

## CURRICULUM VITAE - MARTA UGOLINI

Marta Ugolini is Full professor of Management at the Department of Business Administration, University of Verona, Italy. She teaches Tourism Marketing and Cultural Heritage Marketing. She was the Rector's Delegate for communication, University of Verona, Italy (2016-2019) and Vice-Dean at the Faculty of Foreign Languages and Literatures (2010-2012).

Graduated in Economics and Commerce at the University of Verona in 1990, she got her PhD in Business Administration, at the University of Venice in 1994. She worked as Researcher at the Catholic University of Milan between 1996 and 2001. In March 2001 she was called as Associate Professor of Management at the Faculty of Foreign Languages and Literatures, University of Verona. In 2006 she became Full Professor of Management in the same Faculty. She is Editor in chief of the scientific journal *Sinergie Italian Journal of Management* ([www.sinergiejournal.it](http://www.sinergiejournal.it)).

She is member of the Scientific Committee of the monograph collections:

- MOA Management and Business Organization, Minerva Bancaria Publishing
- Management, Mc Graw Hill
- Management and Marketing, Giappichelli.

She is member of the Teachers' Board of PH.D. Programme in Economics and Management at the University of Verona.

For the two-year period 2019-2020, she is member of the examining commission of the National Scientific Qualification for the Business Management sector in Italy.

She is chair of the Sinergie-Sima Management Conference, one of the most relevant conferences for the Italian management scholars community (about 400 participants per year, 12 parallel sessions, more of 100 papers presented).

Her research interests focus on marketing (customer relations, brands), quality of services, service management especially in tourism, health and cultural services, university management, servitization of manufacturing activities, management and marketing of tourist destinations.

She has published more than 100 scientific works: monographs, contributions to edited books and articles in peer reviewed journals.

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