

Curriculum Vitae
FABIO CASSIA

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Profiles:

Google Scholar: <https://scholar.google.it/citations?user=1NoIVJEAAAAJ&hl=it&oi=ao>
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Researchgate: https://www.researchgate.net/profile/Fabio_Cassia
Publons: <https://publons.com/author/1238284/fabio-cassia#profile>
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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

2018(Oct.) – : Associate Professor of Management at the University of Verona (Italy),
Department of Business Administration

ACADEMIC WORK EXPERIENCE

2011– 2018: Assistant Professor in Management, tenured position (confirmed since November, 2014), at the University of Verona (Italy), Department of Business Administration

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 International Marketing; 54 hours, a.y. 2017/2018; 2018/2019)
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; since a.y. 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 Sales 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

- 2018 Outstanding Reviewer of the Review of International Business and Strategy (<http://www.emeraldgrouppublishing.com/authors/literati/awards.htm?year=2018>)
- Highly Commended Award at the 9th IRSSM 2018, Sponsored by the Journal of Service Management [paper: “The effects of social media usage on solution quality and performance in professional service firms”]
- 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] (<http://www.emeraldgrouppublishing.com/authors/literati/awards.htm?year=2015>).
- 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

REVIEWER FOR THE FOLLOWING JOURNALS:

- Anatolia. An International Journal of Tourism and Hospitality Research
- 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
- Total Quality Management and Business Excellence
- Tourism Analysis
- Young consumers
- 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), 47th (2018) 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; 20th and 21st EISIC)
- 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, responsible 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 Advisory Board of the *Review of International Business and Strategy*

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:

- CBIM 2018 International Conference (Center for Business & Industrial Marketing), Madrid, Spain, 2018.
- IRSSM-9 (International Research Symposium in Service Management), Ljubljana, Slovenia, 2018.
- 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. (2018), ““Please write a (great) online review for my hotel!” Guests’ reactions to solicited reviews”, Journal of Vacation Marketing, Vol. 24, N. 2, pp. 148 – 158 (ISSN: 1356-7667), (DOI: 10.1177/1356766717690574):
<http://journals.sagepub.com/doi/abs/10.1177/1356766717690574>
- Magno F., Cassia, F., Ugolini, M. (2018), “Accommodation prices on Airbnb: effects of host experience and market demand”, The TQM Journal, Vol. 30, N. 5, pp. 608-620 (ISSN: 1754-2731), (DOI: 10.1108/TQM-12-2017-0164):
<https://www.emeraldinsight.com/doi/abs/10.1108/TQM-12-2017-0164>
- Magno F., Cassia, F., (2018), “The impact of social media influencers in tourism”, Anatolia. An International Journal of Tourism and Hospitality Research, Vol. 29, N. 2, pp. 288-290 (ISSN: 1303-2917), (DOI: 10.1080/13032917.2018.1476981):
<https://www.tandfonline.com/doi/abs/10.1080/13032917.2018.1476981?journalCode=ana20>
- Cassia, F., Vigolo, V., Ugolini, M., Baratta, R. (2018), “Exploring city image: residents’ versus tourists’ perceptions”, The TQM Journal, Vol. 30, N. 5, pp. 476-489 (ISSN: 1754-2731), (DOI: 10.1108/TQM-11-2017-0161):
<https://www.emeraldinsight.com/doi/abs/10.1108/TQM-11-2017-0161>

- Moretta Tartaglione, A., Cavacece, Y., Cassia, F., Russo, G. (2018), "The excellence of patient-centered healthcare: Investigating the links between empowerment, co-creation and satisfaction", The TQM Journal, Vol. 30, N. 2, pp. 153-167 (ISSN: 1754-2731), (DOI: 10.1108/TQM-11-2017-0138):
<https://www.emeraldinsight.com/doi/abs/10.1108/TQM-11-2017-0138>
- Cassia, F. (2017), "Digital landscapes. How digitalization impacts business", Sinergie Italian Journal of Management, N. 103, pp. 25-31 (ISSN: 0393-5108), (DOI: 10.7433/s103.2017.02):
<https://ojs.sijm.it/index.php/sinergie/article/view/98>
- Baccarani, C., Cassia, F. (2017), "Evaluating the outcomes of service ecosystems: The interplay between ecosystem well-being and customer well-being", The TQM Journal, Vol. 29, N. 6, pp. 834-846 (ISSN: 1754-2731), (DOI: 10.1108/TQM-04-2017-0039):
<https://www.emeraldinsight.com/doi/abs/10.1108/TQM-04-2017-0039>
- 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, Vol. 20, N. 4, pp. 339-345 (ISSN: 1368-3500) (DOI: 10.1080/13683500.2014.982521):
<http://www.tandfonline.com/doi/abs/10.1080/13683500.2014.982521>
- 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>

- Nicolini, V., Cassia, F., Bellotto, M. (2017), “Children perceptions of emotional and rational appeals in social advertisements”, Young Consumers, Vol. 18, N. 3, pp. 261-277 (ISSN: 1747-3616) (DOI: 10.1108/YC-02-2017-00665):
<https://www.emeraldinsight.com/doi/abs/10.1108/YC-02-2017-00665>
- 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: 10.1108/175427311111157644):
<http://www.emeraldinsight.com/doi/abs/10.1108/175427311111157644>

- 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>