

PAOLA SIGNORI
Academic Vita

University of Verona, Department of Business Administration
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Paola Signori is Associate Professor in Marketing and Supply Chain management at the University of Verona since 2006. Her research focus is on Supply Chain Sustainability and Resilience, International Relationship Marketing and Social Network Analysis. She is actively working on international research projects with University of Tennessee (Daniel J. Flint, since 2010), Colorado State University (Susan L. Golicic, since 2010) and University of South Florida (James Stock, since 1999). In 2015 she has been visiting scholar for two months at the Department of Marketing and Supply Chain Management of the University of Tennessee, supported by the Cooperint program of the University of Verona.

Her last 5 years publications (2014-2019) are 37: 2 books, 8 journal articles (with 1 outstanding paper award in A ranked journal), 5 book chapters, 17 articles in conference proceedings (peer reviewed) and 5 others. Since 2009 her research efforts are predominantly focused on relationship analysis within the global wine industry, with a recent more intense focus on supply chain sustainability and sustainable marketing. Her research methods are mainly based on a qualitative approach, in particular using grounded theory. Her numerous research projects have a common scope to understand and measure B2B relational dynamics in different global network structures (vertical, horizontal or complex) under different contexts and scenarios. Her background on supply chain management, risk management, relationship marketing, sustainability and social media marketing are now linked together to highlight strategic and operational constraints, limits or barriers, to try to help practitioners to be more resilient and sustainable in their decisions.

1. Academic experience

- 26/07/2017 - present **Full Professorship National Habilitation (Italy)**
Abilitazione Scientifica Nazionale, Settore Concorsuale: 13/B2, Fascia: 1
- 10/2006 - present **Associate Professor of Marketing (confirmed in role/tenure since 2009)**
Department of Business Administration
University of Verona, Italy
- 11/2000 - 9/2006 **Assistant Professor of Marketing (confirmed in role/tenure since 2003)**
Department of Business Administration
University of Verona, Italy
- 3/1999 - 10/2000 **Post-doctoral fellow**
Department of Business Administration
Faculty of Economics
University of Verona, Italy
- 3/1995 - 12/1995 **Research Analyst**
CUEIM (Consorzio Universitario di Economia Industriale e Manageriale) for
research on tourism in Verona area, supported by Verona Chamber of Commerce
(CCIAA Verona)
- 2/1995 - 10/2000 **Lecturer of Marketing and Supply Chain management**
Faculty of Economics

University of Verona, Italy

2. Visiting Scholarships

- 1/8/2015-31/8/2015 **Research scholar in Marketing and Supply Chain Management (Cooperint 2014, University of Verona)**
Department of Marketing and Supply Chain Management (research partner Prof. Daniel J. Flint)
University of Tennessee, TN, USA
- 24/2/2000-15/3/2000 **Research scholar in Supply Chain Management and Marketing**
Department of Marketing (supervisor Prof. James Stock)
University of South Florida, Tampa, FL, USA
- 7/8/1999-2/10/1999 **Visiting researcher in Supply Chain Management and Marketing (CNR Short Term Mobility Program)**
Italian Council of Research (Consiglio Nazionale delle Ricerche).
College of Business Administration, Department of Marketing (supervisor Prof. James Stock), University of South Florida, Tampa, FL, USA

3. Education

- 2/1999 Doctor of Philosophy in "Dottrine Economico-Aziendali e Governo dell'Impresa" (Management), Dissertation thesis on Supply Chain Management: potentials and measurements (original title: "Una strategia logistica evoluta: il Supply Chain Integrated Management (SCIM)"), Naval University Institute of Naples, Italy, PhD XI cycle. Mentor: Prof. Antonio Borghesi.
- 9/1998 "Teaching methods" course, AIDEA (Italian Academy of Business Administration), Pinerolo (TO), Italy
- 9/1997 "Research methods" course, AIDEA (Italian Academy of Business Administration), Castion di Costermano VR;
- 2/1995 Laurea in Economia e Commercio (MBA in Economics and Management), University of Verona with a thesis in "Marketing Audit: insights from to the watch industry". Mentor: Prof. Antonio Borghesi.
- 6/1988 Diploma in Perito tecnico commerciale programmatore (Accounting and computer programmer diploma), Istituto tecnico commerciale Fusinieri (High School), Vicenza, Italy.

Other courses:

01/2017-11/2017 TET Training Experiential Trainers (1 year). IALT, Niuko.

3-5/2014 "STATA" course (24 hours). Club di Economia Applicata, University of Verona.

4. Research Projects

Research Philosophy: "My research in the past 15 years has focused predominantly on content domains of supply chain management (business-to-business relationship management, sustainability) and marketing (digital and social media marketing, networks and corporate identity management). I have consistently

increased my targeting of international conferences and internationally recognized premier journals. My work has balanced practical relevance, theoretical and methodological rigor, and creative provocative insights."

Paola Signori in her academic career collaborated on many projects in some of the following main research areas: Tourism marketing (1995-1999); Cyndinic and risk management (1996-2000); Logistics and Supply Chain Management (1999-2012); Supply Chain visibility and measurement/supply chain diagnostic tools (2005-2007); Marketing for SMEs (2007-2009); Customer satisfaction audit tools (2003 and 2012); Resilience and Supply chain sustainability (2012-present); Social media marketing (2010-present); Wine Marketing and Supply Chain management (2010-present); International Relationship Marketing (2012-2017); Marketing for Sustainable Ecosystems (2018 – present).

