

**Curriculum Vitae
FABIO CASSIA**

Dipartimento di Economia Aziendale
Università di Verona
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Profili:

Google Scholar: <https://scholar.google.it/citations?user=1NoIVJEAAAAJ&hl=it&oi=ao>

Academia.edu: <http://univr.academia.edu/FabioCassia>

Researchgate: https://www.researchgate.net/profile/Fabio_Cassia

Publons: <https://publons.com/author/1238284/fabio-cassia#profile>

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Twitter: <http://twitter.com/@fabiocassia1>

DATI PERSONALI

Nascita: 22 ottobre 1980, Seriate (BG)

FORMAZIONE

2007 Dottorato in Marketing per le strategie d'impresa, Dipartimento di Economia Aziendale, Università di Bergamo

2003 Laurea in Economia e Commercio, Dipartimento di Economia Aziendale, Università di Bergamo

POSIZIONE ATTUALE

2018 (OTT.) - Professore associato in Economia e Gestione delle imprese presso il Dipartimento di Economia Aziendale, Università di Verona

ESPERIENZA ACCADEMICA

2011 - 2018 Ricercatore in Economia e Gestione delle imprese (confermato da novembre 2014), presso il Dipartimento di Economia Aziendale, Università di Verona

2015(GENNAIO) Ottenimento dell'Abilitazione Scientifica Nazionale per professore di II fascia nel settore 13/B2 (Economia e Gestione delle imprese)

2007-2011: Research Scholar all'Università di Bergamo, con tre assegni di ricerca relativi a progetti di marketing, branding e business-to-business markets

Docente all'Università di Verona e all'Università di Bergamo

2005(Gen-Mag) Visiting Research Scholar presso la Norwegian School of Economics and Business Administration (NHH), Bergen (Norvegia)

AREE DI RICERCA

- 1) Strategie di branding e relazioni nei mercati business-to-business
- 2) International business development
- 3) Strategie di marketing e misurazione della performance delle attività di marketing nel settore tourism & hospitality
- 4) Service management e marketing

BEST PAPER AWARDS

- 2018 Outstanding Reviewer of the Review of International Business and Strategy (<http://www.emeraldgrouppublishing.com/authors/literati/awards.htm?year=2018>)
- Highly Commended Award at the 9th IRSSM 2018, Sponsored by the Journal of Service Management [paper: “The effects of social media usage on solution quality and performance in professional service firms”]
- Emerald Literati Network Awards for Excellence - Outstanding Paper 2015 of the TQM Journal [Ugolini M., Cassia, F., Vigolo, F. (2014), “Services branding: is it a matter of gender?”, *The TQM Journal*, Vol. 26, N. 1, pp. 75-87] (<http://www.emeraldgrouppublishing.com/authors/literati/awards.htm?year=2015>).
- Best conference paper award offered by the *International Journal of Contemporary Hospitality Management* – CBTS, Brunico, 3-6 December 2014
- Best paper award -Highly commended award sponsored by *The TQM Journal*-, 13th Toulon-Verona Conference “Organizational Excellence in Services”, Coimbra, Portugal, 2-4 September 2010.

REVIEWER

REVIEWER PER LE SEGUENTI RIVISTE:

- Anatolia. An International Journal of Tourism and Hospitality Research
- Current Issues in Tourism
- International Entrepreneurship and Management Journal
- International Journal of Emerging Markets
- International Journal of Contemporary Hospitality Management
- International Journal of Hospitality Management
- International Journal of Information Management
- International Review of Administrative Sciences
- Review of International Business and Strategy
- The TQM Journal
- Total Quality Management and Business Excellence
- Tourism Analysis
- Young consumers
- Micro&Macro Marketing
- Mercati e Competitività

REVIEWER PER I SEGUENTI CONVEGNI:

- 6th International Conference Thought Leaders in Brand Management”, Lugano, Switzerland, 18-20 April, 2010.
- 41st (2012), 42nd (2013), 43rd (2014), 44th (2015), 45th (2016), 46th (2017), 47th (2018) EMAC (European Marketing Academy Conference).
- AIB (Academy of International Business) 2014 Annual Meeting, Vancouver, 23-26 June, 2014.
- 15th International Marketing Trends Conference 2015, 21-23 gennaio, Venezia, 2016.

