

TREGUA MARCO

PERSONAL INFORMATION

Residence NAPLES – ITALY
E-mail marco.tregua@unina.it ; mtregua@unior.it
Date and place of birth NAPOLI – 27/01/1983

EDUCATION AND TRAINING

- Name and Typology of education organisation

PhD in Business Sciences – XXIV cycle

University of Naples Federico II
Specialty: Business Economics – Starting Year 2008/2009
Date of achievement of the PhD 16/01/2012 with a thesis on “Awareness in B2C interactions: analysis and effects”
note: excellent

Multivariate analysis for social sciences

Summer School 2009
SDIPA (Scuola di Direzione per le Imprese e la Pubblica Amministrazione) – University of Calabria

Master Degree in Business Economics

University of Naples Federico II
Master degree in “Logistics and B2b services”, achieved on 28-10-2008 with a thesis in Management in Transport Industry on “The European High-speed Network – Focus on TGV”;
note: 110 cum laude/110, with honourable mention for the education path

Bachelor achieved on 18-07-2006, note 107/110, with a thesis in Firms' Management on “Linkages between marketing and stock quotation”
September 1996 – June 2001

- Period
- Name and Typology of education organisation

Expert on Economics and Trade

Istituto Tecnico Commerciale “M. Pagano” - Naples
Note: 94/100

ACKNOWLEDGEMENTS

- Year 2009
- Description Winner of the “Giorgio Beltramo” Award 2009 for Master Degree thesis in Management in Transport Industry on “The European High-speed Network – Focus on TGV”
- Location Polytechnic of Milan
- Year 2011
- Description Finalist - Start Cup Campania 2011 for business plans on innovative ideas “*Gluty – A fresh gluten-free pizza*”
- Location University of Naples - Federico II
- Year 2013
- Description Selected as one of the *Best papers* at Global Virtual Conference, leading to the participation to Global Virtual Conference Workshop
- Location Global Virtual Conference Workshop - University Goce Delčev – Štip – Republic of Macedonia
- Year 2014

- Description Finalist - Start Cup Campania 2014 for business plans on innovative ideas “*Still – Smart Tourism for Involvement through Living Labs*”
- Location University of Naples - Federico II
- Period July, 26th, 2017 - July, 26th, 2023
- Description **National Academic Qualification** as Associate Professor in Business Management – Italian Ministry for Education, University, and Research
- Year 2018
- Description Project funded: Investigation on the Smartization of Jaén
- Location Funded by Diputación de Jaén - Instituto de Estudios Giennenses
- Year 2019
- Description Finalist as Mentor of a Startup project for Silver (50+) investors
- Location The Hague – Leyden Academy
- Year 2020
- Description Winner as Mentor of two Startup projects for Silver (50+) investors
- Location University of Naples Federico II
- Year 2020
- Description Member of a Spin-off: Greta, creation of content for cultural heritage education
- Location University of Naples Federico II
- Year 2021
- Description Member of a Spin-off: JaFood, food delivery platform
- Location University of Naples Federico II
- Year 2022
- Description Research project funded – Agrifood tourism in Southern Sweden
- Location Funded by Lerici Foundation; to be performed in September 2022 in Southern Sweden
- Year June, 2023
- Description **National Academic Qualification** as Full Professor in Business Management – Italian Ministry for Education, University, and Research
- Year 2024
- Description Winner of “Cultural Innovation” award - Start Cup Campania 2024 for business plans on innovative ideas “*GRETA– Games and research in Education with Telling Arts*”
- Location University of Naples - Federico II
- Year 2024
- Description Research project funded – HerIT4Future
- Location Funded by MUR – Italian Ministry of University and Research - Iniziative transnazionali in materia di istruzione - Rete Transnazionale Latin America

JOB ACTIVITIES & CURRENT POSITION

- Period From February 2009
- Industry Marketing consultant
- Organization Think Thanks Srl
- Period From December 2018 to May 2020

