

Curriculum vitae

Vittoria Marino

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Full Professor of Economics and Business Management at the Department of Law, Economics, Management and Quantitative Methods of the University of Sannio in Benevento from 28 December 2020 to date.

Confirmed Associate Professor of Economics and Business Management from 2000 to 2020 at the University of Salerno.

PhD in Economics and Management of Public Administrations obtained on 20 April 2002 at the University of Salerno.

University Teaching

Since 2022 Holder of the Marketing and Strategic Marketing Course at the Department of Law, Economics, Management and Quantitative Methods of the University of Sannio.

From 2021 Holder of the Service Management Course in the Three-year Degree Course in Business Economics and of the Agri-Food Business Management Course in the Master's Degree Course in Economics and Management at the Department of Law, Economics, Management and Quantitative Methods of the University of Studies of the Sannio of Benevento.

Holder of the International Marketing Course, Master's Degree in Consulting and Management at the Department of Business Management and Information Systems of the University of Salerno from 2002 to 2020.

Holder of the Marketing Fundamentals Course (odd freshmen), Bachelor's Degree in Economics and Management at the Department of Business Management and Information Systems of the University of Salerno from 2013 to present.

From 2017 to 2019 lecturer of the Marketing modules in the Big Data Management Doctorate of the Department of Business Sciences - Management & Innovation Systems of the University of Salerno.

In 2015 Professor of the Course of Tourism Marketing (9 CFU) III Year Degree Course of Economics of Services (Economics of Tourist Services) of the University of Sannio.

From 2011 to 2013 holder of the Marketing of Services Course at the Faculty of Economics of the University of Salerno.

From 2002 to 2010 full professor of Economics and business management at the Faculty of Economics of the University of Salerno.

From 2005 to 2016 lecturer of the Marketing modules in the PhD in Marketing and Communication at the University of Salerno.

In 1998 - Teaching contract pursuant to art.100 at the University of Salerno - Benevento branch - Chair of Marketing - University diploma in Economics and management of tourist services.

Other teachings and training activities

In 2020-21 DAOSAN Master Teacher XV edition - Management of companies and healthcare organizations on Digital Communication.

In 2020-2021 Member of the Faculty of the XVI edition of the DAOSAN Master - Management of companies and healthcare organizations.

In 2020 - 2021 Training activity at the Interdepartmental Center for Research in Law, Economics and Management of the Public Administration CIRPA of the University of Salerno at the Valore PA Course "The communication of the Public Administration: Social Media and supporting technologies. Basic course I level".

In 2018 Training activities at the "Cultural Branding 4.0" course organized by Virvelle on the themes of Cultural Heritage, Cultural Heritage and typical products.

From 2016 to 2017 Lecturer at the Growing Entrepreneurs Course I and II edition of the Department of Business Sciences - Management and Information Systems organized in collaboration with the Salerno Chamber of Commerce - Business Plan Module

In 2016 Lecturer at the International Business Academy Advanced Training Course organized by the University of Sannio on topics related to Country Branding.

In 2012 Invited to lecture at the Master en Comercio Internacional de la Universidad de Vigo organized by the Escuela Universitaria de Estudios Empresariales.

In 2012, Lecturer of the Master MUMM (Master in Marketing Management), Department of Management, University of Rome "La Sapienza".

In 2011, Teaching mobility at Afyon Kokatepe University (Turkey), Faculty of Economics.

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In 2020-21 DAOSAN Master Teacher XV edition - Management of companies and healthcare organizations on Digital Communication.

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"The communication of the Public Administration: Social Media and supporting technologies. Basic course I level".

In 2018 Training activities at the "Cultural Branding 4.0" course organized by Virvelle on the themes of Cultural Heritage, Cultural Heritage and typical products.

From 2016 to 2017 Lecturer at the Growing Entrepreneurs Course I and II edition of the Department of Business Sciences - Management and Information Systems organized in collaboration with the Salerno Chamber of Commerce - Business Plan Module

Academic and institutional positions

From 2022 Delegate to the Third Mission of the Department of Law, Economics, Management and Quantitative Methods of the University of Sannio.

From 2021 to 2022 Communication Delegate of the Department of Law, Economics, Management and Quantitative Methods of the University of Sannio, Benevento.

Member of the Editorial Board of the Italian Journal of Marketing - Springer

Scientific Director "OneMorePack Forum" - Forum on Packaging - Grafica Metelliana SpA

Until 2019 Member of the Doctorate Board "Big Data Management" XXXV cycle, University of Salerno.

