

## **Federico Brunetti**

(Born on June 30<sup>th</sup>, 1963 – Italian nationality – Married, one daughter)

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### **Current Position**

Full Professor of Business Management (since 1.10.2005), Business Administration Department, University of Verona (Italy)

### **Other Appointments**

Head of Business Administration Department, University of Verona (Italy) (2018-)

Member of Academic Senate, University of Verona (Italy) (2018-)

Member of the Editorial Board The TQM Journal (2018-)

Member of the Board of Governors CUEIM (Consorzio Universitario di Economia Industriale e Manageriale) (2017-)

Member of the Scientific Committee and Co-Chair “Excellence in Services International Conference (EISIC)” (2017-)

Associate Editor, Sinergie Italian Journal of Management (2015-)

### **Past Appointments**

Associate Professor of Business Management (since 1.1.2004), Business Administration Department, University of Verona (Italy)

Assistant Professor of Business Management (since 1.6.1999), Business Administration Department, University of Verona (Italy)

### **Education**

Three-years Post-Doc grant, University of Verona, 1996

PhD in Business Administration, University Ca' Foscari of Venice, 1994

MSc in Economics and Management, University of Verona, 1987

## Research Interests

Corporate identity and Branding; Macromarketing and business role in society; Epistemology and methodology in management disciplines; Decision making and cognitive traps; Tourism and destination management

## Research Grants

Fondazione Cariverona

(Bando Ric. Scient. 2017)

Responsabile dell'Unità operativa di Verona nell'ambito del progetto "IT-compatible business models for technology transfer and system optimisation"

A 21 DIGITAL

Responsabile dell'Unità operativa di Vicenza nell'ambito del progetto Interreg Italia – Osterreich "A21 DIGITAL TYROL VENETO" – 1.3.2018–31.12.2019

#BIT\_Vicenza

Responsabile del Working Package 2A "Imprenditorialità, innovazione e value co-creation", nell'ambito del progetto Business\_Innovation\_&\_Digital\_Transformations @Vicenza 2017-2019

*FIRB 2003*

"Ridisegno dell'infrastruttura finanziaria delle Pmi" coordinato dal prof. Luca Erzegovesi nell'ambito del Progetto Obiettivo 2b) "Nuove dinamiche di sviluppo competitivo nella società della conoscenza", member of the University of Verona unit

*PRIN 2004*

"Il management dei sistemi turistici locali: strategie e strumenti per la creazione, lo sviluppo e la governance", member of the University of Verona unit

*MURST*

"Processi di sviluppo dell'impresa minore", member of the University of Verona unit  
"L'impresa e il management nella letteratura e nel cinema", member of the University of Verona unit  
"Metodologie di analisi competitiva dei settori", member of the University of Verona unit

*CNR*

"La qualità come variabile strategica nelle imprese di servizi", member of the University of Verona unit  
"L'Università come azienda", member of the University of Verona unit

*University of Verona*

"Sulle tracce del futuro: una riflessione sul ruolo dell'impresa nella società di domani" (2004)  
"Is your organization crazy enough?" (2003)  
"L'impresa che crea valori: l'evoluzione verso nuovi ruoli sociali" (2001)  
"Le problematiche della qualità nei servizi con particolare riferimento al settore turistico" (2000)

## Teaching

**Business Management**, School of Management, University of Verona (2019/20; 2018/19; 2017/18; 2016/17; 2015/16; 2014/15; 2013/14, 2012/13, 2011/12, 2010/11, 2009/10, 2008/09, 2007/08, 2006/07, 2005/06, 2004/05, 2003/04, 2002/03, 2001/02) (MS and BS level)

**Business Management**, School of Sciences, University of Verona (2002/03, 2001/02, 2000/01, 1999/00, 1998/99, 1997/98) (MS level)

**Corporate Identity and Business Ethics**, School of Management, University of Verona (2019/20; 2018/19; 2017/18; 2016/17; 2015/16; 2014/15; 2013/14, 2012/13, 2011/12, 2010/11, 2009/10, 2008/09, 2007/08) (MS and BS level)

