

Angelo Bonfanti

Curriculum Vitae

Birth place Verona
Birth date September 23th, 1978
Permanent address Verona, Italy
Tax code BNFNGL78P23L781I

Current position

Researcher and Assistant Professor in Business Management (since March 1, 2006) at the Department of Business Administration - University of Verona (Italy)

Scientific disciplinary sector SECS-P/08 *Economia e gestione delle imprese*

ORCID 0000-0002-3332-9780

Scopus ID 55789253000

Contact Via Cantarane 24, 37129 Verona (Italy)

phone (+39) 045 8028292 - fax (+39) 045 8028220

e-mail: angelo.bonfanti@univr.it

web page: <http://www.dea.univr.it/dol/main?ent=persona&id=2102>

Academic positions

January 29, 2015 Enabled as Associated Professor in Business Management (13/B2), Scientific National Call 2013.

March 1, 2006 Winner of the National call for Researcher in Business Management (SECS-P/08), University of Verona.

Educational qualifications

March 27, 2002 Degree in Economics and Commerce at the Faculty of Economics of the University of Verona.

February 27, 2006 PHD in *Business Management and Firm's Governance* – “Parthenope” University of Naples

Education

- AIDEA Summer School on Research Methodology, “Parthenope” University of Naples, Italy, September 2004
- AIDEA Summer School on Education, Pinerolo (TO), Italy, September 2005
- Workshop on Public Speaking, Custoza (VR), Italy, March 2007
- SDIPA Summer School on Methodologies for Social Research - Multivariate analysis for social research, University of Calabria, Italy, July 2012
- SIM School on How to write a book and Network analysis, Federico II University of Naples, Italy, November 2013
- CorisLab training course on Social Network Analysis, Sapienza University of Rome, May 2014

- Training course on QSR NVivo 10.0 software, Department of Education Sciences, University of Roma Tre, October 2014
- CorisLab training course on Wording exploration about T-LAB software, Sapienza University of Rome, October 2015

Teaching activities

Assistant Professor at the Department of Business Administration - University of Verona

Academic years 2006-2007 – 2009-2010

- *Business management*
- *Business management in the SME*
- *Retail management*
- *Internet marketing*

Academic years 2007-2008 – 2011-2012

- *Specialization Course in Retail Management*

Academic years 2010-2011 – 2015-2016

- *Business management*
- *Service management*
- *Retail management*
- *Advanced/professional development course in Business communication techniques*

Academic year 2018-2019

- *Business management*
- *Service management*

Supplementary university teaching activities

Academic year 2013-2014

- *Business planning* at the University of Catania, June 2014

Executive education

Teaching activities within educational projects linked between University and local institutions

- *Assistant to the commercial management*, professional course of the European Social Fund
- *Stonemaster*, IFTS training course organized by the Veneto Region to young graduates
- *Higher level technician for the financial administration and management control*, IFTS training course organized by the Veneto Region to young graduates
- *Assistant to the touristic management*, professional course of the European Social Fund
- *Quality systems management*, professional course of the European Social Fund
- *Experimental Project of Job Placement organized by the University of Verona (PSILA)*, training course organized in collaboration with Municipality of Verona
- *Professionals for the development of the Veneto food meta-district. Path to higher education*, training course to graduates organized in the “Challenge project. The challenge of human resources for the development of competitive districts in Veneto” promoted by the Veneto Region
- *Customer relationship management*, training course to front office personnel in the hospitality industry of the Garda Lake, organized in the “Fondo Forte” project and promoted by UGAV Garda
- *Business management*, training course to graduates organized in the IFTS project about the LAST Logistics

Research areas

- *Service marketing and management*
- *Retail management*
- *Social entrepreneurship*
- *Interpersonal communication*

Participation in scientific research projects with funding

Participation of research team about national scientific research projects with funding in accordance with calls based on peer review processes:

- Furb 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 within the Furb Project “Objective 2b” – Title of the 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
- INTERREG Italia-Osterreich (2018): “A21DIGITAL TYROL VENETO”, coordinator Alois Huber, Libera Università di Bolzano, local coordinator Prof. Federico Brunetti