Until 2020 Communication Delegate and website of the Department of Business Sciences - Management & Information Systems DISA-MIS of the University of Salerno.

Until 2020 Scientific Director of the Longevity Lab Research Laboratory – Long-lived Enterprises and Heritage Marketing set up at the Department of Management and Innovation Systems Business Sciences of the University of Salerno.

Until 2020 Member of the Interdepartmental Observatory for Gender Studies and Equal Opportunities (OGEPO) of the University of Salerno.

Until 2020 Communication Delegate and website of the Department of Business Sciences - Management & Information Systems DISA-MIS of the University of Salerno.

Councilor of the Presidency with Delegation for Communication of the Italian Marketing Society from 2015 to 2020.

From 2013 to 2019 Delegate of the Rector for Institutional Communication of the University of Salerno, with specific delegation for the redesign of the institutional website and definition of the strategic plan for the activation of communication channels through social platforms.

In 2018 Scientific Coordinator of the Cycle of Seminars "Marketing? Let's Do it!" for orientation to the new Marketing professions of the Department of Business Sciences - Management & Information Systems of the University of Salerno.

In 2014 Member designated by the University of Salerno at the table of the Provincial Tourism Authority for the definition of the programmatic lines for tourism in the province of Salerno in view of the application of the new regional law on tourism.

In 2013 Member of the PhD in "Economic, legal and statistical analysis of policies, markets and companies" of the University of Salerno regularly accredited by the MIUR of the XXIX cycle, coordinator Prof. Sergio De Stefanis.

In 2010, Member of the Technical Table of the Tourism Department of the Campania Region for the definition of tourism development strategies in Campania.

From 2007 to 2015 Scientific Director of the Specialization Course "The Business Plan for Community Programming" of the Department of Business Studies and Research of the University of Salerno.

From 2003 to 2012 member of the Doctoral Board in "Marketing and Communication" of the University of Salerno regularly accredited by the MIUR from the XXII to the XXVIII cycle, coordinator Prof. Siano.

From 2002 to 2007, President of UNISCE – Association of Graduates in Economics of the University of Salerno.

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In 2020-21 DAOSAN Master Teacher XV edition - Management of companies and healthcare organizations on Digital Communication.

In 2020-2021 Member of the Faculty of the XVI edition of the DAOSAN Master - Management of companies and healthcare organizations.

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In 2018 Training activities at the "Cultural Branding 4.0" course organized by Virvelle on the issues of coordination and participation in projects

In 2021 – Scientific manager of the FederlegnoArredo – Unitelma Sapienza project “Sustainability and human ecology in the bedding market”.

In 2021 – Scientific manager of the project “Customer engagement and sustainability. The use of immersive and neuro-behavioral digital technologies in the packaging industry" PON-Research and Innovation 2014-2020, University of Sannio of Benevento.

From 2019 to 2020 Component with responsibility for communication and dissemination of the results of the Horizon 2020 R&E Peers Project (Pilot experiences for improving Gender Equality in Research Organizations) leader of the Interdepartmental Observatory for Gender Studies and Equal Opportunities (OGEPO).

In 2017 Head of the Research Project "Analysis of the packaging and paper sector and development of marketing strategies" funded by Grafica Metelliana spa - Department of Business Sciences, Management and Innovation Systems - University of Salerno.

In 2015 Communication Manager of the Fourth Social Report of the University of Salerno.

In 2013 Coordinator of the Identity section of the Third Social Report of the University of Salerno.

From 2011 to 2013 Scientific Director of the Talent Scout Project, Seminars on transversal skills and balance of skills for graduates in Economics of the University of Salerno.

In 2012 Member of the Organizing Committee of the SIMKtg Conference – International Marketing and Country of Origin effect, University of Sannio, Benevento 20-21 September 2012

In 2012 Scientific coordinator of the project "Female entrepreneurship in the province of Salerno. Monitoring and evolutionary dynamics of sole proprietorships" funded by the Department of Business Studies and Research of the University of Salerno by the Salerno Chamber of Commerce.

In 2011 Scientific Coordinator of the Project "Female Entrepreneurship in the Province of Salerno. Structural aspects and survival strategies", Committee for female entrepreneurship funded by the Department of Business Studies and Research of the University of Salerno by the Salerno Chamber of Commerce.

From 2011 to 2016 Member of the Scientific Committee of the "Wine Business" specialization course of the University of Salerno.

In 2011, Scientific Director of the project "New media and social network for the promotion of tourism in Campania" funded by the Department of Business Studies and Research of the University of Salerno by the Department of Tourism - Campania Region.