Actually, Paola Signori is still intensively working in international research teams on many **Scientific Research Projects** in four main areas:

Research 1 on *Corporate Identity Congruence and Coherence* (2013-present), with Dan Flint (University of Tennessee) and Susan Golicic (Colorado State University):

- Corporate Identity congruence analysis (under submission on Journal of Business Research); with an application of the semiotic square (under submission on Journal of Marketing Theory and Practice); with experiments (in progress, target Journal of Marketing);
- Corporate identity congruence classification (target California Management Review).

Research 2 on *Supply Chain Sustainability* (2013-present):

- Constrained Innovation on Sustainability in the Global Wine Industry (published on Journal of Wine Research), with Dan Flint (University of Tennessee) and Susan Golicic (Colorado State University);
- Sustainability Supply Chain best practice (research in progress, with an international research team guided by Prof. James Stock, South Florida University, target Harvard Business Review).

Research 3 on *Relationship Marketing and networks* (2014-present), with Federica Bressan and Federico Brunetti (University of Verona):

- Marketing of Networks and Network Branding (Book chapter under publication; article in progress, target European Journal of Marketing);
- Relationship Marketing in Italy (book, under publication 2018)
- Relationship Marketing in Italy: 25 years of literature review (target European Journal of Marketing);
- The Nature of B2B Clustering in the wine industry (survey data collected with Prof. Dan Flint, University of Tennessee - research in progress, first results have been presented in international conferences).

Research 4 on *Digital Marketing analysis and social impact* (2016-present)

- Digital Marketing case study (case study book chapter in print) with Ilenia Confente, University of Verona;
- Digital marketing to improve social impact of service eco-systems (research in progress, presented at international conferences, with Dan Flint and Wenjun Zhou, University of Tennessee).

In addition, Paola Signori is recently project leader, responsible of the research team of the Polo Scientifico Didattico Studi sull'Impresa of the University of Verona, supported by Fondazione Studi Universitari di Vicenza, of **two main financed projects**:

2017-2019 "*#BIT - Business Innovation and Digital Transformations*", Signori coordinates a group of 24 researchers, divided into 9 research teams. Within this research project, Paola Signori is also team leader of the sub-research area on "Digital Marketing, word-of-mouth and engagement", (this project has been approved on 10 October 2016, € 135.000 supported by Fondazione Studi Universitari di Vicenza);

2016-2017 "*Filiere e Networks: i nuovi ambiti di azione delle imprese*" (second part), Signori is coordinating a group of 12 researchers, organized into 6 research teams. Within this research project, Paola Signori has been also the team leader of his group, focusing on "Network Branding". "Filiere e Networks" project has been approved in 2014, with Andrea Lionzo as project leader. Signori is now responsible of the second stage of this project, funded with additional € 50.000 by Fondazione Studi Universitari di Vicenza. Research Team: Brunetti Federico, Cantele Silvia, Chesini Giusy, Confente Ilenia, Corsi Corrado, Farinon Paolo, Giaretta Elisa, Russo Ivan, Rossignoli Francesca, Signori Paola, Vernizzi Silvia, Zardini Alessandro.

In addition, referring to **public financed projects**, Paola Signori has been research project leader, responsible of the research team of the University of Verona of the following projects (for a total amount of fundings of about € 80.000):

- "*Sostenibilità e Autenticazione nutrizionale di filiere lattiero-casearie a tutela del consumatore*", (2017-2019) sponsored by Fondazione Cariverona (Bando Ricerca Scientifica 2016). Research Supervisor: Prof. Severino Segato. Paola Signori is coordinator of Work Package 4 (WP4) on SSCO-FOOD "Sustainable supply chain orientation in the food industry".
- "*Progetto servizi in rete: Sviluppo di un centro servizi regionale a diffusione della piattaforma nazionale della logistica UIRNET integrata con i centri servizi*" (2010-2012), sponsored by Regione Veneto -Patti di Sviluppo Distrettuali e Metadistrettuali 2009 (project approved and funded D.D S.E. n.140, 23/12/2009);
- "*Progetto Servizi in rete, Prototipi per il Metadistretto Logistico Veneto*" (2010-2012), sponsored by Regione Veneto -Patti di Sviluppo Distrettuali e Metadistrettuali 2009 (project approved and funded, D.D S.E. n. 140, 23/12/2009);
- "*Clean Power: conversione del trasporto pesante su gomma a gas naturale liquido per l'abbattimento delle emissioni inquinanti e dei costi*" (2010-2012), sponsored by Regione Veneto -Patti di Sviluppo Distrettuali e Metadistrettuali 2009 (project approved and funded, D.D S.E. n. 140, 23/12/2009. This project unfortunately ended earlier due to the insolvency of the leading company involved in the project;
- "*Sostenibilità trasporto gomma Veneto-Europa*" (2007-2009), sponsored by Regione Veneto -Bando Distretti produttivi 2006 (project approved and funded, DGR 2618, 07/08/2006);
- "*Logistics Improve, le vie dell'innovazione per il miglioramento dell'efficienza organizzativa nelle imprese del Metadistretto Logistico Veneto*" (2007-2009), sponsored by Regione Veneto -Bando Distretti produttivi 2006 (project approved and funded, DGR 2618, 07/08/2006).

In other international projects responding to **international public calls**, Paola Signori has been research project leader of the local research team in Verona, for the followings:

- *SME and Academia Partnership to address Digital Mobility Barrier issues for SMEs in Logistic and Supply Chain technologies* (2011) , Proposal N° 285777 - Acronym "SABER", "PEOPLE" – Call ID "FP7-PEOPLE-2011-IAPP" (positive evaluation of 63%, not funded for lack of public funds);
- *SME and Academia Partnership to address Digital Mobility Barrier issues for SMEs in Logistic and Supply Chain Technologies* (2009), Proposal reference number: FP7- 251550 SABER, FP7-PEOPLE-2009-IAPP (positive evaluation of 60.3%, not funded for lack of public funds).

