

Paola Castellani

Curriculum Vitae

Current position

Researcher and Assistant Professor in Business Management (since October 1, 2005) at the Department of Business Administration – University of Verona (Italy)

Scientific disciplinary sector SECS/P08 *Economia e gestione delle imprese*

Contact

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Educational qualifications

September 25, 2001 Degree in Economics and Commerce at the Faculty of Economics of the University of Verona

February 12, 2007 PHD in *Business Management and Firm's Governance* – “Parthenope” University of Naples

Education

- AIDEA Summer School on Research Methodology, Villagrazia of Carini (PA), University of Palermo, Italy, September 2003
- AIDEA Summer School on Education, Pinerolo (TO), Italy, September 2004
- Workshop on Public Speaking, Custoza (VR), Italy, March 2007
- Training course on QRD Nvivo 10.0 software - Prospects and problems of the qualitative analysis with particular reference to the Grounded Theory (X Edition), Department of Education Sciences, University of Roma Tre, October 2014
- CorisLab training course on Wording exploration about T-LAB software, Sapienza University of Rome, October 2015

Teaching activities

Assistant Professor at the Department of Business Administration, University of Verona

Academic year 2005-2006

- *Internal Communication Techniques and Public Relations*

Academic years 2006-2007 – 2008-2009

- *Internal Communication Techniques and Public Relations*
- *Tourism Management*
- *Principles of Business Management*

Academic year 2009-2010

- *Communication Techniques and Public Relations*
- *Business Management*
- *Tourism Management*
- *Principles of Business Management*

Academic years 2010-2011 - 2017-2018

- *Communication Techniques and Public Relations* (until academic year 2011-2012)
- *Corporate Communication* (from academic year 2012-2013)
- *Tourism Management*
- *Advanced Tools of Marketing and Communications* (until academic year 2014-2015)
- *Business Management* (from academic year 2015-2016)
- *Advanced/Professional development course in Business Communication Techniques (Event Management 3.0)*
- *Specialization Course in Retail Management* (academic year 2011-2012)

Supplementary university teaching activities

Academic year 2008-2009

- *Sustainable and Responsible Tourism*, at the Brusov University, Yerevan (Armenia), November 2008, within the educational project of cultural exchange between "Brusov" University, University of Verona and the Theatre of the Alien (Verona), entitled "Equal Opportunities and training in responsible tourism", coordinated by Professor Sergio Pescatori (University of Verona), by Professor Viktoria Mangasaryan ("Brusov" Linguistic University, Yerevan) and by Aurelio Sabatino, head of the Theatre of the alien in Verona

Executive education

Teaching activities within educational projects linked between University of Verona and local institution

- *Assistant to the commercial management*, professional course of the European Social Fund
- *Assistant to the touristic management*, professional course of the European Social Fund
- *Experimental Project of Job Placement organized by the University of Verona (PSILA)*, training course organized in collaboration with Municipality of Verona
- *Professionals in the development of the Veneto food meta-district. Path to higher education*, training course to graduates organized in the "Challenge project. The challenge of human resources for the development of competitive districts in Veneto" promoted by the Veneto Region
- *Customer relationship management*, training course to front office personnel in the hospitality industry of the Garda Lake, organized in the "Fondo Forte" project and promoted by UGAV Garda

Research areas

- Corporate communication
- Event management
- Heritage management
- Entrepreneurship, with specific regard to social entrepreneurship and to small and medium-sized enterprises

Partecipation in scientific reserch projects with funding

Partecipation of resarch team about National scientific research projects with funding in accordante with calls based on peer review processes:

- Firb project (2003): “Ridiseigno della struttura finanziaria delle reti di imprese: alla ricerca di nuove soluzioni finanziarie, istituzionali e informatiche per sostenere la competitività, l’innovazione, le riorganizzazioni aziendali e la gestione dei rischi”, National coordinator Prof. Luca Erzegovesi within the Firb Project “Objective 2b” – Title of Verona research team: WP17 “Case Study: parchi scientifici e tecnologici, finanziamento all’innovazione e servizi di private equity per la creazione di imprese” – local coordinator Prof. Claudio Baccarani
- Prin project (2004): “The measurement of the degree of coordination in the local touristic systems”, National coordinator Prof. Sergio Sciarelli – local coordinator Prof. Claudio Baccarani