In 2011 winner with the specialization course "The Business Plan for Community Programming" of the Call "Invest your Talent in Italy" announced by ICE, the Ministry for Productive Activities and supported by Unioncamere.

In 2010, Member of the Legislative Technical Committee for strategic guidelines of the Campania Regional Council.

From 2009 to 2013 Delegate of the Faculty of Economics of the University of Salerno for outgoing orientation.

In 2009, Member of the Study Group on the internationalization of companies of the Italian Marketing Society (SIM) and coordinator of the National Research on "Cultural Heritage and Made in Italy" (with Maria Rosaria Napolitano).

From 2008 to 2012, Member of the Technical Evaluation Unit of the Techframe project to support the creation of innovative companies managed by the Science and Technology Park of Salerno, by CERICT and by the University of Salerno and the University of Sannio.

In 2008 Scientific Responsible of the project "Guidelines for the development of tourism in the quality food and wine sector", funding body Province of Salerno.

From 2007 to 2009, Member of the Attention Group on internationalization of AIDEA.

In 2006, Component of the PITA Project for the transfer of know-how and the protection of intellectual property between Italy, Romania and Tunisia, financed by the Ministry of Productive Activities, by ICE and by CRUI.

In 2004, Responsible for the planning of the Higher Education course - Management and business management - Market analyst for the enhancement of typical local products - in collaboration with the Province of Avellino.

In 2003, Responsible for the Planning of the Advanced Training course - Management and business management - Funding manager and corporate financing - in collaboration with the Province of Avellino, January.

In 2000 Didactic coordinator of the course in "Expert for business start-up" organized by the Province of Avellino in collaboration with the CUEIM University Consortium.

Scientific awards and recognitions

2021 – Winner of the Best Paper “Generation Z and sustainable tourism: exploring the influence of pro-environmental tourism UGC engagement” of the “Tourism, Culture & Arts Marketing” Section of the SIM Conference 2021.

2019 – Winner of the 2019 Research GRANT of the Italian Marketing Society "From social commerce to conversational commerce: new models of digital relational sales through instant messaging" with Letizia Lo Presti, Giulio Maggiore and Michela Matarazzo.

2018 – Winner of the Best Paper Award for the article “Managing online anti-branding consumer behaviors: a multiple case study analysis in the Italian landscape” (co-author: D'Arco M.) Fifth Ed. of the International Conference on Research on National Brand & Private Label Marketing, 11-13 July, NB&PL 2018 Barcelona.

2016 – Winner of the Recommended Best Paper for the article “Destination image, event satisfaction and post-visit attitudes in event marketing. Results from a tourism experience” (co-author: Mainolfi G.), IPBA Conference - International Place Branding Association, London, December 2016.

2015 – Winner of the Best Paper Award of the Tourism, Cultural and Arts Marketing thematic session for the article “Country image and Cultural Heritage. Proposal and validation of an educational measurement scale of the cultural heritage image (CHEI)”, (co-author: Mainolfi G., De Nisco A.,

Marino V.), XII Annual Conference of the Italian Marketing Society, "Marketing at the service of city. Cultural heritage and urban revitalization", University of Turin, 22-23 October

2015 – Finalist for the best article of 2015 in the magazine *Mercati e Competitività* for the article "Aufmerksamkeit Frau Merkel! Economic animosity, ethnocentrism and the country of origin effect: a study on the perception of Germany in Italy during the Euro crisis" (co-authors Mainolfi G., Marino V. and Napolitano M.R.)

2014 – Winner of the Best Paper Award for the article "Once upon a time ... Stories of historical enterprises of Campania manufacturing" (co-author: Riviezzo A., Garofano A., Marino V.), on the occasion of the XXVI Annual Conference by Sinergie, "Manufacturing: what future?", University of Cassino and Southern Lazio, 13-14 November, 2014

2013 – Winner of the Best Paper Award for the article "Tourism Behavior at Time of the Euro Crisis. Effect of Economic Animosity and Nationalism on Destination Image and Receptivity" (co-author: De Nisco A., Mainolfi G, Marino V.), on the occasion of the 6th Consumer Behavior in Tourism Symposium (CBTS 2013), University of Bolzano, 4-7 December, 2013

2009 - Winner of the European Prize for the dissemination of scientific culture "First European SME Week" for the organization of the Conference at the University of Salerno "Development opportunities for Italian SMEs" 3 June.

Participation in Academies and Scientific Societies

Member of the Italian Academy of Business Economics (AIDEA)

Member of the Italian Marketing Society SIM

Member of the Italian Management Society – SIMA