

**Curriculum Vitae
FABIO CASSIA**

Dipartimento di Economia Aziendale
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DATI PERSONALI

Nascita: 22 ottobre 1980, Seriate (BG)

FORMAZIONE

- 2007 Dottorato in Marketing per le strategie d'impresa, Dipartimento di
Economia Aziendale, Università di Bergamo
- 2003 Laurea in Economia e Commercio, Dipartimento di Economia
Aziendale, Università di Bergamo

POSIZIONE ATTUALE

- 2011 - oggi Ricercatore in Economia e Gestione delle imprese (confermato da
novembre 2014), presso il Dipartimento di Economia Aziendale,
Università di Verona

ESPERIENZA ACCADEMICA

- 2015(GENNAIO) Ottenimento dell'Abilitazione Scientifica Nazionale per professore di
II fascia nel settore 13/B2 (Economia e Gestione delle imprese)
- 2007-2011: Research Scholar all'Università di Bergamo, con tre assegni di ricerca
relativi a progetti di marketing, branding e business-to-business
markets
- Docente all'Università di Verona e all'Università di Bergamo
- 2005(Gen-Mag) Visiting Research Scholar presso la Norwegian School of Economics
and Business Administration (NHH), Bergen (Norvegia)

AREE DI RICERCA

- 1) Strategie di branding e relazioni nei mercati business-to-business
- 2) International business
- 3) Strategie di marketing e misurazione della performance delle attività di marketing nel settore tourism & hospitality
- 4) Service management e marketing

BEST PAPER AWARDS

-Best paper award - Highly commended award sponsored by The TQM Journal, 13th Toulon-Verona Conference - Organizational Excellence in Services, Coimbra, Portugal, 2-4 settembre 2010, per il paper:

Cassia, F., Magno F., “Differences between public administrators' and elected officials' perspectives on the role of the citizen in service quality improvement processes”.

-Best conference paper award offered by the International Journal of Contemporary Hospitality Management, Consumer Behavior in Tourism Symposium 2014, Brunico, 3-6 dicembre 2014, per il paper:

Magno, F., Bruni A., Cassia, F. “Adoption and impact of marketing performance assessment systems among travel agencies in Italy”.

-Outstanding Paper 2015 of The TQM Journal, per il paper:

Ugolini M., Cassia, F., Vigolo, F. (2014), “Services branding: is it a matter of gender?”, The TQM Journal (rivista Scopus), Vol. 26, N. 1, pp. 75-87.

-Best paper award, 18th Toulon-Verona Conference, “Excellence in Services”, Palermo, 31 agosto – 1 settembre 2015, per il paper:

Cassia, F., Magno, F., Ugolini, M., “Does Social Couponing Stimulate Positive E-Word-of-Mouth and Referrals?”.

REVIEWER

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

REVIEWER PER LE SEGUENTI RIVISTE:

- 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
- Young consumers
- Micro&Macro Marketing
- Mercati e Competitività

REVIEWER PER I SEGUENTI CONVEGNI:

-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.

ATTIVITÀ ISTITUZIONALE E AFFILIAZIONI A SOCIETÀ SCIENTIFICHE

- DAL 2012: Membro del Comitato Scientifico del Corso di Perfezionamento in “Middle manager commerciale. Guidare i collaboratori all’interno dell’azienda e nella struttura di vendita”, Università di Verona, Dipartimento di Economia Aziendale.
- DAL 1° OTTOBRE 2014: Docente referente di Corso di Studio, Corso di Laurea Magistrale in Lingue per la Comunicazione Turistica e Commerciale, LM38, Università di Verona.
- Socio della Società Italiana di Marketing (SIMktg) dal 2004.
- Socio della Società Italiana di Management (SIMA) dal 2013.

PUBBLICAZIONI

ARTICOLI SU RIVISTA

- 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):

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- 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>

Libri

- 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).