- University Department of Economics, Management, Institutions - University of Naples Federico II
- Position Assistant Professor - Ricercatore a tempo determinato di tipo A -
- Period *From May 2020 to May 2023*
- University Department of Economics, Management, Institutions - University of Naples Federico II
- Position Assistant Professor - Ricercatore a tempo determinato di tipo B
- Period *From May 2023*
- University Department of Economics, Management, Institutions - University of Naples Federico II
- Position Associate Professor
- Period *From February 2024*
- Industry Multimedia and educational solution
- Organization Greta - *Founder*

RESEARCH ACTIVITIES

- Period *April 2008- October 2008*
- Industry Scientific research on Agrifood businesses and on fresh-cut products
- Organization Caisial - Università degli Studi di Napoli Federico II

- Period *2010 – 2011*
- Type of contract Members of the research group – Project “SPAM” – Support to the Development of Innovation in SMEs in Agrifood industry in Southern Italy
- University Consortium Dioniso c/o Caisial - Università degli Studi di Napoli Federico II

- Period *October 2011*
- Type of contract Visiting Doctoral Student
- Hosting University Hanken School of Economics – Helsinki – Finland

- Period *June 2012 – May 2013*
- Type of research project and contract Research fellow – “Network & value creation” – **Project Innosystem**
- University Department of Business Economics - Università degli Studi di Napoli Federico II

- Period *June 2013 – May 2014*
- Type of position and research project Member of the Research Team – “Orchestra – Smart City Naples”
- University Department of Economics, Management, Institutions - Università degli Studi di Napoli Federico II

- Period *June 2013 – May 2014*
- Type of research project and contract Research fellow – “Network & value creation” – **Project Innosystem**
- University Department of Economics, Management, Institutions - Università degli Studi di Napoli Federico II

- Period *June 2014 – May 2015*
- Type of research project and contract Research fellow – “Network innovation in food industry” – **P.R.I.N. (2011)**
- University Department of Economics, Management, Institutions - Università degli Studi di Napoli Federico II

- Period *September 2014*
- Type of position Visiting researcher
- Hosting University Complutense of Madrid

• Period • Type of position and research project • University	November 2015 – July 2018 Member of the Research Team – SNECS – Social Networks of the Entities of the Historical Centers Department of Economics, Management, Institutions - Università degli Studi di Napoli Federico II
• Period • Type of position • University	November 2015 – October 2016 Research fellow – “Innovation in food industry for sustainable products” – P.R.I.N. (2012) Department of Agricultural Science - Università degli Studi di Napoli Federico II
• Period • Type of position and research project • University	March 2016 – July 2019 Member of the Research Team – CHIS – Cultural Heritage Information System Department of Economics, Management, Institutions - Università degli Studi di Napoli Federico II
• Period • Type of position and research project • University	November 2016 – January 2020 Participation to the Research Group on 'How to write case studies for teaching', with the project "Social innovation: The ProdePuebla Cazalla case study" Department of Organización de Empresas, Marketing y Sociología, Universidad de Jaén
• Period • Type of position and research project • University	April 2017 – July 2017 Research Fellow on the project – SNECS – Social Networks of the Entities of the Historical Centers Department of Economics, Management, Institutions - Università degli Studi di Napoli Federico II
• Period • Type of position and activity • University	from July 2019 Task Force on Cultural Heritage (adjunct member) Università degli Studi di Napoli Federico II
• Period • Type of position and activity • University	from February 2021 Task Force on Smart Transport Università degli Studi di Napoli Federico II

TUTORING

• Period • University • Tutee	<i>from November 2024</i> University Federico II of Naples – PhD Program in Management Rossana Simeoli – PhD Thesis in Innovation in the aerospace domain
• Period • University • Tutee	<i>from November 2023</i> University Federico II of Naples – PhD Program in Management Carmine Sergianni – PhD Thesis in Public Service Logic (<i>as co-tutor</i>)
• Period • University • Tutee	<i>from January 2023</i> University Federico II of Naples – PhD Program in Management Fareeha Fareeha – PhD Thesis in Sustainability innovation

- Period *from November 2022*
- University University L'Orientale in Naples – PhD Program in Human and Social Sciences
- Tutee Sofia Mauro – PhD Thesis in Strategies for sustainable development (*as co-tutor*)