**Retail Management**, School of Management, University of Verona (2006/07, 2005/06, 2004/05, 2003/04, 2002/03, 2001/02, 2000/01, 1999/00) (MS level)

**Tourism Management**, School of Management, University of Verona (2009/10, 2008/09, 2007/08, 2006/07, 2005/06, 2004/05) (MS level)

**Tourism Management**, School of Foreign Languages, University of Verona (2001/02, 2000/01, 1999/00) (MS level)

**Internet Marketing**, School of Management, University of Verona (2008/09, 2007/08, 2006/07, 2005/06, 2004/05) (MS level)

**Marketing and Retail Management**, School of Psychology, Università Vita-Salute San Raffaele di Milano (2008/09, 2007/08) (MS level)

*PhD Seminars* He delivered several seminars in PhD courses both at Università Parthenope Naples, and at University of Verona.

*Other teaching activity* He taught in Master courses delivered by several organizations such as CUEIM (Consorzio Universitario di Economia Industriale e Manageriale), CUOA (Centro Universitario di Organizzazione Aziendale), Accademia di Commercio e Turismo di Trento, Trento School of Management, Ciset (Centro Internazionale di Studi sull'Economia del Turismo) and Sapienza University in Rome.

## Major Awards

Award for Innovative Excellence in Teaching, Learning and Technology, 13th International Conference on College Teaching and Learning, Jacksonville (Fl.), 2002

## Fellowships

Fellow AIDEA (Accademia Italiana Di Economia Aziendale)  
Fellow of ESOE (European Society for Organisational Excellence)  
Associate Fellow EMAB (Euromed Academy of Business)  
Fellow of the Academy of Management

## **Refereeing activity**

European Journal of Marketing  
Journal of Marketing Theory and Practice  
International Journal of Quality and Service Sciences  
Sinergie Italian Journal of Management  
Mercati & Competitività  
Excellence in Services International Conference (former Toulon – Verona Conference)  
Marketing Trends, Venice – Paris Marketing Conference  
Euromed Conference

## **Summer Schools**

“Young teachers”, Accademia Italiana di Economia Aziendale, 1992. Coordinator: Giorgio Eminente, Sapienza University, Rome  
Incontri Pratesi su “Lo sviluppo locale” organizzati dall’Istituto di Ricerche e Interventi Sociali (I.R.I.S.), 1994

## **Organizational activities**

Member of the Scientific Committee Master “Integrated Logistics and Supply Chain Management”, Business Administration Department, University of Verona (2019-)

Co-Chair 9<sup>th</sup> INEKA Conference “Knowledge, Business, and Innovation. Economies and sustainability of future growth”, Business Administration Department, University of Verona, 11-13 June 2019

Member of the Scientific Committee “Il Salone della CSR e dell’Innovazione Sociale” (2017)

Member of the National Professor Evaluation Commission (13B2 sector) (2016-18)

Member of the Scientific Committee of Master course in Editoria: Progettazione e Management, University of Verona (2015-2018)

Director MSc in Marketing and Corporate Communication, Business Administration Department, University of Verona (Italy) (2013-2018)

Director Corso di Perfezionamento e Aggiornamento Professionale in Tecniche di Comunicazione Aziendale – Event Management 3.0, Business Administration Department, University of Verona (2011-2015)

Member of the Scientific Committee of PhD in “Dottrine economico-aziendali e governo dell’impresa”, Parthenope University Naples, and in “Economia e direzione aziendale”, University of Verona

Past Vice-Director, Business Administration Department, University of Verona (2008-2011)

Past Director of Corso di Perfezionamento in Retail Management, Business Administration Department, University of Verona and Lidl Italia (2007-2010)

Past member of the Communication Office, University of Verona

Past coordinator Master course in Marketing dei Servizi Bancari e Finanziari (a.a. 2004/05), Università di Verona, Banco Popolare di Verona e Novara and Fondazione Giorgio Zanotto di Verona

Member of the Organizing Committee of ICQSS 2009 International Conference on Quality and Service Sciences (12<sup>th</sup> QMOD and Toulon-Verona Conference), 27-29 August 2009, Verona University