Accademic and institutional assignments

- She is a member of the Department of Business Administration at the University of Verona since October 2005
- She is a member of the Educational College of Business Administration since the academic year 2012-2013 (4 years) – former Coucil of the Faculty of Economics from 2008-2009 to 2011-2012 academic years (3 years)
- She is a member of the Scientific Committee of the Advanced/professional development course in Business communication techniques (Event Management 3.0) since the 2011-2012 academic year (5 years)
- She was a member of the teaching staff council for post graduate degree in Company Economics and Management from the 2008-2009 to 2012-2013 academic years, merged in 2010 in the Graduate School of Economics (University of Verona)
- She was a member of the Department of Business Administration for the commission of “communication and marketing” (2012-2013 academic year)
- She was coordinator of the tutoring service to students in Economics and management of service businesses and Marketing and Communication from the 2005-2006 to 2007-2008 (3 years)
- She was a member of an under graduate program and master’s degree in Vicenza from the 2009-2010 to 2011-2012 academic years (3 years)
- She was representative of the researchers of the Faculty of Economics from 2005-2006 to 2009-2010 academic years
- She was a member of the Communication Office of the University of Verona from December 2001 to December 2007 (6 years). She was engaged in the following activities:

event management, external communication initiatives, the development of internal communication projects and the management of administrative procedures for the office.

- She coordinated the University of Verona's project "Unicinema" from March 2003 to December 2007, managing a team of university students involved in the organization of film festivals and conferences with actors and directors and involved in the participation in festival and contests.

Organizing activities

- She has contributed to the organization of the VII World Congress for Total Quality Management entitled "Business Excellence. Make it happen!", held at the University of Verona on June 25-27, 2002, sponsored by the Faculty of Economics and the Department of Business Administration
- She has contributed to the organization of the XVI Annual Conference of Sinergie entitled "The evolution of the studies on the economy and business management", held at the University of Verona, on November 18-19, 2004, sponsored by the Faculty of Economics and the Department of Business Economics
- She has collaborated in the organization of the meeting, "We turn off this darkness! Two steps in the clouds", promoted by the Assembla Giovani Industriali of Verona, Verona University and Il Cantiere dell'Impossibile, at the University of Verona on November 15, 2005
- She has collaborated in the organization of the seminars "I Giovedì del Pensiero Manageriale", sponsored by the University in Verona and by Confindustria Verona, consisting of seminars on the topic "Leadership: Tucker: The Man and His Dream", "Listening and Change management: October Sky", "The organization of time: Momo - the conquest of time", held by Prof. Claudio Baccarani, Department of Business Administration of the University of Verona, from May to June 2006 at the University of Verona
- She has collaborated in the organization of the Opening Ceremony of the Academic Year 2005-2006, 2006-2007 and 2007-2008 of the University of Verona
- She has contributed in 2009 to the organization of the 12th International Conference ICQSS - International Conference Quality and Services Science (12th QMOD and Toulon-Verona Conference), held at the University of Verona on August 27-29, 2009, sponsored by the Faculty of Economics and the Department of Business Administration
- She has contributed in 2015 to the organization of the 8th Annual Conference of the EuroMed Academy of Business entitled "Innovation, Entrepreneurship and Sustainable Value Chain in Dynamic Environment", held at the University of Verona, September 16-18, 2015, sponsored by the University of Verona and the Department of Business Administration
- She has contributed in 2017 to the organization of the 20th Toulon-Verona (ICQSS) Conference "Excellence in Services", held at the University of Verona, 7-8 September 2017, sponsored by the Department of Business Administration

Membership

- SIMA (Italian Society of Management) associate since 2014

Partecipation in editorial boards of journals

- Since 2001, she is a member of the Editorial review team of the *Sinergie Italian Journal of Management* (formerly *Sinergie rivista di studi e ricerche*), edited by Cueim Comunicazione srl (<http://www.sinergiejournal.it>) focusing on management topics

Reviewer activities

- Reviewer for the Euromed Conference 2015, University of Verona, Verona, September 16-18, 2015

Conference papers

She presented the following papers to **national conferences**, submitting papers to review process:

2006

- XI AIDEA-Giovani conference "La responsabilità sociale negli studi economico-aziendali", University G. D'Annunzio, Faculty of Management, Department of Management Sciences, Pescara (Italy), March 24-25, 2006 (paper title: "La responsabilità sociale d'impresa: un nuovo tema che viene da lontano?", elaborated with Angelo Bonfanti and Chiara Rossato)

