

# ***Vania Vigolo***

## **Curriculum Vitae**

### **CURRENT POSITION**

Assistant Professor in Management at the University of Verona, Department of Business Administration, since April 2008 (confirmed since April 2011). In April 2017, she obtained the Italian national scientific habilitation to the role of Associate Professor in the sector 13/B2 (Management).

### **EDUCATION**

PhD in Marketing for Business Strategies at the University of Bergamo, Italy (2008).

Degree in Foreign Literatures and Languages, with a specialization in tourism management at the University of Verona, Italy (2004).

### **MAIN RESEARCH INTERESTS**

- Tourism and hospitality marketing and management, with a focus on tourist behavior, destination management and marketing, and relationships between ICTs and tourism activities.
- Services marketing, with a focus on service quality and value co-creation processes.
- Branding issues, both in B2B and in B2C contexts.
- Sustainable consumption and sustainable production.

### **REVIEW ACTIVITIES**

Reviewer and ad hoc reviewer for the following Journals:

- Energies (MDPI)
- Current Issues in Tourism (Taylor & Francis)
- Information Technology & Tourism (Springer)
- International Journal of Environment and Health (Inderscience)
- International Journal of Hospitality Management (Elsevier)
- Journal of Cleaner Production (Elsevier)
- Journal of Consumer Marketing (Emerald)
- Sustainability (MDPI)
- The TMQ Journal (Emerald).

Reviewer for the following International Conferences:

- The International Forum on Knowledge Asset Dynamics (IFKAD) (2015 and 2016)
- The 8th Annual Conference of the EuroMed Academy of Business Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment (2015)
- The International Federation for Information Technology and Travel & Tourism's (IFITT) ENTER2016 Conference (2016).

## MEMBERSHIPS AND AFFILIATIONS

- Member of the Italian Marketing Association (SIM)
- Member of the Italian Management Association (SIMA)
- Member of the Academy of Marketing Science (AMS)
- Member of the International Federation for Information Technologies and Travel & Tourism (IFITT)

## AWARDS

- 2015 Outstanding Paper Award for the article: Ugolini M., Cassia F., Vigolo V. (2014), "Services branding: is it a matter of gender?" *The TQM Journal*, Vol. 26, N. 1, pp. 75-87.
- Best paper award for the paper: Vigolo V., Cassia F., "Loyalty and Switching Behavior among Corporate Energy Customers: A Study in the Italian Context", presented at the 16<sup>th</sup> Toulon-Verona Conference "Excellence in Services" (2013).
- Finalist for the 2016 best paper award of *Mercati e Competitività* (the Italian Marketing Association Journal) with the paper: Negri F., Vigolo V., Bonfanti A. (2016), "Managing responses to online reviews: an opportunity for value co-creation?", *Mercati e Competitività*, Vol. 1, pp. 104-121.

## OTHER ACTIVITIES

- Since 2005, Member of the Editorial Review Team of *Sinergie Italian Journal of Management*.
- Session chair for the 8<sup>th</sup> Annual Conference of the EuroMed Academy of Business *Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment* (2015).
- Session chair for the *ENTER2016 Conference*.
- Member of the Scientific Committee of the international conference ENTER2016, organized by the International Federation for Information Technology and Travel and Tourism (IFITT).
- Since 2004, she has advised more than 120 (undergraduate and master) students.

## TEACHING EXPERIENCE

Undergraduate courses:

- *International Marketing* (2007-now)
- *Tourism Management* (2007-2008, 2008-2009)
- *Management Principles* (2008-2009, 2009-2010)

Postgraduate and Master courses:

- *Managing Service Quality*, 2008-2009
- *Destination Management*, 2009-2010
- *Advanced Tourism Marketing*, 2010-2011

She has also lectured in several Executive Masters on marketing-related topics.