- Period *from February 2022*
- University Universidad de Córdoba – PhD Program in Tourism
- Tutee Graziella Costanzo – PhD Thesis in Tourism in Food tourism

- Period *from April 2019*
- University Universidad de Córdoba – PhD Program in Tourism
- Tutee Margherita Libri – PhD Thesis in Tourism in Cultural heritage cities

- Period *from 2017*
- University Università L'Orientale di Napoli
- Tutees About 75 students preparing their Bachelor Thesis final project

- Period *from 2019*
- University Università Federico II di Napoli
- Tutee About 100 students preparing their Bachelor Thesis final project

- Period *from 2019*
- University Università Federico II di Napoli
- Tutee About 20 students preparing their Master Thesis

- Period *from 2020*
- University Università L'Orientale di Napoli
- Tutee 4 students doing their internal traineeship

- Period *from 2021*
- University Università Federico II di Napoli
- Tutee 8 students doing their internal traineeship

EVALUATION COMMITTEE

- Period *April 2021*
- University Universidad de Jaén
- Committee PhD Thesis External Evaluator

- Period *April 2019*
- University Universidad Politecnica de Valencia
- Committee PhD Evaluation Committee (backup member) – Thesis defence; PhD student: Jose Miguel Valverde Roda

- Period *April 2019*
- University Universidad Politecnica de Valencia
- Committee PhD Evaluation Committee – Thesis defence; PhD student: Luciano Noveira

- Period *March 2019*
- University University of Szczecin
- Committee Research Project proposal – evaluation for funding

- Period *from March 2019*
- University University of Naples – Federico II

• Committee

Member of the PhD Academic Board

CONFERENCE TRACKS COORDINATION

	<u>Track name</u>	<u>Conference Name</u>	<u>Organizing Committee</u>
March 2014	Smart Technology	3rd ICTIC	University of Žilina – Republic of Slovakia
April 2014	Smart Cities	2nd Global Virtual Conference	University Goce Delčev – Štip – Republic of Macedonia
June 2014	Smart Innovation	ScieConf 2014	Business Academy Smilevski – Republic of Macedonia
June 2015	Innovation Ecosystems: concepts, models, and knowledge practices	10 th IFKAD - International Forum on Knowledge Asset Dynamics	Polytechnic University of Bari, University of Basilicata, Arts for Business Institute
June 2016	Internet of Things and Culture: innovation in service experience	11 th IFKAD - International Forum on Knowledge Asset Dynamics	Polytechnic University of Bari, Dresden University of Technology, University of Basilicata, Arts for Business Institute
June 2020	Business Model in Digital Cultural Heritage	16 th IFKAD - International Forum on Knowledge Asset Dynamics	Polytechnic University of Bari, Dresden University of Technology, University of Basilicata, Arts for Business Institute
September 2020	Value in use and Customer engagement with social robots. A service management perspective.	29 th IEEE International Conference on Robot and Human Interactive Communication	University of Naples - Federico II & ENSTA-ParisTech (France)
June 2022	Sustainability Innovation in Service Provision	17 th Ifkad - Knowledge Drivers for Resilience and Transformation	SUPSI University Lugano (Switzerland)

CONFERENCE SESSION CHAIRING

	<u>Track name</u>	<u>Conference Name</u>	<u>Organizing Committee</u>
<i>June 10th 2015</i>	Service-Dominant Logic	The 2015 Naples Forum on Service	University of Naples – Federico II
<i>June 11th 2015</i>	Innovation Ecosystems: concepts, models, and knowledge practices	10 th IFKAD - International Forum on Knowledge Asset Dynamics	Polytechnic University of Bari, University of Basilicata, Arts for Business Institute
<i>April 18th – 22nd 2016</i>	The 4 th International Global Virtual Conference (Section Chairing Committee – <i>on invitation</i>)		Science & Technology Park – Žilina – Republic of Slovakia
<i>June 2016</i>	Internet of Things and Culture: innovation in service experience	11 th IFKAD - International Forum on Knowledge Asset Dynamics	Polytechnic University of Bari, Dresden University of Technology, University of Basilicata, Arts for Business Institute
<i>September 2016</i>	Well-being and value (co)creation	26 th Annual RESER Conference	University of Naples - Federico II
<i>June 2019</i>	Customer Journey	The 2019 Naples Forum on Service	University of Naples - Federico II