Member of the Organizing Committee of the 7<sup>o</sup> World Congress on Total Quality Management "Business Excellence. Make it Happen!", University of Verona, 24-27 June 2002

Past member Scientific Committee Regional Observatory on Trade and Retail Veneto Region

### **Selected Publications**

1. "L'approccio alla qualità nel marketing dei servizi", in C. Bacarani (ed.), *Saggi sulla qualità nell'economia d'impresa*, Cedam, Padova, 1995
2. "L'innovazione nel commercio: il caso degli hard discount", (with C. Bacarani), in AA.VV., *Scritti in ricordo di Carlo Fabrizi*, Cedam, Padova, 1995
3. "Le scelte strategiche di disinvestimento", in collaborazione (with C. Bacarani), in AA.VV., *Economia e finanza aziendale. Scritti in onore di Edoardo Ardemani*, Giuffrè, Milano, 1997
4. "Sull'architettura delle relazioni tra impresa e ambiente", *Problemi di gestione dell'impresa*, n. 23, 1997
5. "Riflessioni sui possibili effetti del commercio elettronico", in W.G. Scott, M. Murtula, M. Stecco (eds.), *Il commercio elettronico. Verso nuovi rapporti tra imprese e mercato*, Isedi, Torino, 1999
6. *Il turismo sulla via della qualità*, Cedam, Padova, 1999
7. "Quality Learning by Movies in Management Education", (with C. Bacarani), *Quality Management and Economic Development '99 Conference Proceedings*, Portorose (Slovenia), 2-3 settembre 1999, in corso di pubblicazione negli Atti del Convegno
8. "The University Quality Network: an Experience in Quality Implementation", (with C. Bacarani), *Quality in Higher Education in the New Millennium Conference Proceedings*, Derby University (UK), 24-25 august 2000
9. "La nuova frontiera dell'attività commerciale: il commercio elettronico", in C. Bacarani (ed.), *Imprese commerciali e sistema distributivo. Una visione economico-manageriale*, Giappichelli, Torino, 2001
10. "Multilevel marketing e commercio elettronico", *Sinergie Rapporti di ricerca*, n. 10, 2001
11. "Thinking about Tomorrow: Observations on a Conceivable Future for Business Enterprises", *4<sup>th</sup> International Conference on Building People and Organisational Excellence Conference Proceedings*, Linköping (Sweden), 12-14 september 2001

12. "The Use of Movies in Management Education, Since "Life is Like a Box of Chocolates. You never Know What You're Gonna Get", (with C. Baccarani), in Selected Papers from the 13<sup>th</sup> International Conference on College Teaching and Learning, J.A. Chambers (ed.), Florida Community College at Jacksonville, 2002
13. "The Cluetrain Manifesto: Customers and Employees as People", 7<sup>th</sup> World Congress for Total Quality Management "Business Excellence. Make it happen!" Conference Proceedings, Verona, 25 – 27 June 2002, Volume I, Cueim, Verona, 2002
14. "Il Destination Management: aspetti problematici, significato e percorsi alla ricerca di una qualità ad effetto prolungato", in M. Franch (ed.), *Destination management. Governare il turismo tra locale e globale*, Giappichelli, Torino, 2002
15. "La marca tra creazione di valore ed interferenze nei valori", negli Atti del III Convegno Annuale della rivista Industria & Distribuzione *Le Politiche di Branding*, Pisa, 13-14 dicembre 2002
16. "The Cluetrain Manifesto: customers and employees as people", *Total Quality Management & Business Excellence*, Vol. 14, No. 2, March 2003
17. *Dalla penombra alla luce. Un saggio sul cinema per lo sviluppo manageriale*, (with C. Baccarani), Giappichelli, Torino, 2003
18. "'Trappole cognitive' e valutazione degli investimenti industriali: primi spunti di riflessione", (with F. Simeoni), Atti del 26° Convegno AIDEA *Knowledge management e successo aziendale*, Udine, 14-15 Novembre 2003
19. *Pervasività d'impresa e relazioni di mercato: quale futuro?*, Giappichelli, Torino, 2004
20. "The local government's role in fostering a culture for a return to town centre shopping", (with A. Bonfanti), 9<sup>th</sup> Toulon-Verona Conference "Excellence in Services" Conference Proceedings, Paisley (Scotland), 7-8 September 2006
21. "Il consumo critico in azione: l'esperienza dei Gruppi di Acquisto Solidale", (with E. Giaretta, C. Rossato), in Andreani J.C., Collesei U. (eds.): "Atti del VI Congresso Internazionale Marketing Trends, Parigi 26-27 Gennaio 2007", Dipartimento di Economia e Direzione Aziendale, Università Ca' Foscari Venezia, 2007
22. "Corporate history in a managerial perspective", *Total Quality Management*, Vol. 18, Nos. 1-2, Jan.-Mar. 2007
23. "Consumer resistance by ordinary people: the experience of the Italian Gruppi di Acquisto Solidale (Solidal Buying Groups)", (with E. Giaretta), 10<sup>th</sup> International Conference, Society for Global Business & Economic Development "Creativity & Innovation: Imperatives for Global Business and Development" Conference Proceedings, 2007, August, 8-11, Kyoto (Japan)
24. "How difficult it is to become a system! Tourism in Verona between inter-organizational cooperation and stand alone competition", (with M. Ugolini), 10<sup>th</sup> Toulon-Verona Conference "Quality in Services – Higher Education, Health Care, Local Government, Tourism, Logistics" Conference Proceedings, Aristotle University, 2007, 3-4 September, Thessaloniki (Greece)
25. "A historical perspective on the relationship between firm and the market – on the threshold of a new paradigm?" 11<sup>th</sup> QMOD Conference "Attaining Sustainability –