PARTECIPAZIONE A EDITORIAL BOARD

- Membro della Editorial Review Unit of *Sinergie Italian Journal of Management*.
- Membro dell'Editorial Advisory Board of the *Review of International Business and Strategy*

ATTIVITÀ ISTITUZIONALE E AFFILIAZIONI A SOCIETÀ SCIENTIFICHE

- DAL 2012: Membro del Comitato Scientifico del Corso di Perfezionamento in “Middle manager commerciale. Guidare i collaboratori all'interno dell'azienda e nella struttura di vendita”, Università di Verona, Dipartimento di Economia Aziendale.
- DAL 1° OTTOBRE 2014: Docente referente di Corso di Studio, Corso di Laurea Magistrale in Lingue per la Comunicazione Turistica e Commerciale, LM38, Università di Verona.
- Socio della Società Italiana di Marketing (SIMktg) dal 2004.
- Socio della Società Italiana di Management (SIMA) dal 2013.

PUBBLICAZIONI PRINCIPALI (SOLO ARTICOLI SU RIVISTA)

- Magno, F., Cassia, F., Bruni A. (2018), ““Please write a (great) online review for my hotel!” Guests’ reactions to solicited reviews”, *Journal of Vacation Marketing*, Vol. 24, N. 2, pp. 148 – 158 (ISSN: 1356-7667), (DOI: 10.1177/1356766717690574):
<http://journals.sagepub.com/doi/abs/10.1177/1356766717690574>
- Magno F., Cassia, F., Ugolini, M. (2018), “Accommodation prices on Airbnb: effects of host experience and market demand”, *The TQM Journal*, Vol. 30, N. 5, pp. 608-620 (ISSN: 1754-2731), (DOI: 10.1108/TQM-12-2017-0164):
<https://www.emeraldinsight.com/doi/abs/10.1108/TQM-12-2017-0164>
- Magno F., Cassia, F., (2018), “The impact of social media influencers in tourism”, *Anatolia. An International Journal of Tourism and Hospitality Research*, Vol. 29, N. 2, pp. 288-290 (ISSN: 1303-2917), (DOI: 10.1080/13032917.2018.1476981):
<https://www.tandfonline.com/doi/abs/10.1080/13032917.2018.1476981?journalCode=ana20>
- Cassia, F., Vigolo, V., Ugolini, M., Baratta, R. (2018), “Exploring city image: residents’ versus tourists’ perceptions”, *The TQM Journal*, Vol. 30, N. 5, pp. 476-489 (ISSN: 1754-2731), (DOI: 10.1108/TQM-11-2017-0161):
<https://www.emeraldinsight.com/doi/abs/10.1108/TQM-11-2017-0161>
- Moretta Tartaglione, A., Cavacece, Y., Cassia, F., Russo, G. (2018), “The excellence of patient-centered healthcare: Investigating the links between empowerment, co-creation and satisfaction”, *The TQM Journal*, Vol. 30, N. 2, pp. 153-167 (ISSN: 1754-2731), (DOI: 10.1108/TQM-11-2017-0138):
<https://www.emeraldinsight.com/doi/abs/10.1108/TQM-11-2017-0138>
- Cassia, F. (2017), “Digital landscapes. How digitalization impacts business”, *Sinergie Italian Journal of Management*, N. 103, pp. 25-31 (ISSN: 0393-5108), (DOI: 10.7433/s103.2017.02):
<https://ojs.sijm.it/index.php/sinergie/article/view/98>