CONFERENCE ORGANIZATION

	<u>Conference Name</u>	<u>Organizing Committee</u>
June 2015	LOSAI - Laboratorio Open su Scienza Arte ed Innovazione	University of Naples – Federico II
September 2016	RESER 2016	University of Naples – Federico II

REVIEWS FOR SCIENTIFIC JOURNALS AND BOOKS

(Some of these reviews can be verified at www.publons.com)

	<u>Journal – Book</u>	<u>Publisher</u>
2024	Technological Forecasting and Social Change	Emerald
	European J. of International Management (ISSN online 1751-6765; ISSN print 1751-6757)	Inderscience
	Technology Analysis & Strategic Management	Taylor & Francis
	SageOpen	SagePub
	Journal of Consumer Behaviour	Wiley
	Journal of Hospitality and Tourism Technology (ISSN: 1757-9880)	Emerald
	European Journal of Marketing (ISSN: 0309-0566)	Emerald
	Journal of Creating Value (ISSN: 2394-9643)	SagePub
	Journal of Business & Industrial Marketing (ISSN: 0885-8624)	Emerald
2023	Technological Forecasting and Social Change	Emerald
	European J. of International Management (ISSN online 1751-6765; ISSN print 1751-6757)	Inderscience
	Cities (ISSN 0264-2751)	Elsevier
	SageOpen	SagePub
	Journal of Hospitality and Tourism Technology (ISSN: 1757-9880)	Emerald
	European Journal of Marketing (ISSN: 0309-0566)	Emerald
	Journal of Business & Industrial Marketing (ISSN: 0885-8624)	Emerald
2022	Italian Journal of Management	Springer
	Smart Cities	MDPI
	Journal of Urban Technology (ISSN: 1063-0732 Online ISSN: 1466-1853)	Taylor and Francis
	European J. of International Management (ISSN online 1751-6765; ISSN print 1751-6757)	Inderscience
	Cities (ISSN 0264-2751)	Elsevier
	SageOpen	SagePub
	Journal of Hospitality and Tourism Technology (ISSN: 1757-9880)	Emerald
	European Journal of Marketing (ISSN: 0309-0566)	Emerald
	International Journal of Service Science, Management, Engineering, and Technology (IJSSMET) (ISSN: 1947-959X)	IGI Global
	Journal of Business & Industrial Marketing (ISSN: 0885-8624)	Emerald
2021	International Journal of Entrepreneurial Behavior & Research (ISSN: 1355-2554)	Emerald
	International Journal of Service Science, Management, Engineering, and Technology (IJSSMET) (ISSN: 1947-959X)	IGI Global
	Journal of Creating Value (ISSN: 2394-9643)	SagePub
	Journal of Hospitality and Tourism Technology (ISSN: 1757-9880)	Emerald
	Journal of Business & Industrial Marketing (ISSN: 0885-8624)	Emerald
	Sensors (ISSN: 1424-8220)	MDPI
	Complexity (ISSN 1099-4300)	MDPI

