Pedrazzoli E. (2011), “Efficacia delle alleanze di marketing per l'accesso ai mercati emergenti delle Pmi distrettuali: il caso «Italian Legwear Shanghai»”, *Micro & Macro Marketing*, Vol. XX, N. 3, dicembre, pp. 485-502 (ISSN: 1121-4228):

<https://www.rivisteweb.it/doi/10.1431/36062>

-Cassia F., Marino A. (2011), “Business-to-business branding: continuità, discontinuità e problemi aperti”, *Mercati e Competitività*, N. 1, pp. 139-159, (ISSN: 1826-7386), (DOI: 10.3280/MC2011-001008):

http://www.francoangeli.it/riviste/Scheda_rivista.aspx?IDArticolo=41844

- Cassia F., Magno F. (2009), “Linking citizens’ ratings to services quality improvements: an empirical analysis and some potential solutions”, *Sinergie*, N. 78, pp. 3-16, (ISSN: 0393-5108):

<http://sinergiejournal.eu/index.php/sinergie/article/view/s78.2009.02>

- Cassia F., Magno F. (2009), “Public services co-production: exploring the role of citizen orientation”, *International Journal of Quality and Service Sciences*, Vol. 1 N. 3, pp. 334-343, (ISSN: 1756-669X), (DOI: 10.1108/17566690911004249):

<http://www.emeraldinsight.com/doi/abs/10.1108/17566690911004249>

Books

- Cassia F. (2013), “Strategie di branding nei mercati business-to-business”, Giuffrè Editore, Milano (ISBN: 9788814182358).

- Cassia F. (2008), *Analisi strategica e marketing per i mercati emergenti*, LED Edizioni, Milano (ISBN: 978-88-7916-395-8).

- Cassia F. (2007), *Estensione di marca e successo dell’innovazione di mercato. Un modello sistemico relazionale. Teoria e Casi*, LED Edizioni, Milano (ISBN: 978-88-7916-358-3).

Book sections

- Brunetti F., Cassia, F., Ugolini M. (2013), “Evidenze da una destinazione ad alta intensità turistica: il caso Gardaland tra insostenibilità presunta e sustainability in use”, in Franch M., Martini U., “Management per la sostenibilità dello sviluppo turistico e la competitività delle destinazioni”, Il Mulino, Bologna, pp. 463-487, (ISBN: 978-88-15-24758-2).

-Cassia F., Magno F. (2012), “The Role of External Indicators in Measuring the Service Performance of Local Governments: An Italian Case Study”, in Delener N.J. (Ed.) “Service Science Research, Strategy, and Innovation: Dynamic Knowledge Management Methods”, pp.141-156, IGI Global, New York (ISBN: 9781466600775), (DOI:10.4018/978-1-4666-0077-5.ch009):
<http://www.igi-global.com/chapter/role-external-indicators-measuring-service/61873>

Conference Proceedings

- Cassia, F., Haugland, S.A., Magno, F., Ugolini, M. (2016), “The effects of procedural and distributive fairness in supplier-buyer relationships”, Proceedings of EMAC 2016 “Marketing in the age of data”, Oslo, 24-27 May, p. 33, (ISBN: 978-82-8247-284-5).

- Baratta, R., Ugolini, M., Cassia, F. (2016), “Why should hotels turn green? Exploring emergent sustainable behaviors on lake Garda?”, Proceedings of the 19th Toulon-Verona Conference, “Excellence in Services”, Huelva 5-6 September 2015, pp. 1-14.

- Simeoni F., Ugolini M., Cassia, F. (2016), “Using visitor survey data to plan the rejuvenation of a tourism destination. The case of Sirmione”, Proceedings of 19th QMOD – ICSS Conference on Quality and Service Sciences, Rome, 21-23 September 2016, pp. 491-503 (ISBN 978-91-7623-086-2).

- Cassia, F., Bruni, A., Magno, F. (2015), “Heritage preservation: is it a motivation for agritourism entrepreneurship?”, “Referred Conference Proceeding of the XXVII Convegno annuale of Sinergie Italian Journal of Management “Heritage, management e impresa: quali sinergie?”, Termoli, 9-10 July 2015, pp. 565-574, (ISBN: 97888907394-5-3), (DOI: 10.7433/SRECP.2015.34)

- Ugolini, M, Cobelli, N., Cassia, F., Gill, L., Cameron, I, D. (2015), “Service issues in the Italian hearing aid industry” in Vrontis, D., Weber, Y, Tsoukatos, E. (Eds.) (2015), “Proceedings of 8th Annual Conference of the EuroMed Academy of Business: Innovation, entrepreneurship and sustainable value chain in a dynamic environment” (ISBN: 978-9963-711-37-6)

- Vigolo, V., Cassia, F. (2015), “Brand Reputation and Service Quality in the Italian Energy Market: A business-to-Business Perspective”, Proceedings of the 18th Toulon-Verona Conference, “Excellence in Services”, Palermo, 31 August – 1 September 2015, pp. 553-560 (ISBN: 9788890432750).