Academic assignments and institutional

- He is a member of the Department of Business Administration at the University of Verona since April 2006
- He is a member of the Educational College of Business Administration since the academic year 2012-2013 (4 years) - former Council of the Faculty of Economics from 2009-2010 to 2011-2012 academic years (3 years)
- He 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)
- He is a member of the Scientific Committee of the sustainability course from the 2012-2013 academic year (4 years)
- He is member of the Working Group for sustainable mobility since 2011 (5 years)
- He is scientific and organizing coordinator of the advanced/professional development course in Business communication techniques (2014-2015 academic year)
- He is a member of the Team of the quality assurance of Masters programs in Business Management (April 2015)
- He is delegate for VQR 2011-14 to the Director of the Department of Business Administration
- He was a member of the teaching staff council for post graduate 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)
- He was a member of the Department of Business Administration for the commission of the university fund allocation (2012-2013 academic year) and internal organization
- He was coordinator of the tutoring service to students in Economics and management of service businesses and Marketing and Communication from the 2005-2006 to 2007-2008 (3 years)
- He was a member of an undergraduate program and master’s degree in Vicenza from the 2009-2010 to 2011-2012 academic years (3 years)
- He was coordinator of an interdepartmental course about sustainability entitled “Jobs and values for sustainability in crisis times” (2014-2015 academic year)
- It was representative of the researchers in the Academic Senate at the University of Verona (from December 2014 to October 2015)

Organizing activities

- Since 2004, he is member of the Organizing committee, and from 2014 he is National coordinator of the Annual conference Sinergie Italian Journal of Management (formerly Sinergie rivista di studi e ricerche), published by CUEIM Comunicazione
- He 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:
 - VII World Congress for Total Quality Management entitled “Business Excellence - Make it happen!” (June 25-27, 2002)

- 12th International Conference ICQSS - International Conference quality services and science (12th QMOD and Toulon-Verona Conference) (August 27-29, 2009).

- He organized with two colleagues (Rossella Canestrino, Parthenope University of Naples, and Pierpaolo Magliocca, University of Foggia) the special track called “Managing Knowledge for Innovation: The Role of Culture and Cultural Diversities” at the IFKAD 2015 (International Forum on Knowledge Asset Dynamics), Bari, July 16-18, 2015
- He is organizing with three colleagues (Rossella Canestrino, Parthenope University of Naples, Pierpaolo Magliocca, University of Foggia, and Cristina Simone, Sapienza University of Rome) the special track called “Creative Architectures for Knowledge Transfer and Learning” at the IFKAD 2016 (International Forum on Knowledge Asset Dynamics), Dresden (Germany), June 15-17, 2016.

Membership

- SIM (Italian Society of Marketing) associate since 2012
- SIMA (Italian Society of Management) associate since 2013

Participation in editorial boards of journals

- Since 2004, he 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

Reviewer activities

Reviewer	Corporate Communications. An International Journal (since May 2014)
	Journal of Services Marketing (since February 2015)
	Journal of Air Transport Management (since July 2015)
	International Journal of Environment and Health (since October 2015)
	Advances in Economics and Business (since January 2016)
	Sustainability (since April 2016)
	Micro & Macro Marketing (since 2016)
	The TQM Journal (since July 2016)
	Journal of Business Research (since 2016)
	Journal of Innovation and Entrepreneurship (since January 2017)
	British Food Journal (since March 2017)
	Management Decision (since July 2017)
	Review of International Business and Strategy (since January 2019)