		Frontiers in Sustainability (ISSN: 2673-4524)	FrontiersIn
		SageOpen	SagePub
		International Journal of Environmental Research and Public Health (ISSN: 1660-4601)	MDPI
		International Journal of Gastronomy and Food Science (ISSN: 1878-450X)	Elsevier
		International Journal of Sustainable Entrepreneurship and Corporate Social Responsibility (ISSN: 2379-7398)	IGI Global
		Cogent Engineering (Online ISSN: 2331-1916)	Taylor and Francis
		Sustainability (ISSN 2071-1050)	MDPI
		<u>Article Editor</u> - SageOpen	SagePub
2020		Journal of Service Theory and Practice (ISSN: 0960-4529)	Emerald
		European Journal of Marketing (ISSN: 0309-0566)	Emerald
		Sustainability (ISSN 2071-1050)	MDPI
		European Management Review (ISSN:1740-4762)	Wiley
		Journal of Marketing Management (Print ISSN: 0267-257X Online ISSN: 1472-1376)	Taylor and Francis
		Information (ISSN 2078-2489)	MDPI
		International Journal of Sustainable Entrepreneurship and Corporate Social Responsibility (ISSN: 2379-7398)	IGI Global
		Int. J. of Management Practice (ISSN online 1741-8143)	Inderscience
		Journal of Data and Information Quality (ISSN:1936-1955)	ACM Digital Library
		International Journal of Management Practice (ISSN: 1741-8143)	Inderscience
		Journal of Marine Science and Engineering (ISSN 2077-1312)	MDPI
		International Journal of Environmental Research and Public Health (ISSN: 1661-7827)	MDPI
		SageOpen	SagePub
		<u>Article Editor</u> - SageOpen	SagePub
2019		Journal of Open Innovation: Technology, Market, and Complexity (ISSN 2199-8531)	MDPI
		Journal of Creating Value (ISSN 2394-9643)	Sage Pub
		European Journal of Marketing (ISSN: 0309-0566)	Emerald
		<u>Article Editor</u> - SageOpen	SagePub
		Journal of Hospitality and Tourism Technology (ISSN: 1757-9880)	Emerald
		Environment and Planning B: Urban analytics and city science (ISSN: 2399-8083)	SagePub
		Urban Science (ISSN: 2413-8851)	MDPI
		Administrative Sciences (ISSN 2076-3387)	MDPI
		Sustainability (ISSN 2071-1050)	MDPI
2018		Journal of Creating Value (ISSN 2394-9643)	Sage Pub
		Sustainability (ISSN 2071-1050)	MDPI
		The Service Industry Journal (ISSN 0264-2069)	Taylor & Francis
		Journal of Marketing Management (ISSN 0267-257X)	Taylor & Francis
		Cities (ISSN 0264-2751)	Elsevier
		Applied Sciences (ISSN 2071-1050)	MDPI
		Innovation: Management & Organization (ISSN: 1447-9338)	Taylor & Francis
		Strategic Perspectives in Destination Marketing (book)	IGI Global
2017		Systems (ISSN 2079-8954)	MDPI
		Management Education for Corporate Social Performance (book)	Information Age Publishing
		European Journal of Marketing (ISSN 0309-0566)	Emerald

		Article Editor: SAGE Open	Sage Pub
		Knowledge Management Research & Practice	Springer
2016		Journal of Business Ethics (ISSN: 0167-4544)	Springer
		Innovating in Practices (book)	Springer
		Technological Forecasting and Social Change (ISSN: 0040-1625)	Elsevier
		Social dynamics in a systems perspective (book)	Springer
		Journal of Business Ethics (ISSN: 0167-4544)	Springer
2015		Journal of Service Theory and Practice (formerly published as "Managing Service Quality") (ISSN: 0960-4529)	Emerald
2014		Journal of Service Theory and Practice (formerly published as "Managing Service Quality") (ISSN: 0960-4529)	Emerald
2013		Special Issue on "Firm's creativity"	Sage Open
2012		Article Editor: SAGE Open	Sage Pub
2010		International Journal of Managing Projects in Business (ISSN: 1753-8378)	Emerald Group Publishing Limited