- From Organizational Excellence to Sustainable Excellence” Conference Proceedings, Lund University Campus Helsingborg (Sweden), 20-22 August 2008
26. “The Response of Business to Consumer Resistance: an Exploratory Study”, “Consumption and Consumer Resistance”, Conference Proceedings, 1<sup>st</sup> International Conference, November 28, 2008, IRG University Paris Est (France)
  27. “Il rapporto tra impresa e mercato in una prospettiva storica: sulla soglia di un nuovo paradigma?”, *Sinergie*, vol. speciale, 2009
  28. “New enterprise models: trial runs of ‘capitalism with a human face’”, *The TQM Journal*, vol. 22, issue 3, pp. 242-259, 2010
  29. “On the effects of the consumer/sovereign ideology” 13<sup>th</sup> Toulon-Verona Conference “Quality in Services – Higher Education, Health Care, Local Government, Tourism, Logistics” Conference Proceedings, Coimbra University, 2010, 2-4 September, Coimbra (Portugal)
  30. “The need for customer education in high people-density services: a new role for service providers?”, (with C. Baccarani), 14<sup>th</sup> Toulon-Verona Conference “Quality in Services – Higher Education, Health Care, Local Government, Tourism, Logistics” Conference Proceedings, 2011, 1-3 September, Alicante (Spain)
  31. “Di cosa parliamo quando parliamo di ‘scienze manageriali?’”, *Sinergie*, n. 86, 2011
  32. “Il valore dello store design nel settore grocery: le scelte differenzianti della catena distributiva MPREIS”, (with A. Bonfanti, E. Pisani), *Mercati & Competitività*, n. 3, 2012
  33. “Sul processo decisionale”, in *Il governo dell’impresa tra principi, modelli, tecniche e prassi*, Claudio Baccarani, Federico Brunetti, Elena Giaretta (eds.), Giappichelli, Torino, 2012
  34. “Evidenze da una destinazione ad alta intensità turistica: il caso Gardaland tra insostenibilità presunta e sustainability in use”, (with M. Ugolini, F. Cassia), Il Mulino, Bologna, 2013
  35. “The Last Minute Market model: an innovative service of efficient assortment management in a sustainability perspective”, (with A. Bonfanti, P. Castellani), *Sinergie*, n. 91, 2013
  36. “Customer Education, Evaluation Skills And Perceived Value: A Theoretical Framework”, (with A. Bonfanti), 17<sup>th</sup> Toulon-Verona Conference “Quality in Services – Higher Education, Health Care, Local Government, Tourism, Logistics” Conference Proceedings, John Moores University, Liverpool (UK), 28-29 August 2014
  37. “Making sense of innovation”, (with C. Baccarani, E. Giaretta), 7<sup>th</sup> Annual Euromed Academy of Business Conference, “The future of entrepreneurship” Conference Proceedings, Kristiansand (Norvegia), 18-19 September 2014
  38. “Intelligenza generativa in azione: esperienze di crowdfunding nei progetti “#DivanoxManagua” e “#Sofa4Manhattan” di Berto Salotti”, (with A. Bonfanti), negli Atti del XXVI Convegno Annuale di Sinergie, Università di Cassino e del Lazio Meridionale, Cassino, 13-14 novembre 2014