A projects **selection from the past** is also provided below:

2006-2009: Research project member (Osservatorio delle Medie Imprese, Vicenza) - Research on SME's competitiveness: "Ricerca sulla competitività delle imprese vicentine". Research supervisor: Prof.

Andrea Lionzo.

2008-2009: Research supervisor - "Progetto di Riqualificazione del Mercato Ortofrutticolo di Vicenza".
Research sponsor: Municipality of Vicenza.

1997-2000 - Research project member (Cofin ex 40%) - Research on tourism in Italy: "Analisi dell'evoluzione qualitativa e quantitativa della domanda e dell'offerta dei prodotti dell'ospitalità in Italia. La dimensione locale e globale del confronto". Research supervisor: Prof. Maurizio Rispoli.
Local coordinator: Prof. Antonio Borghesi.

1995-1997 - Research project member (CUEIM) - Research on tourism in Verona. Research sponsor: Province of Verona.

5. **Publications**

Paola Signori has 84 scientific publications: 5 books, 17 journal article in double blind peer reviewed journals, 28 articles in peer reviewed conference proceedings, 21 book chapters and 13 other publications.

a. **Books:**

1. Signori, Paola and Federica Bressan (in print), *Marketing relazionale nei Networks: lo stile italiano*, McGraw-Hill Education, in progress/under review.
2. Flint, J. Daniel, Paola Signori and Susan L. Golicic (2016), *Contemporary Wine Marketing and Supply Chain Management*, New York: Palgrave Macmillan. ISBN: 9781137492425. Scopus ID: 2-s2.0-84979518494. <http://www.palgrave.com/us/book/9781137492425#aboutBook>
3. Signori, Paola (2009), *Logistics Improve. Le vie dell'innovazione per il miglioramento dell'efficienza organizzativa nelle imprese del Metadistretto Logistico Veneto*, Verona: QuiEdit. ISBN: 9788864640341. <http://www.quiedit.it/scheda.aspx?id=242>
4. Signori, Paola (2008), *Visioni, percorsi e verifiche nei controlli manageriali. Applicazioni al marketing e alla comunicazione*, Milano: McGraw-Hill. ISBN: 9788838666421. <https://www.mheducation.it/9788838666421-italy-visioni-percorsi-e-verifiche-nei-controlli-manageriali>
5. Signori, Paola (2004), *La misurazione dell'integrazione logistica nel Supply Chain Integrated Management*, Padova: Cedam. ISBN: 9788813255275.

b. **Journal articles (peer reviewed)**

1. Flint Daniel J., Paola Signori, and Susan L. Golicic (2018), "Corporate Identity Congruence: A meanings-based analysis", *Journal of Business Research*, Vol. 86, 68-82. ISSN: 0148-2963. DOI: 10.1016/j.jbusres.2018.01.052 (A ranking journal ANVUR). Available online: <https://www.sciencedirect.com/science/article/abs/pii/S0148296318300523>
2. Signori, Paola, Daniel J. Flint, D. J., and Susan L. Golicic (2017). "Constrained innovation on sustainability in the global wine industry", *Journal of Wine Research*, Vol. 28, issue 2, 71-90. DOI:10.1080/09571264.2017.1302413. ISSN: 0957-1264. SCOPUS ID: 2-s2.0-85015150615. Available online: <http://www.tandfonline.com/doi/full/10.1080/09571264.2017.1302413>