2007

- Doctoral Session, organized in Turin (Italy) for IX Sinergie annual conference, PhD poster (University of Turin, Faculty of Economics, November 22-23, 2007)

2008

- XIII AIDEA-Giovani conference "Rethinking the company. Generalists and specialists approaches between moments, functions, sectors", University of Palermo, Palermo, 29-30 May 2008 (paper title: "The banking management of innovation and tradition. The experience of BCC", elaborated with Angelo Bonfanti)

2011

- XXXIV AIDEA conference "Companies services and business services. The search for a sustainable development path to overcome the crisis", University of Perugia (Italy), Faculty of Economics, 13-15 October 2011 (paper title: "The mutualism of Cooperative Banks: a tool to overcome the crisis and promote the sustainable development of the territory", elaborated with Angelo Bonfanti, Chiara Rossato and Raffaella Tobacco)
- XXIII Sinergie conference "Corporate governance and strategic communication. Is communication taking over?", IULM University, Milan (Italy), 10-11 November 2011 (paper title: "The communicative value of the industrial museum and archive", elaborated with Chiara Rossato)

2012

- AIDEA XXXV conference "Management without borders. Management studies: traditional and emerging paradigms ", University of Salerno, Italy, 4-5 October 2012 (paper title: "The choices of the green grocery sector as a source of competitive advantage", elaborated with Angelo Bonfanti and Francesca Simeoni)
- XXIV Sinergie conference "Territory as a reservoir of vitality for the enterprise", University of Salento, Lecce (Italy), 18-19 October 2012 (paper title: "Territory, enterprise and consumer: experiential paths in businesses wine", elaborated with Roberta Capitello and Chiara Rossato)

2015

- XXVII Sinergie conference “Heritage, management and business: what synergies?”, University of Molise, center of Termoli (Italy), 9-10 July 2015 (paper title: “The enterprise as a historical cultural heritage of the area”, elaborated with Chiara Rossato)
- XXVII Sinergie conference “Heritage, management and business: what synergies?”, University of Molise, center of Termoli, 9-10 July 2015 (paper title: “Festival Tocati: a good practice in the protection and enhancement the intangible cultural heritage”, elaborated with Francesca Simeoni and Giuseppe Giacon)

2017

- Sinergie - Sima Conference titled “Value co-creation: le sfide di management per le imprese e per la società”, University of Naples Federico II, 15-16 giugno 2017 (paper title: “Transmedia Storytelling: un efficace strumento di co-creazione”, elaborated with Michela Giuliani Paiaro)

2018

- Sinergie – Sima Conference titled “Transformative business strategies and new patterns for value creation”, Ca’ Foscari University, Venis, 14-15 June 2018 (paper title: “Modes of organizational learning in entrepreneurial firms: Lessons from the Open Factory Network”, elaborated with Angelo Bonfanti, Elena Giaretta, Federico Brunetti)

She presented the following papers to **international conferences**, submitting papers to review process:

2006

- 9th Toulon-Verona International Conference entitled “Excellence in Services”, University of Paisly, Paisly, 7-8 September 2006 (paper title: “Planning and improvisation in services”, elaborated with Claudio Baccarani)

2007

- 5th International Conference entitled “Business Management”, organized by ATENS (Athens Institute for Education and Research), National Bank of Greece, Athens, 2-5 July 2007 (paper title: “New techniques for management training”, elaborated with Angelo Bonfanti)
- 10th Toulon-Verona International Conference entitled “Excellence in Services”, Aristotle University, Department of Economics, Thessaloniki, Greece, 3-4 September 2007 (paper title: “About errors in medicine”, elaborated with Claudio Baccarani)

2008

- 11th Toulon-Verona Conference entitled “Excellence in Services”, University of Florence, Italy, 4-5 September 2008 (paper title: “Corporate University and Company’s competitiveness: the case of Lidl Italia”)

2009

- EBES 2009 Conference, Kadir Has University, Istanbul, Turkey, 1-2 June 2009 (paper title: “The non-profit enterprise incubators in Italy. From a brickyard to a laboratory of ideas: the Furnace of Innovation of Asolo”)
- 12th QMOD and Toulon-Verona Conference on Quality and Service Sciences, University of Verona, Italy, 27-29 August 2009 (paper title: “Integration between Enterprises and Innovation Development. The Experience of Technology Park of Navacchio”)

2010

- 13th Toulon-Verona Conference dal titolo “Excellence in Services”, University of Coimbra, Portugal, 2-4 September 2010 (paper title: “From industrial museum to cultural industry.

