

CURRICULUM VITAE

di Claudio Baccarani

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Graduated on 3rd July 1973 in Economics and Commerce at the University of Padua, Verona branch.

Full professor of Economics and Business Management at the Department of Business Administration in the University of Verona, where he is currently holding courses in Business Management and Territorial marketing. He has also in the past given courses in the faculty of Economics in Service Management, Management of human resources, in Communication and public relations, as well as in Business planning and company strategy. He has taught courses in Marketing at the IULM (the Free University of Languages and Communication) and at the San Raffaele foundation in Milan.

Head of Department of Business Administration in Verona University.

He is Editor-in-Chief of *Sinergie Italian Journal of Management* (formerly *Sinergie rivista di studi e ricerche*), of which he has been codirector with Gaetano M. Golinelli since 1993. In this activity organises the journal's annual business management convention, which has been held since 1989 at many Italian universities. He is a member of Editorial Advisory Board for the research Journals: *Sinergie*, *Sviluppo e Organizzazione*, *Journal of Marketing Trends*, *International Journal of Quality and Service Sciences*, *The TQM Journal*, and *Finanza Marketing e Produzione*.

He is co-director of the Toulon-Verona network which has since 1998 been organising annual conferences in European universities on Total Quality Management and on the quality of services with particular reference to quality in higher education.

He is president of Address and Monitoring Committee of the CUEIM (Consorzio Universitario di Economia Industriale Manageriale) between 25 Italian universities.
He worked in the Evaluation Boards for Italian universities.

His particular areas of academic interest regard: entrepreneurship, territorial marketing, quality management, innovation and the organizational well-being.

From 2003 to 2009 he coordinated the Verona group in the "Case Study of Science and technology parks, the provision of private equity funding and services for the creation of businesses", with Prof. Luca Erzegovesi as part of the FIRB Project Objective 2b) "New competitive development dynamics in the knowledge community".

He coordinated the Verona group in the PRIN 2006, whose title was "Improve the competitiveness of the tourist destination: customer knowledge, design of product clubs and choices of online marketing".

He has in his career carried out research on industrial districts and on quality in service industries.

Together with Prof. Enzo Rullani he has been coordinating a study on the role of Cooperative Banks in the Triveneto region (2007-2013).

In 2015-2016 he has carried out a research on entrepreneurship in the Italian historical companies and characteristics of firms' longevity.

Currently (2017), he is studying territory as value co-creator as well as the features of harmonic company.