3. Golicic, Susan L., Daniel J. Flint and Paola Signori, (2017), "Building Business Sustainability through Resilience in the Wine Industry", *International Journal of Wine Business Research*, vol. 29 (1), 74-97. ISSN: 1751-1062. DOI:10.1108/IJWBR-02-2016-0005. SCOPUS ID: 2-s2.0-85015923578. WOS: 000399072900005. Available online: <http://www.emeraldinsight.com/doi/full/10.1108/IJWBR-02-2016-0005>
4. Signori, Paola, Daniel J. Flint and Susan L. Golicic (2015), "Toward sustainable supply chain orientation (SSCO): mapping managerial perspectives", *International Journal of Physical Distribution & Logistics Management*, vol. 45 (6), 536-564. ISSN: 0960-0035. DOI:10.1108/IJPDLM-07-2014-0160 (A ranking ANVUR) (2016 Outstanding Paper Award). WOS:000357391100002. Scopus ID: 2-s2.0-84931087424. Available online: <http://www.emeraldinsight.com/doi/full/10.1108/IJPDLM-07-2014-0160>
5. Bressan, Federica and Paola Signori (2014), "Trends in e-Relationship Management with Emerging Markets", *Journal of Management and Marketing*, vol. 2 (2), 71-77. ISSN: 1339-4896. Online Open Access Journal. Available online: <http://sci-pub.com/archive/?vid=1&aid=3&kid=120202-1&q=f6>
6. Bressan, Federica and Paola Signori (2014), "International Relationship Marketing: Stakeholders Selection Remains a Weakness in Emerging Markets", *International Journal of Economic Practices and Theories*, vol. 4 (5), 774-782. e-ISSN 2247-7225. Available online: http://www.ijept.org/index.php/ijept/article/view/International_Relationship_Marketing
7. Signori, Paola and Ilenia Confente (2014), "Consumer's e-signals Prism analysis: impact and implications for corporate communication strategy", *Sinergie Italian Journal of Management*, vol. 93, 175-191. ISSN: 0393-5108. DOI:10.7433/S93.2014.11. Available also online: <https://ojs.sijm.it/index.php/sinergie/article/view/167>
8. Bressan, Federica and Paola Signori (2014), "Get off to a good start. International Relationship Marketing in emerging markets", *Procedia - Social and Behavioral Sciences*. vol. 150, 1230-1239. ISSN: 1877-0428. DOI:10.1016/j.sbspro.2014.09.139 WOS:000346089700133. Available online: <http://www.sciencedirect.com/science/article/pii/S187704281405188X>
9. Signori, Paola and Ivan Russo (2013), "Marketing internazionale e resilienza. Analisi degli elementi endogeni ed esogeni che influenzano i percorsi di sviluppo delle PMI italiane in contesti critici", *Micro & Macro Marketing*, vol. 3, 437-452. ISSN: 1121-4228. DOI: 10.1431/75382. Available also online: <https://www.rivisteweb.it/doi/10.1431/75382>
10. Signori, Paola and Ilenia Confente (2011), "Il marketing territoriale tra Industry Co-opetition e Societing. Un progetto sperimentale nell'agroalimentare", *Mercati e Competitività (Review of Italian Marketing Society)*, vol. 3, 85-103. DOI:10.3280/MC2011-003006. Available also online: http://www.francoangeli.it/riviste/Scheda_rivista.aspx?IDArticolo=43290
11. Signori, Paola, Barbara Gaudenzi and Ivan Russo (2011), "The new potential of strategic dual positioning (Le nuove potenzialità del Doppio Posizionamento Strategico)", *Journal of Marketing Trends*, vol. 1, 35-46. ISBN 978-2-9532811-0-2. ISSN 1961-7798. Available also online: http://www.marketing-trends-congress.com/sites/default/files/Signori_Gaudenzi_Russo.pdf
12. Signori, Paola, Ivan Russo and Barbara Gaudenzi (2009), "Supply Chain Visibility a servizio del cliente. Un metodo per identificare aree di opportunità e di rischio", *Mercati e Competitività (Review of Italian Marketing Society)*, vol. 1, 119-144. DOI: 10.3280/MC2009-001007 Available also online: http://www.francoangeli.it/riviste/Scheda_Rivista.aspx?IDArticolo=35474
13. Borghesi, Antonio, Paola Signori, Barbara Gaudenzi and Ivan Russo (2006), "Applicability of Strategic Double Positioning (second part)", *Marketing v Ukraïni (Marketing in Ukraine)*, n. 1 (35), 50-54. ISSN: 1606-3732. Kïiv: Knïvs'kij nacional'nij ekonomïčnij unïversitet.

14. Borghesi, Antonio, Paola Signori, Barbara Gaudenzi and Ivan Russo (2005), "Applicability of Strategic Double Positioning (first part)", *Marketing v Ukraïni (Marketing in Ukraine)*, n. 1 (34), 66-69. ISSN: 1606-3732. Kiïv: Knïvs'kij nacional'nij ekonomïčnij unïversitet.
15. Signori, Paola (2004), "Pandoro cake: how to become a mass marketer from a local market", *British Food Journal*, November 2004, vol. 106 (10/11), 714 - 721. ISSN: 0007-070X. (A ranking ANVUR) DOI:10.1108/00070700410561342. Scopus ID: 2-s2.0-84986101148. Available also online at: <http://www.emeraldinsight.com/doi/full/10.1108/00070700410561342>
16. Signori, Paola (2001), "Valutando le potenzialità di integrazione di una catena estesa di fornitura", *Industria & Distribuzione. Rivista di economia e gestione dei rapporti di canale*, FrancoAngeli, n. 3, 61-76.
17. Signori, Paola (2001), "SCIMam (Supply Chain Integrated Management analysis method): un metodo d'analisi per la valutazione delle potenzialità d'integrazione logistica di una catena estesa di fornitura", *Sinergie*, n. 56, 37-65. ISSN: 0393-5108.

c. Articles in Conference Proceedings (peer reviewed)

Paola Signori published many research papers in international and national conferences (in this list are underlined authors who attended and presented at the conference).

1. Signori Paola, Cantele Silvia, Gozzo Irene, (2019) "Sustainable Stakeholder Experience: introducing a framework using the dairy industry as a case example", Conference Proceedings of the 18th International Marketing Trends Conference, 17 - 19 gennaio 2019, Venezia. Available online: <http://archives.marketing-trends-congress.com/2019/pages/PDF/93.pdf>
2. Signori Paola, Gozzo Irene, Bisutti Vittoria and Segato Severino (2018), "Digital corporate identity congruence analyses: highlighting critical issues and untapped opportunities. A focus on Italian SMEs of the dairy industry", *Proceedings of the 7th SGBED International Research Symposium*, Dubai UAE December 17-19, 2018.
3. Flint Daniel J., Paola Signori and Susan L. Golicic (2018), "Leveraging a Sustainable Supply Chain Orientation in Marketing Communication", *Proceedings of the 21st Academy of Marketing Science World Marketing Conference (AMS WMC)*, The University of Lusiada, Porto, 27-29 June 2018.
4. Golicic, Susan L., Paola Signori, and Daniel J. Flint (2017), "Supply Chain Connections and the Triple Bottom Line in the Global Wine Industry", in D. Vrontis, Y. Weber, E. Tsoukatos (Eds.), *Proceedings of the 10th Annual Conference of the EuroMed Academy of Business (EMAB) "Global and national business theories and practice: bridging the past with the future"* (pp. 655-664), Rome, Italy, September 13th-15th, 2017, Euromed Press. ISSN: 2547-8516. ISBN: 978-9963-711-56-7. Available online: <http://euromed2017.com/bop2017.pdf>
5. Signori, Paola, Daniel J. Flint, Wenjun Zhou (2017), "Value and meaning co-creation in social media. Do current analysis methods accurately interpret casual talk?", *Proceeding of the XXIX SINERGIE-SIMA Conference "Value co-creation: management challenges for business and society"*, University of Naples "Federico II", June 15th-16th, 2017. ISBN 97888907394-8-4. Available online: <https://www.sijm.it/wp-content/uploads/2018/11/full-paper-conference-proceedings-2017-parte-I-1.pdf>
6. Signori, Paola, Daniel J. Flint (2016), "Digital Marketing Innovations and their role in service ecosystems, the exchange of value and social impact," in Russo-Spena T., Mele C. (eds.), *What's ahead in service research? New perspectives for business and society*, *Proceeding of the 26th Annual RESER Conference* (pp. 259-272), University of Naples "Federico II", Italy October 2016. ISBN 979-