An empirical exploration of how this heritage is being safeguarded by the members of Museimpresa”, elaborated with Chiara Rossato and Laura Ciarmela)

2011

- 14th Toulon-Verona Conference dal titolo “Excellence in Services”, University of Alicante, Spain, 1-3 September 2011 (paper title: “Geomarketing to support the strategies of the Gardaland amusement Park”, elaborated with Angelo Bonfanti and Chiara Rossato)

2012

- 15th Toulon-Verona Conference dal titolo “Excellence in Services”, Rishon Lezion (Tel-Aviv), Israel, 3-4 September 2012 (paper title: “The Last Minute Market Model: an innovative service of efficient assortment management in a sustainability perspective”, elaborated with Federico Brunetti and Angelo Bonfanti)

2014

- 13th International Conference of the Society for Global Business and Economics Development, “Managing the “Intangibles”: Business and Entrepreneurship Perspectives in a Global Context”, Università Politecnica delle Marche, Economics Faculty “Giorgio Fuà”, Ancona, 16-18 July 2014 (paper title: “How Companies can contribute to the Territory-Identity Development: Empirical Evidences from Italian Business Cases”, elaborated with Angelo Bonfanti and Chiara Rossato)

2015

- X Forum Internazionale su Knowledge Asset Dynamics entitled “Culture, Innovation and Entrepreneurship: connecting the knowledge dots”, Bari, 10-12 Juny 2015 (paper title: “Managing Cultural Diversity for Innovation: The Experience of Italian International Corporations”, elaborated with Chiara Rossato and Zvi Josman)
- 18th Toulon-Verona International Conference “Excellence in Services”, Castello Utveggiò, Palermo (Italy), 31 August-1 September 2015 (paper title: “Scholarly Management Journals: Are They Relevant for Practitioners? Results of a Pilot Study”, elaborated with Elena Giaretta, Federico Brunetti, Marco Minozzo, Chiara Rossato, Claudio Baccarani, Angelo Bonfanti)
- 8th Annual Conference of the Euromed Academy of Business entitled “Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment”, Università degli Studi di Verona, 16-18 settembre 2015 (paper title: “Exploring relevance in scholarly top journals of management: first steps of a research”, elaborated with Federico Brunetti, Elena Giaretta, Angelo Bonfanti, Marco Minozzo, Chiara Rossato, Claudio Baccarani)
- 8th Annual Conference of the Euromed Academy of Business entitled “Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment”, Università degli Studi di Verona, 16-18 settembre 2015 (paper title: “Do the investments in architectural design help companies to be more sustainable? Findings from an exploratory study”, elaborated with Enrico Battisti, Angelo Bonfanti, Rossella Canestrino, Luca Pasqualino, Chiara Rossato)

2016

- 19th Toulon-Verona International Conference on Excellence in Services, Proceedings of "Excellence in Services", University of Huelva, Huelva, Spain, 5-6 September, 2016 (paper title: “Improving the quality of information exchange among top managers”, elaborated with Elena Giaretta and Alessandro Garofalo)

2017

- 20th Excellence in Services International Conference, “Proceedings of the 20th Excellence in Services International Conference 2017”, University of Verona, September 7 and 8, 2017 (paper title: “Fake news and corporate reputation: What strategies do companies adopt against false information in the media?”, elaborated with Marina Berton)

2018

- 21th Excellence in Services International Conference 2018, Proceedings of the 21th Excellence in Services International Conference 2018”, Le Cnam, Paris, 30-31 August, 2018 (paper title: “SMEs Survival Research Project in Northern Italy”, elaborated with Chiara Rossato, Francesca Simeoni, Rossella Baratta)
- 21th Excellence in Services International Conference 2018, Proceedings of the 21th Excellence in Services International Conference 2018”, Le Cnam, Paris, 30-31 August, 2018 (paper title: “From a Pilot Survey to Improve the Quality of a Research: the case of the SMEs Survival Research Project in Italy”, elaborated with Francesca Simeoni, Rossella Baratta, Chiara Rossato)