- Baccarani, C., Cassia, F. (2017), "Evaluating the outcomes of service ecosystems: The interplay between ecosystem well-being and customer well-being", The TQM Journal, Vol. 29, N. 6, pp. 834-846 (ISSN: 1754-2731), (DOI: 10.1108/TQM-04-2017-0039):
<https://www.emeraldinsight.com/doi/abs/10.1108/TQM-04-2017-0039>
- Magno, F., Cassia, F., Bruni A. (2017), "Adoption and impact of marketing performance assessment systems among travel agencies", International Journal of Contemporary Hospitality Management, Vol. 29, N. 4, pp.1133-1147 (ISSN: 0959-6119), (DOI: 10.1108/IJCHM-07-2015-0328):
<http://www.emeraldinsight.com/doi/pdfplus/10.1108/IJCHM-07-2015-0328>
- Bruni, A., Cassia, F., Magno, F. (2017), "Marketing performance measurement in hotels, travel agencies and tour operators: a study of current practices", Current Issues in Tourism, Vol. 20, N. 4, pp. 339-345 (ISSN: 1368-3500) (DOI: 10.1080/13683500.2014.982521):
<http://www.tandfonline.com/doi/abs/10.1080/13683500.2014.982521>
- Cassia, F., Cobelli, N., Ugolini, M (2017), "The effects of goods-related and service-related B2B brand images on customer loyalty", Journal of Business and Industrial Marketing, Vol. 32, N. 5, pp.722-732 (ISSN: 0885-8624), (DOI: 10.1108/JBIM-05-2016-0095):
<http://www.emeraldinsight.com/doi/abs/10.1108/JBIM-05-2016-0095>
- Simeoni, F., Cassia, F. (2017), "From vehicle suppliers to value co-creators: the evolving role of Italian motorhome manufacturers", Current Issues in Tourism, pp. 1-19 (ISSN: ISSN 1368-3500) (DOI: 10.1080/13683500.2014.982521):
<http://www.tandfonline.com/doi/abs/10.1080/13683500.2017.1293619>
- Magno, F., Cassia, F., Ugolini M., (2017), "Impact of voluntary product recalls on utilitarian and hedonic attitudes: Is it the same for all brands?", Australian Journal of Management, Vol. 42, N. 1, pp. 161-174 (ISSN: 0312-8962) (DOI: 10.1177/0312896215599812):
<http://journals.sagepub.com/doi/pdf/10.1177/0312896215599812>
- Nicolini, V., Cassia, F., Bellotto, M. (2017), "Children perceptions of emotional and rational appeals in social advertisements", Young Consumers, Vol. 18, N. 3, pp. 261-277 (ISSN: 1747-3616) (DOI: 10.1108/YC-02-2017-00665):
<https://www.emeraldinsight.com/doi/abs/10.1108/YC-02-2017-00665>
- Lee, T. R., Choy, K. L., Hsu, M. C., Cassia, F. (2017), "Developing a comprehensive brand evaluation system with the support of TRIZ to formulate brand strategies", International Journal of Business Excellence, Vol. 11, N. 1, pp. 38-57 (ISSN: 1756-0047) (DOI: 10.1504/IJBEX.2017.080603):
<http://www.inderscienceonline.com/doi/abs/10.1504/IJBEX.2017.080603>
- Cassia F. (2017), "Ingredient branding: un'opportunità per le imprese private di un brand forte?", Micro & Macro Marketing, Vol. XXVI, N. 1, aprile, pp. 93-110 (ISSN: 1121-4228), (DOI: 10.1431/86070):
<https://www.rivisteweb.it/doi/10.1431/86070>