12-200-1384-0. WOS:000392696700016. Available online: <http://www.reser2016.com/proceedings---outcomes-1.html>

7. Golicic, Susan L., Daniel J. Flint and Paola Signori (2016), “The triple bottom line in the global wine industry,” in Bruwer J., Lockshin L., Corsi A., Cohen J. and Hirche M. (Eds.), 9th *Academy of Wine Business Research Conference Proceedings* (pp. 438-447), Adelaide: Ehrenber-Bass Institute for Marketing Science, University of South Australia. ISBN: 978-0-9944460-0-8. Available online: <http://academyofwinebusiness.com/wp-content/uploads/2016/03/45.-The-Triple-Bottom-Line-in-the-Global-Wine-Industry-.pdf>
8. Flint, Daniel J. and Paola Signori (2016), “Developing a scale for business network clustering”, *Proceedings of the annual International Marketing Trends 2015*. Paris: ESCP Europe. ISBN 978-2-9532811-2-7. Available online: http://archives.marketing-trends-congress.com/2016/pages/PDF/SIGNORI_FLINT.pdf
9. Signori, Paola, Daniel J. Flint and Susan L. Golicic (2015), “Constrained sustainability innovation: insights from an inductive study of the global wine industry”, in Vrontis, D., Weber, Y., Tsoukatos E. (Eds.), *8th Annual Conference of the EuroMed Academy of Business on Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment* (pp. 1558-1572), Euromed Press. ISBN:978-9963-711-37-6. WOS:000371316100141. Available online: <http://emrbi.org/wp-content/uploads/2015/09/euromed2015%20book%20of%20proceedings-2015-09-08.pdf>
10. Djorcev, Maja, Daniel J. Flint and Paola Signori (2015), “Marketing approaches for small scale organic wine producers in Slovenia: proposing the DODS cluster model”, *Proceedings of the annual International Marketing Trends 2015*. Paris: ESCP. ISBN 978-2-9532811-2-7. Available online: <http://archives.marketing-trends-congress.com/2015/pages/PDF/094.pdf>
11. Signori, Paola, Silvia Rigon and Daniel J. Flint (2015), “Sentiment and Content Analysis to cluster neutral messages online”, *Proceedings of the annual International Marketing Trends 2015*. Paris: ESCP Europe. ISBN 978-2-9532811-2-7. Available online: <http://archives.marketing-trends-congress.com/2015/pages/PDF/032.pdf>
12. Grosso, Chiara and Paola Signori (2014), “Brand Conversation In Facebook: La Percezione Degli Utenti”, *Proceedings of the annual International Marketing Trends 2014*. Paris: ESCP Europe. ISBN 978-2-9532811-2-7. Available online: <http://archives.marketing-trends-congress.com/2014/pages/PDF/234.pdf> (best paper award)
13. Flint, Daniel J., and Paola Signori (2014). “Environmental Sustainability and The Supply Chain: Is Collaboration Necessary?”, in Gammelgaard, B., Prockl, G., Kinra, A., Aastrup, J., Holm Andreasen, P., Schramm, H-J., Hsuan, J., Maalouf, M. & Wieland, A. (Eds.). *NOFOMA 2014 Proceedings: Competitiveness Through Supply Chain Management and Global Logistics* (pp.565-580). Frederiksberg: Department of Operations Management, Copenhagen Business School.
14. Flint, Daniel J., Paola Signori and Susan L. Golicic (2014), “The challenge of cohesive brand positioning: convergence of innovative, modern, traditional and/or classic”, *8th Conference Proceedings of the Academy of Wine Business Research* (pp. 352-360). Germany: Hochschule Geisenheim University. ISBN 978-3-00-047628-0. Available online: http://academyofwinebusiness.com/wp-content/uploads/2014/07/AWBR_2014_Conference_Proceedings.pdf
15. Signori, Paola and Federica Bressan (2014), “Barriers for effective International Relationship Marketing in Emerging Markets”, in Jayachandran, C. and Gregori G. L. (Eds.), *Refereed Proceedings of the 13th International Conference of the Society for Global Business and Economic Development: Managing the “Intangibles”: Business and Entrepreneurship Perspectives in a Global Context* (pp. 879-890), Ancona: Università Politecnica delle Marche. ISBN 978-88-907795-7-2. Available online: http://www.sgbed.com/wp-content/uploads/2015/10/13th_SGBED_Proceedings.pdf