Awards and recognitions

- “The Last Minute Market model: an innovative service of efficient assortment management in a sustainability perspective”, in collaboration with Federico Brunetti and Angelo Bonfanti, best paper at the 15th Toulon-Verona Conference “Excellence in Services”, Rishon Lezion (Tel-Aviv), Israel, 3-4 September 2012
- “Scholarly Management Journals: Are They Relevant for Practitioners? Results of a Pilot Study”, in collaboration with Elena Giaretta, Federico Brunetti, Marco Minozzo, Chiara Rossato, Angelo Bonfanti, Claudio Baccarani, best paper at the 18th Toulon-Verona International Conference “Excellence in Services”, Castello Utveggi, Palermo (Italy), August 31 - September 1, 2015
- “Improving the quality of information exchange among top managers”, in collaboration with Elena Giaretta and Alessandro Garofalo, best paper at the 19th Toulon-Verona International Conference on Excellence in Services, University of Huelva, Huelva, Spain, 5-6 September 2016
- “Modes of organizational learning in entrepreneurial firms: Lessons from the Open Factory Network”, in collaboration with Bonfanti A., Giaretta E., Brunetti F., selected paper at the Sinergie – Sima Conference *Transformative business strategies and new patterns for value creation*, Ca’ Foscari University, Venis, 14-15 June 2018

Publications

Paper on national journals

- “Spunti di riflessione sull’organizzazione di eventi”, «Sinergie rivista di studi e ricerche», n. 64-65, Maggio-Dicembre 2004, pp. 361-397 (ISSN: 0393-5108)
- “Scollinando”, *Persone e Conoscenze*, vol. 43, 2008, pp. 58-60
- “Corporate University and Company’s competitiveness: the case of Lidl Italia”, «Sinergie rivista di studi e ricerche», n. 80, 2009, pp. 177-191 (ISSN: 0393-5108)
- “On the nature of error in medicine”, in collaboration with Claudio Baccarani, *Multidisciplinary Respiratory Medicine*, vol. 3, n. 6, 2008, pp. 423-428 (ISSN: 1828-695X)
- “H-Farm, un incubatore tecnologico di nuova generazione”, «Sinergie rivista di studi e ricerche», special vol., June 2009, pp. 57-78 (ISSN: 0393-5108)
- “The Last Minute Market model: an innovative service of efficient assortment management in a sustainability perspective”, in collaboration with Federico Brunetti and Angelo Bonfanti, *Sinergie*, n. 91, 2013, pp. 173-192 (ISSN: 0393-5108 – Rivista accreditata AIDEA)

- “Territorio, impresa e consumatore: percorsi esperienziali nelle imprese vitivinicole”, in collaboration with Roberta Capitello and Chiara Rossato, *Sinergie*, n. 90, 2013, pp. 99-117 (ISSN: 0393-5108 – Rivista accreditata AIDEA)
- “Features of good practice for safeguarding and valorising an intangible cultural heritage: the Tocati International Festival of Street Games”, in collaboration with Francesca Simeoni and Giuseppe Giaccon, *Sinergie Italian Journal of Management*, vol. 34, n. 99, 2015, pp. 141-161 (ISSN: 0393-5108 – Rivista accreditata AIDEA)
- “Scholarly management journals: are they relevant for practitioners? Results of a pilot study”, in collaboration with Elena Giaretta, Federico Brunetti, Marco Minozzo, Chiara Rossato, Claudio Baccarani, Angelo Bonfanti, *Sinergie Italian Journal of Management*, vol. 34, n. 100, 2016, pp. 15-37 (ISSN: 0393-5108 - rivista accreditata AIDEA)
- “Improving the quality of the information flow among top managers”, in collaboration with Elena Giaretta and Alessandro Garofalo, *Sinergie Italian Journal of Management*, vol. 35, n. 104, 2017, pp. 29-50 (ISSN: 0393-5108 - Rivista accreditata AIDEA)