Ad hoc reviewer

2010	Review of <i>Marketing dei servizi</i> book (III edizione) of Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler and Enrico Bonetti, edited by McGrawHill, Milano, 2012
2013	Reviewer for the Ministerial project evaluation about “Future in Research 2013” Reviewer of two papers submitted for inclusion into the “Handbook of Research on Retailer-Consumer Relationship Development” book, Editors Prof. Fabio Musso (University of Urbino) and Prof. Elena Druica (University of Bucharest, Romania) edited by IGI Global, Hershey, 2014
2014	Reviewer for <i>13th International Conference of the Society for Global Business and Economic Development (SGBED)</i> entitled “Managing the “Intangibles”: Business and Entrepreneurship Perspectives in a Global Context”, Politecnica delle Marche University, “Giorgio Fuà” Faculty of Economics, Ancona, July 16-18
2015	Reviewer for IFKAD (International Forum on Knowledge Asset Dynamics), Bari, July 16-18 Reviewer for Euromed Annual Conference, University of Verona, Verona, September 16-18 Reviewer for International Marketing Trends Conference, University of Venice, Venice, January 21-23
2016	Reviewer for Strategic Management Society (SMS), track E “Coopetitive Ecosystem Dynamics: Emerging Trends and Opportunities”, Rome, June 5-7

Conference papers

He presented the following papers to **national conferences**, submitting papers to review process:

2005

- 2005 AIDEA-Giovani conference “Aspetti evolutivi della comunicazione d’impresa: teoria e strumenti innovativi”, Faculty of Economics – University of Lecce “Antonio de Viti de Marco”, Lecce, November 24-25, 2005 (paper title: “I blog aziendali e la comunicazione organizzativa tra reale necessità e moda manageriale”)

2006

- XI AIDEA-Giovani conference “La responsabilità sociale negli studi economico-aziendali”, Pescara, March 24-25, 2006 (paper title: “La responsabilità sociale d’impresa: un nuovo tema che viene da lontano?”, elaborated with Paola Castellani and Chiara Rossato)
- Doctoral Session, organized in Capua for XVIII Sinergie annual conference, PhD poster (November 27-28, 2006)

2008

- 2008 AIDEA-Giovani conference “L’internazionalizzazione della piccola e media impresa italiana”, University of Macerata, January 25-26, 2008 (paper title: “Il ruolo del capitale sociale territoriale nei processi di internazionalizzazione delle PMI”)
- XIII AIDEA-Giovani conference entitled “Ripensare l’azienda. Approcci generalisti e specialisti tra momenti, funzioni, settori”, University of Palermo, May 29-30, 2008 (paper title: “Il management bancario tra innovazione e tradizione. L’esperienza delle BCC” elaborated with Paola Castellani)
- V SIM conference “Marketing, competitività e sviluppo sostenibile”, Cattolica del Sacro Cuore University of Milano, October 3-4, 2008 (paper title: “Sviluppo sostenibile in azione: il ruolo delle Banche di Credito Cooperativo nella comunità locale”)

2011

- XXXIV AIDEA conference “Aziende di servizi e servizi per le aziende. La ricerca di un percorso di sviluppo sostenibile per superare la crisi”, University of Perugia, October 13-14, 2011 (paper title: “Il mutualismo delle Banche di Credito Cooperativo: strumento per superare la crisi e favorire lo sviluppo sostenibile del territorio” elaborated with Paola Castellani, Chiara Rossato and Raffaella Tabacco)
- XVI AIDEA Giovani conference “La creazione di valore: aspetti critici e problematiche di misurazione”, University of Cagliari, November 18-19, 2011 (paper title: “Creare valore educando il cliente alla sostenibilità. Quale ruolo per l’impresa commerciale?”)

2012

- XXXV AIDEA conference “Management senza confini. Gli studi di management: tradizione e paradigmi emergenti”, University of Salerno, October 4-5, 2012 (paper title: “Le scelte green del settore grocery quale fonte di vantaggio competitivo” elaborated with Paola Castellani and Francesca Simeoni)
- XXIV Sinergie conference “Il territorio come giacimento di vitalità dell’impresa”, University of Salento (Lecce), October 18-19, 2012 (paper title: “L’impresa commerciale tra business e solidarietà territoriale: l’esperienza di Coop”)