REVIEWS FOR SCIENTIFIC CONFERENCES

	Conference name	Organizing Committee
2023	The 8 th Naples Forum on Service	University of Naples - Federico II
	EURAM 2023	University of Dublin
2022	16 th IFKAD – International Forum on Knowledge Asset Dynamics	Arts for Business Institute
2021	The 7 th Naples Forum on Service	University of Naples - Federico II
	EURAM 2021	Université du Québec à Montréal - Canada
	2021 Global Conference on Services and Retail Management	University of Naples Federico II, Italy & University of South Florida, USA
2020	29 th IEEE International Conference on Robot and Human Interactive Communication	University of Naples - Federico II & ENSTA-ParisTech (France)
	The Fifth International Conference on Economic and Business Management (FEMB 2020)	Jilin University, China
	EURAM 2020	Trinity Business School, Trinity College Dublin, Ireland
	16 th IFKAD – International Forum on Knowledge Asset Dynamics	University of Basilicata – Italy
2019	15 th IFKAD – International Forum on Knowledge Asset Dynamics	University of Basilicata – Italy
	6 th Naples Forum on Service	University of Naples – Federico II
	GloServ conference	University of Naples – Federico II
2018	14 th IFKAD – International Forum on Knowledge Asset Dynamics	University of Basilicata – Italy
	3 rd International Conference on Economic and Business Management	University of Science and Technology Beijing, China
	QUAESTI – The 6 th Virtual Multidisciplinary Conference	University of Žilina – Republic of Slovakia
	HASSACC – From Past to Future with Human and Social Sciences	Science & Technology Park - Žilina – Republic of Slovakia
	2 nd International Conference on Social Science, Public Health and Education	Zhejiang University, China
	7 th ICTIC	University of Žilina – Republic of Slovakia
2017	SERVSIG 2018	IÉSEG School of Management - Paris

		QUAESTI – The 5 th Virtual Multidisciplinary Conference	University of Žilina – Republic of Slovakia
		The 5 th ScieConf	University of Žilina – Republic of Slovakia
		HASSACC – From Past to Future with Human and Social Sciences	Science & Technology Park - Žilina – Republic of Slovakia
2016		11th IFKAD – International Forum on Knowledge Asset Dynamics	Ikam, Arts for Business Institute, University of Basilicata
		5 th ICTIC	University of Žilina – Republic of Slovakia
		The 4 th Global Virtual Conference	University Goce Delčev – Štip – Republic of Macedonia
		RESER 2016	Università degli Studi di Napoli Federico II
		EIIC – Electronic International Interdisciplinary Conference 2015	Science & Technology Park - Žilina – Republic of Slovakia
2015		ICEMB 2015 – International Conference on Economics and Management of Business	University of Warsaw
		4 th ICTIC	University of Žilina – Republic of Slovakia
		The 3 rd Global Virtual Conference	University Goce Delčev – Štip – Republic of Macedonia
		The 3 rd ScieConf	University of Žilina – Republic of Slovakia
		EIIC – Electronic International Interdisciplinary Conference 2015	Business Academy Smilevski – Republic of Macedonia
2014		9th IFKAD – International Forum on Knowledge Asset Dynamics	Ikam, Arts for Business Institute, University of Basilicata
		3 rd ICTIC	University of Žilina – Republic of Slovakia
		The 2 nd Global Virtual Conference	University Goce Delčev – Štip – Republic of Macedonia
		The 2 nd ScieConf	University of Žilina – Republic of Slovakia
		EIIC – Electronic International Interdisciplinary Conference 2014	Business Academy Smilevski – Republic of Macedonia
		HASSACC – Human And Social Sciences at the Common Conference 2014	Business Academy Smilevski – Republic of Macedonia
		ARSA – The 3 rd Virtual International Conference on Advanced Research in Scientific Areas	University of Žilina – Republic of Slovakia
		QUAESTI – The 2 nd Virtual Multidisciplinary Conference	University of Žilina – Republic of Slovakia
		10th IFKAD – International Forum on Knowledge Asset Dynamics	Ikam, Arts for Business Institute, University of Basilicata
2013		2 nd ICTIC	University of Žilina – Republic of Slovakia
		The 1 st Global Virtual Conference	University Goce Delčev – Štip – Republic of Macedonia
		ScieConf 2013	Business Academy Smilevski – Republic of Macedonia
		EIIC – Electronic International Interdisciplinary Conference 2013	Business Academy Smilevski – Republic of Macedonia
		HASSACC – Human And Social Sciences at the Common Conference 2013	Business Academy Smilevski – Republic of Macedonia
		RCITD – Research Conference in Technical Disciplines	University of Zagreb – Croatia
		ARSA – The 2 nd Virtual International Conference on Advanced Research in Scientific Areas	University of Žilina – Republic of Slovakia
		QUAESTI – The 1 st Virtual Multidisciplinary Conference	University of Žilina – Republic of Slovakia