Papers on international journals

- “Smoking cessation as a therapeutic and preventive intervention: a meeting report”, in collaboration with Stefano Nardini and Laura Carrozzi, *Monaldi Arch Chest Dis*, 2001: 56: 6, 540-544 (ISSN: 1122-0643)
- “New techniques for management training”, in collaboration with Angelo Bonfanti, *Revue Marocaine de Commerce et de Gestion, “RMCG”*, n. 5, 2009, pp. 1-12 (ISSN: 2028-0645)
- “On the communicative value of company museums and archives”, in collaboration with Chiara Rossato, *Journal of Communication Management*, vol. 18, issue 3, 2014, pp. 240-253 (ISSN: 1363-254X)
- “Developing Territorial Identity: The Experience of Historical Italian Companies”, in collaboration with Angelo Bonfanti and Chiara Rossato, *International Journal of Management Cases*, vol. 17, n. 4, 2015, pp. 45-58 (ISSN: 1741-6264)
- “Open factory events as triggers of interactive learning in organizations”, in collaboration with Federico Brunetti, Angelo Bonfanti, Elena Giaretta, *Development and Learning in Organizations: An International Journal*, 2018, <https://doi.org/10.1108/DLO-01-2018-0013>

Books chapters published by national publishers

- In Alessandra Mazzei, *Comunicazione e reputazione nelle Università*, FrancoAngeli, Milano, 2004 (ISBN: 9788846457332), chapter title: *L’Università di Verona: un ateneo in movimento*, elaborated with Elena Giaretta (pp. 165-187)
- In A.A.VV., *La responsabilità sociale negli studi economico-aziendali*, Franco Angeli, Milano, 2007 (ISBN: 9788846491749), chapter title *La responsabilità sociale d’impresa: un tema nuovo che viene da lontano?*, elaborated with Angelo Bonfanti and Chiara Rossato (pp. 13-40)
- In Baccarani Claudio, Brunetti Federico, Giaretta Elena (a cura di), *Il governo dell’impresa tra principi, modelli, tecniche e prassi*, G. Giappichelli, Torino, 2012 (ISBN/EAN 978-88-348-2822-9), chapter title: *Metodologie di analisi degli investimenti industriali* (chapter no. 12, pp. 275-306)
- In Catturi Giuseppe, Cavazzoni Gianfranco (a cura di), *Aziende di servizi e servizi per le aziende. La ricerca di un percorso di sviluppo sostenibile per superare la crisi*, Il Mulino, Bologna, 2012 (ISBN: 978-88-15-24077-4), chapter title: *Il mutualismo delle Banche di Credito Cooperativo: strumento per superare la crisi e favorire lo sviluppo sostenibile del*

territorio, elaborated with Angelo Bonfanti, Chiara Rossato and Raffaella Tabacco (chapter no. 8, pp. 165-187)

- In Baccarani Claudio, Brunetti Federico, Giaretta Elena (a cura di), *Impresa e management tra competitività e progresso*, G. Giappichelli, Torino, 2013 (ISBN 978-88-348-9210-7), chapter title: *Le valutazioni di convenienza economica degli investimenti industriali: metodologie di analisi* (chapter no. 12, pp. 299-351)
- In Baccarani Claudio, Golinelli Gaetano M., Rullani Enzo (a cura di), *Le BCC banche di territorio. Il mutualismo per la costruzione del futuro*, Cedam, Padova, 2013 (ISBN: 978-88-13-32883-2), chapter title: *I tratti fondanti il mondo delle Banche di Credito Cooperativo* (pp. 87-153)
- In Adinolfi Paola, Cafferata Roberto e Tommasetti Aurelio (a cura di), *Management senza confini – Gli studi di management. Tradizione e paradigmi emergenti*, Il Mulino, Bologna, 2013 (ISBN: 9788815246950), chapter title: *Gli approcci strategici green del settore grocery: opportunità e criticità per un duraturo vantaggio competitivo*, elaborated with Angelo Bonfanti and Francesca Simeoni (pp. 89-96)
- In Baccarani Claudio, Brunetti Federico, Giaretta Elena (a cura di), *Impresa e management tra competitività e progresso*, G. Giappichelli, Torino, 2015 (ISBN: 978-88-348-5938-4), chapter title: *Metodi per l'analisi della convenienza economica degli investimenti industriali* (chapter no. 12, pp. 359-411)
- In Baccarani Claudio, Brunetti Federico, Giaretta Elena (a cura di), *Impresa e management tra competitività e progresso*, G. Giappichelli, Torino, 2015 (ISBN: 978-88-348-5938-4), chapter title: *Organizzazione e management tra struttura organizzativa e conduzione del personale*, elaborated with Angelo Bonfanti (chapter no. 6, pp. 161-202)
- In Baccarani Claudio, Brunetti Federico, Giaretta Elena (a cura di), *Impresa e management tra competitività e progresso*, G. Giappichelli, Torino, 2015 (ISBN: 978-88-348-5938-4), chapter title: *Lineamenti di strategie d'impresa*, elaborated Federico Brunetti and Elena Giaretta (chapter no. 9, pp. 265-301)