- Cassia, F., Magno, F., Ugolini, M. (2016), “Does social couponing stimulate positive eWOM and online referrals?”, Sinergie Italian Journal of Management, N. 100, pp. 113-124 (ISSN: 0393-5108), (DOI: 10.7433/s100.2016.07):
<http://sinergiejournal.eu/index.php/sinergie/article/view/1334>
- Cassia F., Magno F., Ugolini M., (2015) “The perceived effectiveness of social couponing campaigns for hotels in Italy”, International Journal of Contemporary Hospitality Management, Vol. 27, N. 7, pp. 1598 – 1617 (ISSN: 0959-6119) (DOI: 10.1108/IJCHM-02-2014-0090):
<http://www.emeraldinsight.com/doi/10.1108/IJCHM-02-2014-0090>
- Cassia, F., Magno F., Ugolini, M., (2015) “Mutual value creation in component co-branding relationships”, Management Decision, Vol. 53, N. 8, pp. 1883 – 1898 (0025-1747) (DOI: 10.1108/MD-04-2014-0171):
<http://www.emeraldinsight.com/doi/10.1108/MD-04-2014-0171>
- Cassia, F., Magno F. (2015), “Marketing issues for business-to-business firms entering emerging markets: an investigation among Italian companies in Eastern Europe”, International Journal of Emerging Markets, Vol. 10, N. 1, pp. 141-155 (ISSN: 1746-8809) (DOI: 10.1108/IJOEM-09-2010-0078):
<http://www.emeraldinsight.com/doi/abs/10.1108/IJOEM-09-2010-0078>
- Cassia, F., Ugolini, M., Cobelli, N., Gill, L. (2015), “Service-based vs. goods-based positioning of the product concept: effects on customer perceived value”, The TQM Journal, Vol. 27, N. 2, pp. 247-255 (ISSN: 1754-2731), (DOI: 10.1108/TQM-01-2015-0005):
<http://www.emeraldinsight.com/doi/10.1108/TQM-01-2015-0005>
- Magno F., Cassia, F. (2015), “Public administrators' engagement in services co-creation: factors that foster and hinder organisational learning about citizens”, Total Quality Management & Business Excellence, Vol. 26, N. 11/12, pp. 1161-1172 (ISSN: 1478-3363), (DOI:10.1080/14783363.2014.918706):
<http://www.tandfonline.com/doi/abs/10.1080/14783363.2014.918706>
- Baronchelli G., Cassia F. (2014), “Exploring the antecedents of born-global companies' international development”, International Entrepreneurship and Management Journal, Vol. 10, N. 1, pp. 67-79, (ISSN: 1554-7191), (DOI: 10.1007/s11365-011-0197-9):
<http://link.springer.com/article/10.1007%2Fs11365-011-0197-9>
- Gill, L., Cassia, F., Cameron, I. D., Kurrle, S., Lord, S., Fairhall, N., Lockwood, K., Langron, C. (2014), “Exploring client adherence factors related to clinical outcomes”, Australasian Marketing Journal, Vol. 22, N. 3, 197-204 (ISSN: 1441-3582), (DOI:10.1016/j.ausmj.2014.08.006):
<http://www.sciencedirect.com/science/article/pii/S1441358214000433>
- Cobelli, N., Gill, L., Cassia, F., Ugolini, M. (2014), “Factors that influence intent to adopt a hearing aid among older people in Italy”, Health & social care in the community, Vol. 22, N. 6, pp. 612-622 (ISSN: 1365-2524), (DOI: 10.1111/hsc.12127):
<http://onlinelibrary.wiley.com/doi/10.1111/hsc.12127/abstract>