## PUBLICATIONS

### Journal articles:

- Vigolo V., Sallaku R., Testa F., "Drivers and barriers to clean cooking: a systematic literature review from a consumer behavior perspective", *Sustainability*, vol. 10, n. 11 (article n. 4322), 2018, pp. 1-21.
- Cassia F., Vigolo V., Ugolini M., Baratta R., "Exploring city image: residents' versus tourists' perceptions", *The TQM Journal*, vol. 30, n. 5, 2018, pp. 476-489.
- Confente I., Vigolo V., "Online travel behaviour across cohorts: the impact of social influences and attitude on hotel booking intention", *International Journal of Tourism Research*, vol. 20, n. 5, 2018, pp. 660-670.
- Vigolo V., Simeoni F., Cassia F., Ugolini M., "The Effects of Travel Motivation on Satisfaction: The Case of Older Tourists", *International Journal of Business and Social Science*, Vol. 9 No. 3, 2018, pp. 1-12.
- Guerrini A., Vigolo V., Romano G., Testa F., "Levers supporting tariff growth for water services: evidence from a contingent valuation analysis", *Journal of Environmental Management*, vol. 207, 2018, pp. 23-31.
- Bonfanti A., Vigolo V., Douglas J., Baccarani C., "Servicescape navigation: a customer typology based on the wayfinding ability of Italian hospital visitors", *The TQM Journal*, vol. 29, n. 4, 2017, pp. 546-563
- Vigolo V., Ugolini M., "Does this fit my style? The role of self-congruity in young women's repurchase intention for intimate apparel", *Journal of Fashion Marketing and Management*, vol. 20, n. 4, 2016, pp. 417-434.
- Vigolo V., Bonfanti A., Magliocca P., Kirakosyan K., "Corporate culture and firm performance: a service oriented perspective", *International Journal of Managerial and Financial Accounting*, vol. 8, n. 2, 2016, pp. 109-123.
- Negri F., Vigolo V., Bonfanti A., "Managing responses to online reviews: an opportunity for value co-creation?", *Mercati e Competitività*, vol. 1, 2016, pp. 104-121
- Vigolo V., "Investigating the Attractiveness of an Emerging Long-Haul Destination: Implications for Loyalty", *International Journal of Tourism Research*, vol. 17, n. 6, November/December 2015, pp. 564-576.
- Testa F., Vigolo V., "Sustainability through energy efficiency: An Italian perspective", *Sinergie Italian Journal of Management*, vol. 33, n. 96, 2015, pp. 93-111.
- Testa F., Vigolo V., "Sostenibilità tecnico-ingegneristica ed economico-sociale: la nuova sfida per il sistema energetico italiano", *Management delle utilities e delle infrastrutture*, n. 3, 2014, pp. 12-18
- Ugolini M., Cassia F., Vigolo V., "Services branding: is it a matter of gender?", *The TQM Journal*, vol. 26, n. 1, 2014, pp. 75-87.
- Vigolo V., Cassia F., "SMEs' switching behavior in the natural gas market", *The TQM Journal*, vol. 26, n. 3, 2014, pp. 300-307.
- Chiodi E., Vigolo V., "Profili applicativi delle valutazioni di convenienza economica: il caso del biogas per la produzione di energia", *Sinergie*, n. 77, 2008, pp. 121-140.

- Vigolo V., Ugolini M., “Managing relationships with potential employees: an empirical approach to employer brand”, *Sinergie*, n. 16 (a cura di Stampacchia P., Mele C.), Quaderni, 2009, pp. 87-108.
- Vigolo V., “Nation branding tra prodotti e turismo”, *Sinergie*, Numero Speciale - Giugno, 2009, pp. 189-208.

### **Monographs:**

- Vigolo V., *Older Tourist Behavior and Marketing Tools*, Springer, Cham, 2017.
- Vigolo V., *Mercati emergenti per i prodotti italiani: prospettive dal Sud Africa*, Giuffrè Editore, Milano, 2011.
- Simeoni F., Vigolo V., *Modelli per la valutazione della convenienza degli investimenti industriali*, Giuffrè, Milano, 2006.