2013

- Bicentenario AIDEA conference “Il ruolo dell’azienda nell’economia. Esiste un modello aziendale orientato alla crescita?”, University of Salento (Lecce), September 19-21, 2013 (paper title: “L’incidenza della professionalità sul valore percepito dal cliente e sulla sua soddisfazione nel processo di erogazione del servizio: un primo modello di analisi”)
- XXV Sinergie conference “L’innovazione per la competitività delle imprese”, Politecnica delle Marche University (Ancona), October 24-25, 2013 (paper title: “L’architettura industriale come fonte innovativa per la competitività aziendale e per l’integrazione territoriale”)

2014

- XI SIM conference “Food marketing: mercati, filiere, sostenibilità e strategie di marca”, University of Modena, September 18-19, 2014 (paper title: “Crisi economica e modello (esteso) di orientamento al mercato: un’indagine nel settore italiano del camper” elaborated with Francesca Simeoni)
- XXVI Sinergie conference “Manifattura: quale futuro?”, University of Cassino and Lazio Meridionale, November 13-14, 2014 (paper title: “Intelligenza generativa in azione: esperienze di crowdfunding nei progetti “#DivanoxManagua” e “#Sofa4Manhattan” di Berto Salotti” elaborated with Federico Brunetti)

2015

- XII SIM conference “Il marketing al servizio delle città. Beni culturali e rivitalizzazione urbana”, University of Torino, October 22-23, 2015 (paper title: “L’architettura industriale esperienziale italiana: primi risultati di un’indagine esplorativa” elaborated with Luca Pasqualino, Enrico Battisti and Daniela Cavallo)

He presented the following papers to **international conferences**, submitting papers to review process:

2006

- 9th Toulon-Verona International Conference “Excellence in Services”, University of Paisley, September 7-8, 2006 (paper title: “The local government’s role in fostering a culture for a return to town centre shopping” elaborated with Federico Brunetti)

2007

- 5th International Conference “Business: Management” organized by ATENS (Athens Institute for Education and Research), National Bank of Greece, Athens, July 2-3, 2007 (paper title: “New techniques for management training” elaborated with Paola Castellani)

2008

- 11th Toulon-Verona International Conference “Quality in Services”, University of Florence, Italy, September 4-5, 2008 (paper title: “Interior Design and Listening to Customers. The Experience of the Cooperative Credit Banks in the Veneto Region”)

2010

- 13th Toulon-Verona Conference “Organizational Excellence in Service”, University of Coimbra, Portugal, September 2-4, 2010 (paper title: “A conceptual service quality map: The value of a wide opened perspective” elaborated with Claudio Baccarani and Marta Ugolini)

2011

- 14th Toulon-Verona Conference “Organizational Excellence in Service”, University of Alicante, Spain, September 1-3, 2011 (paper title: “Geomarketing to support the strategies of the Gardaland amusement park” elaborated with Paola Castellani and Chiara Rossato)

2012

- 8th International Strategic Management Conference “New Opportunities for Global Collaboration & Strategic Alliances in the Era of «New Normal»”, Barcelona, Spain, June 21-23, 2012 (paper title: “The perceptions of Italian farmers’ market shoppers and strategic directions for customer-company-territory interaction (CCTI)” elaborated with Fabio Cassia, Marta Ugolini and Claudia Cappellari)
- 15th Toulon-Verona Conference “Excellence in Services”, Rishon Lezion (Tel-Aviv), Israel, September 3-4, 2012 (paper title: “The Last Minute Market model: an innovative service of efficient assortment management in a sustainability perspective” elaborated with Federico Brunetti and Paola Castellani)

2014

- 13th International Conference of the Society for Global Business and Economic Development, “Managing the “Intangibles”: Business and Entrepreneurship Perspectives in a Global Context”, Politecnica delle Marche University, “Giorgio Fuà” Economics Faculty, Ancona, July 16-18, 2014 (paper title: “How Companies can contribute to the Territory-Identity Development: Empirical Evidences from Italian Businesses Cases” elaborated with Paola Castellani and Chiara Rossato)
- 17th Toulon-Verona International Conference “Excellence in Services”, Liverpool John Moores University, Liverpool (UK), August 28-29, 2014 (paper title: “Customer Education, Evaluation Skills And Perceived Value: A Theoretical Framework” elaborated with Federico Brunetti)
- Tourism and ageing Conference, Estoril Congress Centre, Lisbon (Portugal), November 26-29, 2014 (paper title: “Satisfying and delighting senior guests at hotels” elaborated with Vania Vigolo)