16. Signori, Paola and Chiara Grosso (2014), "Social Media Marketing Analysis: New Metrics From Relational Sociology?", in Rospigliosi, A., Greener, S. (Eds.), *The Proceedings of the European Conference on Social Media ECSM 2014* (pp. 488-496). Reading: Academic Conferences and Publishing International. ISBN: 978-1-910309-28-5. ISSN: 2055-7213. http://www.academic-bookshop.com/ourshop/prod_3410405-ECSM-2014-European-Conference-on-Social-Media-ECSM-2014-Brighton-UK-PRINT-version.html
17. Bressan, Federica and Paola Signori (2014) "International Relationship Marketing closeness: Is e-Relationship an Answer?", *Proceedings of The 2nd Global Virtual Conference (GV)*, Vol. 2 (1), 91-96. Slovakia: *EDIS - Publishing Institution of the University of Zilina*. ISBN: 978-80-554-0866-8. Available online: <http://www.gv-conference.com/archive/?vid=1&aid=2&kid=30201-62>
18. Grosso, Chiara and Paola Signori (2013), "Analisi multidimensionale della conversazione di marca nei Social Network", *XXV Convegno annuale di Sinergie. L'innovazione per la competitività delle imprese.*, Available online: <http://www.sinergiejournal.it/rivista/index.php/XXV/article/view/885/646>
19. Flint, Daniel J., Susan L. Golicic and Paola Signori (2011), "Sustainability through Resilience. The very essence of the Wine Industry", *The Faces of Wine Sustainability, Proceedings of the 6th AWBR International Conference*, Bordeaux: Bordeaux Management School BEM. Available online: <https://iris.univr.it/retrieve/handle/11562/357199/4705/8-AWBR2011-Flint-Golicic-Signori.pdf>
20. Signori, Paola and Ilenia Confente (2011), "Consumer's E-Signals Prism Analysis: Impact And Implications For Corporate Communication Strategy", *XXIII Convegno annuale di Sinergie Governance d'impresa e Comunicazione Strategica. Is communication taking over?*, Milano: IULM.
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d. Book Chapters

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2. Signori Paola and Simone Guercini (2019). "Patrizia Pepe: Unconventional Innovation and Integration in Fashion Supply Chain", in ByoungHo Ellie Jin and Elena Cedrola (Eds.), *Process Innovation in the Global Fashion Industry*, Palgrave Macmillan, ISBN: 9781137523518.
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5. Signori, Paola and Massimo Sargiacomo (2016), "Supply Chain Management, Value Chain and Accounting issues in the Wine Industry", in M. Sargiacomo (ed.), *Accounting and Management of the Agribusiness Industry* (pp. 65-92), McGraw-Hill Education, ISBN: 9781526818959.
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12. Biscaro, Roberto, Paola Signori and Ivan Russo (2009), "L'analisi e la riduzione della spesa come leva per la ricostruzione dei margini. Il caso ACP", in Signori Paola (ed.), *Logistics Improve. Le vie dell'innovazione per il miglioramento dell'efficienza organizzativa nelle imprese del Metadistretto Logistico Veneto* (pp.113-122), Verona: QuiEdit. ISBN: 9788864640341.
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16. Signori, Paola (2003), "Analisi organizzativa di prodotti turistici veronesi. Un caso di studio", in AA.VV., *Il Pensiero e la Scienza nel Turismo Italiano. Progress in Tourism Research* (pp. 331-342), Roma: Ministero Attività Produttive - Direzione Generale per il Turismo.
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20. Signori, Paola (1999), "Il lago di Garda: un'area a forte vocazione turistica", in *Aeroporti del Garda* (pp. 105-120), Brescia: BAMS edizioni.
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e. Other publications

1. Russo Ivan, Barbara Gaudenzi, Ilenia Confente e Paola Signori (2018), "La qualità del servizio logistico: riflessioni e prospettive future", in *Scritti seri e semiseri in onore di Claudio Baccarani* (pp. 453-462), Torino: G. Giappichelli Editore. ISBN: 9788892118652
2. Segato Severino, Paola Signori, Silvia Cantele, Irene Gozzo, Vittoria Bisutti, Giulia Trevisan, Enrico Novelli, (2018) "The analysis of nutritional profile and communication strategy of intensive and

extensive dairy chain products in the North East of Italy”, *Book of abstracts of the 1st European Symposium on Livestock Farming in Mountain Areas*, Bozen 20-22 June 2018.

3. Confente, Ilenia, Barbara Gaudenzi, Ivan Russo, e Paola Signori, P. (2017), "Antonio Borghesi: il ricordo dei suoi allievi", *Sinergie Italian Journal of Management*, Vol. 35 (102), 15-21. ISSN 0393-5108. DOI 10.7433/s102.2017.02 Available at: http://www.sinergiejournal.eu/index.php/sinergie/article/view/1360/pdf_92.
4. Flint, Daniel J. and Paola Signori (2014), “Trying to be Different through Storytelling: Diagnosing and Improving on (un)intentional Corporate and Brand Identity Management”, in *4th EBES Conference Program and Abstract Book*, Istanbul Teknik Basim Matbaacilik, Barcelona, October 23-25 2014, 65-65. (peer reviewed abstract)
5. Bressan, Federica and Paola Signori (2014). "International Relationship Marketing: Stakeholders Selection Remains a Weakness in Emerging Markets", in *Book of abstracts of the 2nd Marketing and Business Development International Conference MBD (p. 46-46)*, Bucharest: Bucharest University of Economic Studies Publishing House. ISSN: 2344-5130 (peer reviewed abstract)
6. Signori, Paola and Ivan Russo (2007), "Toyota Carrelli Elevatori Italy, Business Case”, in *Breakthrough Connective Technology: How RFID and Other Applications Are Revolutionizing the Supply Chain*, Chicago: Council of Supply Chain Management Professionals. (peer reviewed case study)
7. Borghesi, Antonio and Paola Signori (2006), "Logistics in Italy", *CSCMP Global Perspective*, Council of Supply Chain Management Professionals, USA. (logistics report)
8. Borghesi, Antonio, Paola Signori and Ivan Russo (2007), “Supply Chain Visibility Roadmap: un approccio per migliorare la visibilità della supply chain”, *Sessione Poster, Research to Business*, Fiera di Bologna (poster session)
9. Greenberg, Paul (2001), (Signori Paola It. Ed.), *CRM Customer Relationship Management*, APOGEO, ISBN 88-7303-841-7 (Italian edition)
10. Signori, Paola and Raffaele Carbone (2001), "Misurare le performance d’impresa: un dibattito su selezione e generazione degli indicatori. Esperienze operative e di ricerca a confronto", *Convegno su L’evoluzione degli assetti di Corporate Governance, AIDEA Giovani*, Bologna 9 novembre 2001
11. Borghesi, Antonio and Paola Signori (1997), “Dal marketing turistico al marketing territoriale”, in *Economia, Società e Istituzioni, quadrimestrale della LUISS*, Roma, set-dic 1997
12. Borghesi, Antonio and Paola Signori (1997), “Il vantaggio competitivo nei contesti territoriali a vocazione turistica”, in *atti del convegno: Realtà e strategie per il turismo in Abruzzo*, Vasto
13. Signori, Paola (1995), “Il marketing audit quale elemento di supporto decisionale nella formazione dei processi aziendali”, in *Notizie Alvec*, Verona.