- Cassia, F., Magno, F., Ugolini, M. (2015), “Does Social Couponing Stimulate Positive E-Word-of-Mouth and Referrals?”, Proceedings of the 18th Toulon-Verona Conference, “Excellence in Services”, Palermo, 31 August – 1 September 2015, pp. 101-116 (ISBN: 9788890432750).

- Cassia, F., Ugolini, M., Cobelli, N., Gill, L. (2015), “Does a service-based positioning of the offering enhance customer perceived value?” in Gummesson, E., Mele, C., Polese, F. (Eds.) (2015), “Service Dominant Logic, Network and Systems Theory and Service Science: Integrating three Perspectives for a New Service Agenda” (ISBN: 979-12-200-0486-2), pp. 1-11.

- Cassia, F., Ugolini, M., Cobelli, N., Gill, L. (2014), “Service-Based vs. Goods-Based Positioning of the Offering: Effects on Customer Perceived Value”, Proceedings of the 17th Toulon-Verona Conference, “Excellence in Services”, Liverpool – England, 28-29 August 2014, pp. 51-60 (ISBN 9788890432743).
- Magno, F., Cassia, F., Ugolini, M. (2014), “Local vs. Global Social Couponing Sites: A Study of Merchants’ Satisfaction”, Proceedings of the 17th Toulon-Verona Conference, “Excellence in Services”, Liverpool – England, 28-29 August 2014, pp. 211-220 (ISBN 9788890432743).
- Magno F., Cassia F., Ugolini M. (2013), “Groupon e il couponing: un’analisi sulla soddisfazione e sulla fedeltà dei merchant”, Atti del Convegno Aidea 2013 “Il ruolo dell’azienda nell’economia. Esiste un modello aziendale orientato alla crescita?” Lecce, 19-21 September 2013, Cacucci Editore, Bari, pp. 1-17, (ISBN: 978-88-6611-294-5).
- Vigolo, V., Cassia F., (2013), “Loyalty and switching behavior among corporate energy customers: A study in the Italian context”, Proceedings of the 16th Toulon-Verona Conference, “Excellence in Services”, Ljubljana - Slovenia, 29-30 August 2013, pp. 1-8 (ISBN: 9788890432736).
- Cassia F., Magno F., Ugolini M. (2013), “To coupon or not to coupon? A study on perceived effectiveness of social couponing campaigns in the Italian hotel industry”, Proceedings of the 16th Toulon-Verona Conference, “Excellence in Services”, Ljubljana - Slovenia, 29-30 August 2013, pp. 1-10 (ISBN: 9788890432736).
- Cassia F. (2013), “Ingredient branding: un’opportunità accessibile alle imprese produttrici di componenti prive di marchio forte?”, Proceedings of 12th International Marketing Trends Conference, Paris, France, 17-19 January, pp. 1-26 (ISBN 978-2-9532811-5-6).
- Ugolini M., Cassia, F., Vigolo, F. (2012), “Services branding: is it a matter of gender?”, Proceedings of the 15th Toulon-Verona Conference, “Excellence in Services”, Rishon Lezion, Israel, 3-4 September 2012, pp. 1-14 (ISBN: 978-88-904327-2-9).
- Magno F., Cassia, F. (2012), “Public services quality, citizen orientation and austerity programs: An empirical study of trends and evolving practices within Italian municipalities”, Proceedings of the 15th Toulon-Verona Conference, “Excellence in Services”, Rishon Lezion, Israel, 3-4 September 2012, pp. 1-10 (ISBN: 978-88-904327-2-9).
- Cassia, F., Ugolini, M., Bonfanti, A., Cappellari, C. (2012), “The perceptions of Italian farmers’ market shoppers and strategic directions for customer-company-territory interaction (CCTI)”, Proceeding of the 8th “International Strategic Management Conference”, Barcelona, Spain, 21-23 June, pp. 923-931 (ISBN: 978-605-60771-7-3).

-Miglietta A., Pessione M., Cassia F. (2011), "Facilitating network-building services for social innovation: the case of "The HUB (Milano)", Proceedings of the 14th Toulon-Verona Conference "Organizational Excellence in Services", Alicante, Spain, 1-3 September, pp. 1-14 (ISBN: 978-88904327-1-2).

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