2015

- 10th International Forum on Knowledge Asset Dynamics (IFKAD 2015) “Culture, Innovation and Entrepreneurship: connecting the knowledge dots”, Bari (Italy), June 10-12, 2015 (paper title: “Managing Knowledge for Corporate Social Innovation: a cross-cultural comparison between Italian and Iranian firms” elaborated with Rossella Canestrino and Oliac Leila)
- 10th International Forum on Knowledge Asset Dynamics (IFKAD 2015) “Culture, Innovation and Entrepreneurship: connecting the knowledge dots”, Bari (Italy), June 10-12, 2015 (paper title: “Developing Service Orientation Culture in Luxury Hotels” elaborated with Pierpapolo Magliocca and Vania Vigolo)

- 18th Academy of Marketing Science World Marketing Congress “Rediscovering the Essentiality of Marketing”, Bari (Italy) July 14-18, 2015 (paper title: “Exploring the importance of basic hotel attributes: a focus on senior wellness tourists” elaborated with Vania Vigolo)
- 18th Toulon-Verona International Conference “Excellence in Services”, Castello Utveggio - Palermo (Italy), August 31-September 1, 2015 (paper title: “Business Theatre Management Training: Peculiarities, Advantages and Disadvantages of the Performing-Lesson” elaborated with Claudio Baccarani and Paolo Vergnani)
- 18th Toulon-Verona International Conference “Excellence in Services”, Castello Utveggio - Palermo (Italy), August 31-September 1, 2015 (paper title: “Scholarly Management Journals: Are They Relevant for Practitioners? Results of a Pilot Study” elaborated with Elena Giaretta, Federico Brunetti, Marco Minozzo, Chiara Rossato, Paola Castellani and Claudio Baccarani)
- 8th Annual Conference of the Euromed Academy of Business “Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment”, University of Verona, September 16-18, 2015 (paper title: “Do the Investments in Architectural Design Help Companies to be more Sustainable? Findings from an Exploratory Study” elaborated with Enrico Battisti, Rossella Canestrino, Paola Castellani, Luca Pasqualino and Chiara Rossato)
- 8th Annual Conference of the Euromed Academy of Business “Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment”, University of Verona, September 16-18, 2015 (paper title: “Exploring Relevance in Scholarly Top Journals of Management: First Steps of a Research” elaborated with Brunetti Federico, Giaretta Elena, Castellani Paola, Minozzo Marco, Rossato Chiara and Baccarani Claudio)

2016

- 23rd annual ENTER Conference “eTourism: Empowering Places”, Bilbao, February 2-5, 2016 (paper title: “Hotel Responses to Guests’ Online Reviews: An Exploratory Study on Communication Styles” elaborated with Vigolo Vania and Negri Francesca)

Awards and recognitions

- Best paper award: “The Last Minute Market model: an innovative service of efficient assortment management in a sustainability perspective” elaborated with Federico Brunetti and Paola Castellani for 15th Toulon-Verona Conference “Excellence in Services”, Rishon Lezion (Tel-Aviv), Israel, September 3-4, 2012
- Winner of “Solidarity Fund for Merit” delivered by Department of Business Administration to researchers who have international publications into A band of ANVUR in 2013 (“Towards an Approach to Signage Management Quality (SMQ)”, *Journal of Services Marketing*, Vol. 27, No. 4, 2013, pp. 312-321)
- Best paper award: “Customer Education, Evaluation Skills And Perceived Value: A Theoretical Framework” elaborated with Federico Brunetti for 17th Toulon-Verona Conference “Excellence in Services”, Liverpool John Moores University, Liverpool (UK), August 28-29, 2014

Scientific publications

- Publications are online available on <http://www.dea.univr.it/?ent=persona&id=2102&lang=en>

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