6. Teaching

Teaching Philosophy: "My teaching can best be described as founded in passion – passion for students, content and novel ways of inspiring my students at all levels. I am rigorous and challenging but believe deeply in active, engaged learning. This means much of my work involves experiential and creative learning tactics. I would rather my students master one topic and embrace an excitement for learning than merely have a cursory, memorized acquaintance with many topics at a surface level."

Consistently for years, Paola Signori has received extremely high course evaluations from students, peers and supervisors for teaching excellence. Signori is a passionate teacher, with a highly interactive teaching style and adoption of innovative teaching tools, also using experiential learning approach.

Since 1997 Paola Signori has been teaching on Marketing and Supply Chain Management at the University of Verona, and taught in other Italian Universities and Masters degree programs. She gave more than 1700 hours of lecturers, in particular in the following courses:

Doctoral level:

Ph.D. in Economics and Management Logistics and Supply Chain Management / Marketing and Supply Chain Management / Research methods in Supply Chain management

Second level degree/Graduate:

University of Verona Relationship Marketing / Marketing Communications / Communication techniques and marketing frontiers / International Marketing and Logistics / Corporate Identity and Image / International Marketing;

First level degree/Undergraduate:

University of Verona Marketing / Marketing strategy

Masters in Business Administration (selection):

LogiMaster (Univ. of Verona)	Supply Chain Integrated Management analysis method Relationship Management in Supply Chains
MIBS (University of Padua)	Logistics and Supply Chain Management strategy
CUOA MBA full time (Vicenza)	Marketing strategy
Economia e Gestione della Moda (Penne)	Marketing for Fashion
LUISS (MBA Marketing Management)	Upstream and Downstream strategies

Other courses (selection from the past):

Management for Family Business (Verona)	Marketing strategy for family businesses
IP for SMEs (Vicenza)	International Marketing and Logistics
Marketing Research (Univ. Verona)	Communication research
Direzione d'Impresa, SDOA (Salerno)	Risk Management e Crisis management
C.P. in Logistica (Univ. Bari)	Supply Chain Management
Assistant Manager for SMEs (CIM e FORM)	Logistics for SMEs
FO.CA.VER (Verona)	Marketing for the footwear industry

Other international lectures (selection):

- Doctoral Symposium on "Innovation and Networking" (CSCMP, Atlanta, USA 10/2012);
- PhD seminar on "Writing with co-authors" (CSCMP Chicago, USA 09/2009);
- PhD seminar on "Diagnosing the Supply Chain" (NGIL, Lund University, Sweden, 03/2009);
- Guest speaker at the Educators Conference on: "International Research in Logistics and Supply Chain Management" (CSCMP Philadelphia,10/2007).

7. Service

a. Service activities/Italy

2018 - present	Presidente del Collegio Didattico in Economia Aziendale (Vicenza) CdS in Economia Aziendale (Management), University of Verona, Vicenza campus
2018 - present	Member of the School of Economics and Management University of Verona

2015 - present **Direttore Vicario (Vice-Director), Polo Scientifico Didattico "Studi sull'Impresa" in Vicenza**
University of Verona

2013 - present **Member, Alvec Governing Board**
ALVEC (Associazione Laureati Verona Economa e Commercio)

2017 - 2018 **Referente team AQ (Assicurazione Qualità dei corsi di studio universitari)**
CdS in Economia Aziendale (Management), University of Verona, Vicenza campus

2015 - 2018 **AQ Team member (Assicurazione Qualità dei corsi di studio universitari)**
CdS in Economia Aziendale (Management), University of Verona

2013 - 2015 **AQ Team member (Assicurazione Qualità dei corsi di studio universitari)**
CdLM in Marketing e Comunicazione d'Impresa (Marketing Communication), University of Verona

2012 - 2014 **Chair, Technical Committee**
Parco Scientifico e Tecnologico di Verona

2006 - 2012 **Director, Master in Integrated Logistics and Supply Chain management**
University of Verona

2008 - 2012 **Director, Marketing Research course**
Faculty of Economics, University of Verona

2006 - 2010 **Director, Post-graduate course in Risk Management**
(Corso di Perfezionamento in Risk Management)
University of Verona

2006 - 2006 **Member of the Board of Directors (CdA)**
University of Verona

2005 - 2006 **Assistant Professor representative**
Faculty of Economics, University of Verona