### **Book chapters:**

- Vigolo V., Bonfanti A., “Exploring the Importance of Basic Hotel Attributes: A Focus on Senior Wellness Tourists”, *Proceedings of the Academy of Marketing Science® World Marketing Congress Rediscovering the Essentiality of Marketing*, 14-18 July 2015 Springer, 2016, pp. 969-981.
- Bonfanti A., Vigolo V., Negri F., “Hotel Responses to Guests' Online Reviews: An Exploratory Study on Communication Styles”, in *Information and Communication Technologies in Tourism 2016*, Cham, Springer, 2016, pp. 397-409.
- Negri F., Vigolo V., “Hotel Attributes and Visual Image: A Comparison Between Website and User-Generated Photos”, in *Information and Communication Technologies in Tourism 2015*, Cham, Springer, 2015, pp. 621-633.
- Vigolo V., Confente I., “Older Tourists: An Exploratory Study on Online Behaviour”, in Xiang Z. and Tussyadiah I. (eds.), *Information and Communication Technologies in Tourism 2014*, Cham, Springer, 2013, pp. 439-452.
- Vigolo V., “Approfondimento: il servizio portuale ideale”, in Ugolini M. (a cura di) *L'impatto economico del turismo nautico: il caso marina di Bardolino (VR)*, CUEIM Comunicazione srl, 2012, pp. 69-70.
- Vigolo V., “Il fenomeno del turismo nautico a Bardolino”, in Ugolini M. (a cura di), *L'impatto economico del turismo nautico: il caso marina di Bardolino (VR)*, CUEIM Comunicazione srl, 2012, pp. 29-33.
- Vigolo V., “L'impatto economico diretto del turismo nautico attuale”, in Ugolini M., *L'impatto economico del turismo nautico: il caso marina di Bardolino (VR)*, CUEIM Comunicazione srl, 2012, pp. 35-38.
- Ugolini M., Vigolo V., “Prima conclusione: impatto economico-turistico del progetto Marina di Bardolino”, in Ugolini M., *L'impatto economico del turismo nautico: il caso marina di Bardolino (VR)*, CUEIM Comunicazione srl, 2012, pp. 49-58.

- Ugolini M., Vigolo V., “Aspetti di metodo dell'indagine sui consumatori”, in Ugolini M., *Branding Verona. Un viaggio tra protagonisti e strumenti delle politiche di marca delle imprese veronesi*, Camera di Commercio di Verona, Verona, 2011, pp. 87-88.
- Vigolo V., “Cosa pensano i consumatori: i risultati dell'indagine”, in *Branding Verona. Un viaggio tra i protagonisti delle politiche di marca delle imprese veronesi*, Ugolini M., Camera di Commercio di Verona, Verona, 2011, pp. 97-119.
- Ugolini M., Vigolo V., Cobelli N., “Una visione d'insieme. Analogie e differenze tra le imprese studiate”, in Ugolini M., *Branding Verona. Un viaggio tra protagonisti e strumenti delle politiche di marca delle imprese veronesi*, Camera di Commercio di Verona, Verona, 2011, pp. 31-84.
- Bellagamba A., Brunetti F., Pencarelli T., Vigolo V., “La letteratura italiana ed internazionale sul Destination management”, in Sciarelli S., *Il Management dei sistemi turistici locali*, Giappichelli, Torino, 2007, pp. 31-83.
- Baccarani C., Brunetti F., Cobelli N., Rossato C., Simeoni F., Ugolini M., Vigolo V., “Verona Sistema Turistico Locale? Un itinerario nel turismo del capoluogo scaligero tra realtà consolidate e potenzialità inesprese”, in Sciarelli S., *Il management dei sistemi turistici locali: strategie e strumenti per la creazione, lo sviluppo e la governance*, Giappichelli, Torino, 2007, pp. 411-435.
- Testa F., Vigolo V., “Alcune riflessioni in tema di modelli di crescita delle public utilities locali”, in Miglietta A. (a cura di), *Il ruolo delle fondazioni bancarie per le multiutilities locali: prospettive per la competitività del sistema paese Italia*, Milano, Giuffrè, 2005.

#### **Conference proceedings:**

- Vigolo V., Simeoni F., Cassia C., Ugolini M., “Older tourists’ travel motivations and overall satisfaction at the destination: the case of Sirmione”, Proceedings of the 20th Excellence in Services International Conference, University of Verona, 7-8 September 2017.
- Sallaku R., Vigolo V., Testa F., Social media communication in water utilities, Proceedings of the 20th Excellence in Services International Conference, University of Verona, 7-8 September 2017.
- Baratta R., Cassia F., Vigolo V., Ugolini M., “City Image. Comparing residents’ and tourists’ perceived image of Verona”, Proceedings of the 20<sup>th</sup> Excellence in Services International Conference, University of Verona, 7-8 September 2017.
- Negri F., Vigolo V., “An exploratory analysis on firms’ satisfaction about social media performance”, Refereed Electronic Conference Proceedings, XXVIII Sinergie Annual Conference “Management in a Digital World. Decisions, Production, Communication” Udine 9-10 June 2016, pp. 433-443.
- Vigolo V., Brunetti F., Bonfanti A., “Customer Education Programs: An Investigation in Italian Opera Theatres and Foundations”, Proceedings of the International Conference “Excellence in Services”, University of Huelva, Huelva (Spain), 5-6 September 2016, pp. 485-502.
- Brunetti F., Bonfanti A., Vigolo V., “Empowering customer education: a research agenda for marketing studies”, Proceedings of the 9<sup>th</sup> Annual Euromed Academy of Business (EMAB) Conference “Innovation, Entrepreneurship and Digital Ecosystems”, University of Warsaw (Poland), September 14-16, 2016, pp. 393-405.
- Vigolo V., Testa F., “Barriers to energy efficiency for Italian SMEs: the suppliers’ perspective”, Proceedings of the 8<sup>th</sup> Annual Conference of the EuroMed Academy of Business *Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment*, Verona, September 16-18, 2015.