39. "Lineamenti di strategia d'impresa", (with P. Castellani, Elena Giaretta), in *Impresa e management tra competitività e progresso*, Claudio Baccarani, Federico Brunetti, Elena Giaretta (eds.), Giappichelli, Torino, 2015
40. "Scholarly Management Journals: Are They Relevant for Practitioners? Results of a Pilot Study", (with E. Giaretta, M. Minozzo, C. Rossato, P. Castellani, C. Baccarani, A. Bonfanti), 18<sup>th</sup> Toulon-Verona Conference "Quality in Services – Higher Education, Health Care, Local Government, Tourism, Logistics" Conference Proceedings, Palermo (Italy), 31 August-1 September 2015
41. "Exploring relevance in scholarly top journals of management: first steps of a research", (with E. Giaretta, A. Bonfanti, P. Castellani, M. Minozzo, C. Rossato, C. Baccarani), 8<sup>th</sup> Annual Euromed Academy of Business Conference, "Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment" Conference Proceedings, Verona (Italy), 16-18 september 2015
42. "Effects of customer education in terms of customer perceived value: the role of customer evaluation skills", (with A. Bonfanti), *Sinergie*, vol. 33, n. 97, 2015
43. "Web 2.0 as Platform for the Development of Crowdfunding" in *Crowdfunding for SMEs. A European Perspective*, Bottiglia R., Pichler F. (eds.), Palgrave Macmillan, 2016
44. "Crowdcrafting as a new manufacturing model: the experience of Berto Salotti", (with A. Bonfanti), *Sinergie Italian Journal of Management*, n. 98, vol. 33, 2016
45. "Behavioral Event Management: una proposta di applicazione della prospettiva comportamentale alla progettazione e organizzazione di eventi culturali", (with S. Demetz), *Il Capitale Culturale. Studies on the Value of Cultural Heritage*, n. 13, 2016
46. "Do Social Media Influence Business Performance? The Impact of Relational Benefits on Repurchase Intention and WOM", (with N. Sánchez-Casado, I. Confente), 3<sup>rd</sup> European Conference on Social Media (ECSM) Conference Proceedings, Caen (France), 12-13 July 2016
47. "Customer Education Programs: An Investigation in Italian Opera Theatres and Foundations", (with A. Bonfanti, V. Vigolo), 19<sup>th</sup> Toulon-Verona Conference "Quality in Services – Higher Education, Health Care, Local Government, Tourism, Logistics" Conference Proceedings, Huelva (Spain), 5-6 September 2016
48. "Empowering customer education: a research agenda for marketing studies", (with A. Bonfanti, V. Vigolo), 9<sup>th</sup> ANNUAL EUROMED ACADEMY OF BUSINESS (EMAB) CONFERENCE "Innovation, Entrepreneurship and Digital Ecosystems" Conference Proceedings, Warsaw (Poland), 14-16 September 2016
49. "Scholarly Management Journals: Are They Relevant for Practitioners? Results of a Pilot Study", (with E. Giaretta, M. Minozzo, C. Rossato, P. Castellani, C. Baccarani, A. Bonfanti), *Sinergie Italian Journal of Management*, n. 100, vol. 34, 2016
50. "Brand co-creation in the value chain: Evidence from a case-study in the cosmetic industry, (with I. Confente), *Sinergie-Sima "Value co-creation: management challenges for business and society"* Conference Proceedings, Napoli, 15-16 June 2017