National conference papers (proceedings with ISBN)

- Castellani P., Bonfanti A. and Rossato C. (2006), “La responsabilità sociale d’impresa: un nuovo tema che viene da lontano?”, in VV.AA., XI AIDEA-Giovani *La responsabilità sociale negli studi economico-aziendali*, FrancoAngeli, Milano, pp. 13-40 (ISBN: 9788846491749)
- Castellani P. and Bonfanti A. (2010), “Il management bancario tra innovazione e tradizione. L’esperienza delle BCC”, in Guzzo G., Lipari C., XIII AIDEA-Giovani 2008 *Ripensare l’azienda. Approcci generalisti e specialisti tra momenti, funzioni, settori*, Franco Angeli, Milano, (electronic copy into cd ISBN 13: 9788856823455)
- Castellani P., Bonfanti A. and Simeoni F. (2012), “Le scelte green del settore grocery quale fonte di vantaggio competitivo”, XXXV AIDEA conference proceedings *Management senza confini. Gli studi di management: tradizione e paradigmi emergenti*, October 4-5, University of Salerno, pp. 1-17 (ISBN: 978-88-906873-5-8)
- Castellani P., Capitello R. and Rossato C. (2012), “Territorio, impresa e consumatore: percorsi esperienziali nelle imprese vitivinicole”, XXIV Sinergie conference proceedings *Il territorio come giacimento di vitalità per l’impresa*, October 18-19, University of Salento (Lecce), pp. 525-538 (ISBN: 978-88-907394-0-8)
- Castellani P. and Rossato C. (2015), “L’impresa storica come patrimonio culturale del territorio”, XXVII Sinergie conference proceedings *Heritage, management e impresa: quali sinergie?*, July 9-10, University of Molise (Termoli), pp. 39-55 (ISBN: 97888907394-5-3)
- Castellani P., Simeoni F. and Giacon G. (2015), “Festival Tocati: una buona pratica nella tutela e valorizzazione dei beni culturali immateriali”, XXVII Sinergie conference

proceedings *Heritage, management e impresa: quali sinergie?*, July 9-10, University of Molise (Termoli) (ISBN: 97888907394-5-3)

- Castellani P. and Giuliani Paiaro M. (2017), "Transmedia Storytelling: un efficace strumento di co-creazione", *Sinergie - Sima Conference Proceedings Value co-creation: le sfide di management per le imprese e per la società*, June 15-16, University of Naples Federico II, pp. 1-19
- Castellani P., Bonfanti A., Giaretta E., Brunetti F. (2018), "Modes of organizational learning in entrepreneurial firms: Lessons from the Open Factory Network", *Sinergie - Sima Conference Proceedings Transformative business strategies and new patterns for value creation*, 14-15 June, Ca' Foscari University, Venis (being published).

International conference papers (proceedings with ISBN)

- Castellani P., Baccarani C. (2006), "Planning and improvisation in services", in AA.VV., *Proceedings of the 9th Toulon-Verona Conference Excellence in Services*, Paisley (IBAN 1-903978-33-5)
- Castellani P., Baccarani C. (2007), "About errors in medicine", in AA.VV., *Proceedings of the 10th Toulon-Verona International Conference on Quality in Services, Higher Education, Health Care, Local Government, Tourism, Banking, Thessaloniki* (ISBN: 9789602436424)
- Castellani P. (2008), "Corporate University and Company's competitiveness: the case of Lidl Italia", in Moliterni Rocco (a cura di), *Proceedings of the 11th Toulon-Verona International Conference on Quality in Services, Higher Education, Health Care, Local Government, Tourism, Banking, Firenze University Press, Firenze* (ISBN: 978-88-8453-855-0)
- Castellani P. (2009), "Integration between Enterprises and Innovation Development. The Experience of Technology Park of Navacchio", *Proceedings of ICQSS 2009 International Conference on Quality and Service Sciences, Verona University, Verona* (ISBN: 9788890432705), pp. 1-12
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Verona, 30 September 2018

Paola Castellani