2001 - 2005 **Managing Director, Master in Integrated Logistics and SCM**
University of Verona

1995 - 2004 **Assistant Manager, Post-graduate course in Risk Management**
(Corso di Perfezionamento in Risk Management) - University of Verona

1995 - 2000 **Assistant Manager, Post-graduate course in Integrated Logistics**
(Corso di Perfezionamento in Logistica Integrata) - University of Verona

Memberships: AIDEA, Accademia Italiana di Economia Aziendale
SIM, Società Italiana di Marketing (Referente di sede)
SIMA, Società Italiana di Management (Referente area Supply Chain Management and Operations)

Referee board: Sinergie Italian Journal of Management

Scientific Committee SIM, Società Italiana di Marketing

Editorial Committee Mercati e Competitività (Review of the Italian Marketing Society)

Paola Signori also served in **Doctoral Committee** at the University of Verona.

From 1995 to 2012 Prof. Signori also organized numerous events (about 25) on Logistics and Marketing, both at national and international levels (International Meetings, Forum, Roundtables, Annual conferences and Logistics Days), mainly for the University of Verona.

b. Service activities/International:

2016- October	Examination Committee Member, PhD defence Faculty of Engineering Lund University, Sweden
2003 - present	Editorial Advisory Board International Journal of Physical Distribution and Logistics Management (IJPDLM) (A Ranking Journal)
2005 - present	Editorial Board Journal of Business Logistics (JBL) (A Ranking Journal)
2011 - 2012	Donald J. Bowersox Doctoral Symposium Chair <i>CSCMP (Atlanta, October 2012)</i>
2006 - 2012	Education Chair (2006-2009) and Director (2010-2012) Italian Roundtable of the Council of Supply Chain Management Professionals (CSCMP)
2010 - 2013	Education Strategies Committee Council of Supply Chain Management Professionals (CSCMP)
2004 - 2007	Local Arrangement Chair 2007 World Marketing Congress of the Academy of Marketing Science, Verona July (AMS)
Memberships:	CSCMP, Council of Supply Chain Management Professionals AMS, Academy of Marketing Science AWBR, Academy of Wine Business Research
Reviewer:	International Journal of Physical Distribution and Logistics Management Journal of Business Logistics Supply Chain Forum: an International Journal

c. Other services/Social sustainability (Attività di Terza Missione)

Paola Signori's mission has always been to actively collaborating with a large number of companies and institutions, investing effort and time in networking and volunteering for many activities. She has been invited to public committees, local conferences and local tv programs to present her research. Signori is playing an active role in other services, promoting many moments of collaboration between students, companies and local institutions. Some examples are listed below.

1. *Enable international collaborations with other research centers and Universities:*

- Memorandum of Understanding between the University of Tennessee and The University of Verona: Repertorio N. 1810/2014 Prot. N.30535 Tit. III/14 Data 05.06.2014. This agreement has been renovated on a previous one, signed in 2009.

2. Organize and serve in initiative of public engagement:

- 2018, Vivi 3 Giorni da Manager Verona, promoted by ManagerItalia Veneto and Federmanager Verona, in collaboration with Ufficio Stage e Tirocini of the University of Verona;
- 2018, Enactus Faculty Advisor for the University of Verona;
- 2017-2018, KidsUniversity lab: "Anche i ragazzi possono fare impresa", University of Verona in Vicenza, with Prof. Silvia Cantele;
- 2016, public speech on "Comunicare la sostenibilità", Terzo incontro MAD, Il Cambiamento Climatico e le Imprese, public event organized by Accademia Olimpica (April 21st, Vicenza).
- 2013-2014-2015-2016-2017-2018-2019, Open Weeks and Open Days in Verona and Vicenza, in collaboration with Ufficio Orientamento of the University of Verona;
- 2014-2015-2016-2018 Job Orienteering Days on Marketing, in collaboration with Alvec and Ufficio Orientamento of the University of Verona.
- 2015-2016, Contest Marketing "Premio Luis Cogo", in collaboration with ConfCommercio Vicenza, Telemar Spa and Liaison Office of the University of Verona (www.ibridge.it);
- 2014-2015-2016, Annual AVE (Alumni Vicenza Economia) meetings, in collaboration with Fondazione Studi Universitari di Vicenza;
- 2014-2015-2016-2017, Company tours for students, in collaboration with Fondazione Studi Universitari di Vicenza and Confindustria Vicenza;
- 2014 and 2015, Christmas Marketing photo contest, in collaboration with Fondazione Studi Universitari di Vicenza e il Vicenza Calcio (soccer team);
- 2014, Contest Marketing "Un'idea per l'idea di donare", in collaboration with AVIS Comunale di Verona and Liaison Office of the University of Verona (www.ibridge.it);
- 2013, Contest Marketing "Attivi per Vicenza", in collaboration with ATTIVA Spa and Liaison Office of the University of Verona (www.ibridge.it).

Awards:

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| 2019, Marketing Trends award
For the scientific contribution on marketing and sustainability within the supply chain
(The International Marketing Trends Award is an international award to honour researchers for their overall achievements in the fields of Marketing Trends)
International Marketing Trends Conference |
| 2016, Outstanding paper award
"Toward sustainable supply chain orientation (SSCO): mapping managerial perspectives"
International Journal of Physical Distribution and Logistics Management - (A Ranking Journal)
Emerald Literati Network |
| 2014, Best Paper award
"Brand Conversation in Facebook; a survey on users perception"
13 th International Marketing Trend Conference, Venice |
| 2012, Highly Commended Reviewer Award
International Journal of Physical Distribution and Logistics Management
Emerald Literati Network |