51. "Exploring the dark side of the firm: Arts and aphorisms in management education and development", (with C. Baccarani, C. Rossato), 1<sup>st</sup> Excellence in Services International Conference, Verona, 7-8 September 2017
52. "Framing the temporal dimension of a brand", (with I. Confente, H.R. Kaufmann, W. Kucharska), 10th Annual Euromed Academy of Business (EMAB) Conference "Global and national business theories and practice: bridging the past with the future", Rome, 13-15 September 2017
53. "The role of online brand communities on building brand equity and loyalty through relational benefits", (with N. Sanchez-Casado, I. Confente, E. Tomasetti-Solano), *Journal of Marketing Theory and Practice*, vol. 26, no. 3, 2018
54. "Open Factory events as triggers of interactive learning in organizations", (with A. Bonfanti, P. Castellani, E. Giaretta), *Development and Learning in Organizations*, vol. 32, no. 5, 2018
55. "Modes of organizational learning in entrepreneurial firms: lessons from the Open Factory network", (with A. Bonfanti, P. Castellani, E. Giaretta), Conference Proceedings, Convegno di Sinergie-SIMA, Università Ca' Foscari a Venezia, 14-15 June 2018
56. "Celebrities' personal brand authenticity in social media: an application in the context of football top-players. The Robert Lewandowski case", (with I. Confente, W. Kucharska, D. Mladenovic), in Cunnane V. and Corcoran N. (eds.), Proceedings of the 5th European Conference on Social Media, ACPI, pp. 125-133, 2018
57. "How environmentally friendly is e-commerce? An exploration into young shoppers' perceptions and preferences", (with I. Confente, I. Russo), Conference Proceedings, EISIC, Le Cnam Paris, 30-31 August 2018
58. "Some management paradoxes", (with J. Martin, C. Baccarani), Conference Proceedings, EISIC, Le Cnam Paris, 30-31 August 2018
59. "Ambidextrous organizations for sustainable development: The case of fair-trade systems", with F. Simeoni, R. Baratta, G. Mion, *Journal of Business Research*, pp. 1-12, 2019
60. "The Effect of Performance Quality and Customer Education on Attitudinal Loyalty: A Cross-Country Study of Opera Festival Attendees", with V. Vigolo e A. Bonfanti, *Non Profit and Voluntary Sector Quarterly*, vol. 48, no. 6, pp. 1272-1295, 2019
61. "Developing entrepreneurial learning triggered by factory tours", with A. Bonfanti, P. Castellani, E. Giaretta, *The Learning Organization*, vol. 26, no. 6, pp. 578-587, 2019
62. "«Imagine...» Climate change and management", with J. Martin e C. Baccarani, in Conference Proceedings, 22<sup>nd</sup> EISIC *Excellence in Services International Conference*, Thessaloniki (Greece), 29-30 August 2019
63. "The human dimension of a brand influences brand equity: an empirical examination in the context of a luxury and a convenience brand", with I. Confente e H.R. Kaufmann, *Journal of Brand Management*, vol. 26, no. 6, pp. 634-645, 2019
64. "Arts and humanities for executives' development: Aphorisms as a new tool in the management toolbox", with P. Castellani, E. Giaretta, C. Rossato, *Development and Learning in Organizations*, vol. 33, no. 3, 2019

65. "What really matters for a successful implementation of Lean production? A multiple linear regression model based on European manufacturing companies", with A. Chiarini, *Production, Planning & Control*, vol. 30, no. 13, 2019
66. "Exploring the modes of organizational learning: features from the Open Factory event", with A. Bonfanti, P. Castellani, E. Giaretta, Selected papers from Sinergie-SIMA 2018 Conference, *Sinergie Italian Journal of Management*, vol. 37, no. 1, 2019
67. \* "The Role of WOM in Affecting the Intention to Purchase Online", with I. Confente e V. Vigolo, in *Exploring the Power of Electronic Word-of-Mouth in the Services Industry*, S.M. Loureiro, H. R. Kaufmann (eds.), IGI Global, pp. 317-333, 2020

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