- Vigolo V., Cassia F., "Brand Reputation and Service Quality in the Italian Energy Market: A business-to-Business Perspective", Proceedings of the 18<sup>th</sup> *Toulon-Verona Conference "Excellence in Services"*, Palermo, 31 August-1 September 2015.
- Vigolo V., Negri F., "Cultural heritage and co-creation in the Web 2.0. An exploratory study on TripAdvisor photos", *Atti del XXVII Convegno annuale di Sinergie Italian Journal of Management Heritage, management e impresa: quali sinergie?*, Termoli, 9-10 luglio 2015.
- Bonfanti A., Magliocca P., Vigolo V., "Developing Service Orientation Culture in Luxury Hotels", Proceedings of 10th International Forum on Knowledge Asset Dynamics (IFKAD 2015) *Culture, Innovation and Entrepreneurship: connecting the knowledge dots*, Bari (Italy) , 10-12 June 2015, pp. 403-413.
- Vigolo V., Simeoni F., "Motor caravan tourism in an ageing society: A supply-side perspective", Proceedings of the International Conference "Tourism & Ageing", Lisbon, Portugal, 26-29 November, 2014, pp. 1-15.
- Vigolo V., Bonfanti A., "Satisfying and delighting senior guests at hotels", Proceedings of the International Conference "Tourism & Ageing", Lisbon, Portugal, 26-29 November, 2014, pp. 1-15.
- Vigolo V., Cassia F., "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, 2013.
- Cotticelli P., Trovato A., Vigolo V., "Brand name and brand image between linguistics and marketing", in Proceedings of "Names in the Economy III", Amsterdam, 11-13 June 2009, 2012, pp. 13-31.
- Ugolini M., Cassia F., Vigolo V., "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.
- Vigolo V., "Quality and destination image: differences between visitors and non-visitors. An Italian perspective on South Africa", Proceedings of the "14th Toulon-Verona Conference Excellence in Services", Alicante (Spain), 1st-3rd September 2011.
- Cobelli N., Simeoni F., Ugolini M., Vigolo V., "The economic impact of nautical tourism: an Italian Experience on Lake Garda", Proceedings of the 13th Toulon-Verona Conference "Organizational Excellence in Services", University of Coimbra, Portugal, 2-4 September 2010, pp. 1-16.
- Testa F., Ugolini M., Vigolo V., Analyzing tourists' expected quality factors within a destination: a survey conducted in the province of Verona, Proceedings of the "International Conference on Quality and Service Sciences ICQSS", Verona, 27-29 August 2009.
- Testa F., Vigolo V., Corporate dimension and quality performance: an empirical analysis from the gas distribution sector in Italy, Proceedings of the "11<sup>th</sup> Toulon-Verona Conference Quality in Services. Higher Education; Health Care; Local Government; Tourism; Banking", Firenze, 4-5 September 2008, Firenze University Press, pp. 264-274.
- Vigolo V., "La dimensione esperienziale nel retail: potenzialità e difficoltà applicative degli stimoli sensoriali", Proceedings of the International Conference "Marketing Trends", Paris, 26-27 January 2007.
- Testa F., Vigolo V., Liberalizations of the service for gas supply: not neglecting quality for clients, Proceedings of the "12<sup>th</sup> World Congress for Total Quality Management", Edinburgh, Scotland, UK, 27th-28th September 2007.

- Vigolo V., "An approach to quality improvement in social services", Proceedings of the "Excellence in Services", Paisley, Scotland, UK, 7-8 September 2006.