- Vigolo, V., Cassia F., (2014), “SMEs’ switching behavior in the natural gas market”, *The TQM Journal*, Vol. 26, N. 3, pp. 300-307 (ISSN: 1754-2731), (DOI: 10.1108/TQM-01-2014-0005):
<http://www.emeraldinsight.com/doi/abs/10.1108/TQM-01-2014-0005>
- Ugolini M., Cassia, F., Vigolo, F. (2014), “Services branding: is it a matter of gender?”, *The TQM Journal*, Vol. 26, N. 1, pp. 75-87 (ISSN: 1754-2731), (DOI: 10.1108/TQM-01-2013-0002):
<http://www.emeraldinsight.com/doi/full/10.1108/TQM-01-2013-0002>
- Magno, F., Cassia, F., Ugolini, M. (2014), “Local vs. Global Social Couponing Sites: A Study of Merchants’ Satisfaction”, *Sinergie Italian Journal of Management*, N. 95, pp. 65-74 (ISSN: 0393-5108), (DOI: 10.7433/s95.2014.06):
<http://sinergiejournal.eu/index.php/sinergie/article/view/S95.2014.06/785>
- Magno, F., Cassia, F., Ugolini, M. (2014), “L’efficacia delle campagne di social couponing: uno studio tra i merchant di Groupon”, *Mercati e competitività*, N. 3, pp. 41-63 (ISSN 1826-7386), (10.3280/MC2014-003004):
http://www.francoangeli.it/riviste/Scheda_rivista.aspx?IDArticolo=51846
- Cassia F., Mangiò D. (2014), “Strategie di branding nei mercati business-to-business: il caso Schneider Electric” *Micro & Macro Marketing*, Vol. XXIII, N. 3, dicembre, pp. 525-541 (ISSN: 1121-4228):
<https://www.rivisteweb.it/doi/10.1431/78572>
- Magno, F., Cassia, F. (2013), “Austerity Programs and Services Quality Within Italian Municipalities. An Exploration of Trends and Evolving Practices”, *Economia dei Servizi*, Vol. 8, N. 3, pp. 259-268 (ISSN: 1970-4860), (DOI: 10.2382/77505):
<https://www.rivisteweb.it/doi/10.2382/77505>
- Cassia, F., Magno F. (2012), “Business-to-business branding: a review and assessment of the impact of non-attribute-based brand beliefs on buyer’s attitudinal loyalty”, *Canadian Journal of Administrative Sciences*, Vol. 29, N. 3, pp. 242-254 (ISSN: 0825-0383), (DOI: 10.1002/CJAS.235):
<http://onlinelibrary.wiley.com/doi/10.1002/cjas.235/abstract>
- Cassia F., Ugolini M., Bonfanti A., Cappellari C. (2012), “The perceptions of Italian farmers' market shoppers and strategic directions for customer-company-territory interaction (CCTI)”, *Procedia - Social & Behavioral Sciences*, Vol. 58, p. 1008-1017, (ISSN: 1877-0428), (doi:10.1016/j.sbspro.2012.09.1081):
<http://www.sciencedirect.com/science/article/pii/S1877042812045430>
- Cassia F., Magno F. (2011), “Differences between public administrators’ and elected officials’ perspectives on the role of the citizen in service quality improvement processes”, *The TQM Journal*, Vol. 23, N. 5, pp. 550-559 (ISSN: 1754-2731), (DOI: 10.1108/17542731111157644):
<http://www.emeraldinsight.com/doi/abs/10.1108/17542731111157644>

-Cassia F., Magno F., Pedrazzoli E. (2011), “Efficacia delle alleanze di marketing per l'accesso ai mercati emergenti delle Pmi distrettuali: il caso «Italian Legwear Shanghai»”, Micro & Macro Marketing, Vol. XX, N. 3, dicembre, pp. 485-502 (ISSN: 1121-4228):

<https://www.rivisteweb.it/doi/10.1431/36062>

-Cassia F., Marino A. (2011), “Business-to-business branding: continuità, discontinuità e problemi aperti”, Mercati e Competitività, N. 1, pp. 139-159, (ISSN: 1826-7386), (DOI: 10.3280/MC2011-001008):

http://www.francoangeli.it/riviste/Scheda_rivista.aspx?IDArticolo=41844

- Cassia F., Magno F. (2009), “Linking citizens’ ratings to services quality improvements: an empirical analysis and some potential solutions”, Sinergie, N. 78, pp. 3-16, (ISSN: 0393-5108):

<http://sinergiejournal.eu/index.php/sinergie/article/view/s78.2009.02>

- Cassia F., Magno F. (2009), “Public services co-production: exploring the role of citizen orientation”, International Journal of Quality and Service Sciences, Vol. 1 N. 3, pp. 334-343, (ISSN: 1756-669X), (DOI: 10.1108/17566690911004249):

<http://www.emeraldinsight.com/doi/abs/10.1108/17566690911004249>