Capitoli di libri

- 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>

Atti di convegno

- 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).
- Cassia F., Cobelli N., Gill L. (2011), "Generic medicines non-adoption: investigating the perceptions and attitudes of customers and the role of health professionals' service network", Proceedings of the 14th Toulon-Verona Conference "Organizational Excellence in Services", Alicante, Spain, 1-3 September, pp. 1-12 (ISBN: 978-88904327-1-2).
- Magno F., Cassia F., (2011), "Are citizens always right? Investigating why citizens' inputs are not always beneficial to public services co-production", Proceedings of the 14th Toulon-Verona Conference "Organizational Excellence in Services", Alicante, Spain, 1-3 September, pp. 1-11 (ISBN: 978-88904327-1-2).
- Andreini, D., Cassia F. (2011), "Relation between ingredient co-branding value and OEM's loyalty: an analysis in Italian energy industry", Proceedings of the 40th EMAC Conference, Ljubljana, Slovenia, 24-27 May, pp. 1-8.
- Cassia F., Magno F. (2010), "Exploring marketing issues for business-to-business companies entering emerging markets", Proceedings of the 10th Global Conference on Business & Economics, Roma, 15-16 October, pp. 1-19 (ISBN: 978-0-9830452-1-2).
- Baronchelli G., Cassia F. (2010), "Drivers of born-global companies' international development: an empirical investigation among Italian companies", Proceedings of the 10th Global Conference on Business & Economics, Roma, 15-16 October, pp. 1-17 (ISBN: 978-0-9830452-1-2).
- Magno F., Cassia F., Marino A. (2010), "Exploring customers' reaction to product recall messages: the role of responsibility, opportunism and brand reputation", Proceedings of the 10th Global Conference on Business & Economics, October, 15-16 October, pp. 1-13 (ISBN: 978-0-9830452-1-2).
- Cassia F., Magno F. (2010), "Distances in public administrators' and elected officials' perspectives on services quality: exploring the implications for citizens' role in quality improvement processes", Proceedings of the 13th Toulon-Verona

Conference “Organizational Excellence in Services”, Coimbra, Portugal, 2-4 September, pp. 1-10 (ISBN: 978-972-9344-04-6).

- Pessione M., Cassia F. (2010), “Web Communities as instruments to improve museum services and communication activities”, Proceedings of the 13th Toulon-Verona Conference “Organizational Excellence in Services”, Coimbra, Portugal, 2-4 September, pp. 1-12 (ISBN: 978-972-9344-04-6).

- Andreini, D., Cassia. F. (2010) “Effectiveness of sponsorships in Niche Communities Online: a preliminary study”, Proceedings of International Conference on Management and Service Science (MASS 2010), Wuhan, China, 24-26 August, pp. 1-4 (ISBN: 978-1-4244-5326-9).

- Cassia F., (2010), “Assessing the impact of business-to-business brand reputation on comparative brand preference and buyer’s satisfaction”, Proceeding of the 6th International Conference Thought Leaders in Brand Management, Lugano, Switzerland, 18-20 April, pp.272-284 (ISBN: 978-88-6101-006-2).

- Andreini, D., Cassia F., (2010), “Comparing the effectiveness of offline and online sponsorship of long tail communities”, Proceeding of the 6th International Conference Thought Leaders in Brand Management, Lugano, Switzerland, 18-20 April, pp. 11-22 (ISBN: 978-88-6101-006-2).

- Andreini, D., Cassia F. (2009), “The Long Tail Perspective for Niche Communities Online: a Framework for Brand Loyalty Measurement”, Proceedings of the 9th Global Conference on Business & Economics, Cambridge, UK, 16-17 October, pp., 1-11, (ISBN: 978-0-9742114-2-7).

- Cassia F., Magno F. (2009), “Public Services Co-Production: Exploring the role of Citizen Orientation”, Proceeding of ICQSS – 12th QMOD and Toulon – Verona Conference, Verona, 27-29 August, pp. 1-10, (ISBN: 9788890432705).

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