EDITORIAL BOARD AND SCIENTIFIC COMMITTEE

	Role	Journal / Conference
from November 2024	Associate Editor	Journal of the Knowledge Economy
from 2023	Associate Editor	Springer Business & Economics
from 2019	Member of the Reviewing board	Sustainability
from 2019	Member of the Reviewing board	Journal of Waste Management and Disposal
from 2018	Member of the Reviewing board	International Journal of Service Science, Management, Engineering, and Technology (IJSSMET) - ISSN: 1947-959X - EISSN: 1947-9603 - IGI Global
2017	QUAESTI – The 5 th Virtual Multidisciplinary Conference	University of Žilina – Republic of Slovakia
	The 5 th ScieConf	University of Žilina – Republic of Slovakia
from November 2016	Member of the Editorial Board	Mega Journal of Business Research (ISSN: 2356-9271)
from June 2016	Member of the Scientific Committee	EIIC 2016 - Science & Technology Park - Žilina – Republic of Slovakia
from February 2015	Member of the Editorial Board	World Economy Study (ISSN 2331-9003)
from March 2014	Member of the Scientific Committee	ICTIC - University of Žilina – Republic of Slovakia
June 2013 - June 2014	Member of the Editorial Board	Economy & Business (ISSN 1313–2555)
2014	Member of the Scientific Committee	HASSACC - Business Academy Smilevski – Republic of Macedonia
	Member of the Scientific Committee	EUMMAS 2014 – International Conference on Marketing, Management and Economics

TEACHING BEYOND UNIVERSITY ASSIGNMENTS

Period	Teaching activity	Audience & Institution
December 2010	Lectures at PreMaster in Transports and Logistics	Post-Graduate Degree Central Committee – Italian Ministry of Transportation
December 2010	Students Tutoring at PreMaster in Transports and Logistics – arrangement of business plans for startups	Post-Graduate Degree Central Committee – Italian Ministry of Transportation
February 2011	Lectures at Foundations of Accountants and Bookkeepers of Naples – Course about the Decree 231/2001	Professionals Foundations of Accountants and Bookkeepers of Naples
March – June 2011	Lectures on Business Management at Polo Formativo AgrolInnovatech	Post-Graduate Degree Fosvi - Naples
November 2012	Lectures on Transport Industry – Course for Logistics Operators	Professionals Assifformat Fiap Pescara
May 2013	Lectures on Logistics and Stock Management - Master in Marketing & Retail Management	Post-Graduate Specialisation Università degli Studi di Cassino e del Lazio meridionale
1st semester A. Y. 2013/14	Adjunct Professor – Bachelor in Business Economics (Economia Aziendale) – Course of Business Management – Strategies and Operations (Economia e Gestione delle Imprese: Strategie e funzioni aziendali)	Bachelor Università “Magna Græcia” - Catanzaro

November 2013	Lectures at the High Education Course on "Territorial Improvement and Social Community Manager	Post-Graduate Specialisation Centro Interdipartimentale "Laboratorio di Urbanistica e Pianificazione Territoriale" – Università degli Studi di Napoli Federico II
June 2014	Lectures on "Customer Management" at Course for Specialist in Business and Distribution (Esperto Tecnico-Commerciale) BIOMEDPARK@UMG	Post-Graduate Specialisation Università "Magna Græcia" – Catanzaro
July 2014	Lectures on Logistics and Stock Management - Master in Marketing & Retail Management	Post-Graduate Specialisation Università degli Studi di Cassino e del Lazio meridionale
September 2014	Teaching Mobility	Post-Graduate Specialisation Università Complutense – Madrid (taught in English)
1st Semester - A. Y. 2014/15	Adjunct Professor – Bachelor in Business Economics (Economia Aziendale) – Course of Business Management – Strategies and Operations (Economia e Gestione delle Imprese: Strategie e funzioni aziendali)	Bachelor Università degli Studi "Magna Græcia" - Catanzaro
December 2014	Lectures on Logistics and Transports	Online Post-Graduate Specialisation Unitelma
February – June 2015	Lectures on Business Management at Polo Formativo AgrolInnovatech	Post-Graduate Degree Etid - Naples
March 2015	Lecture on Qualitative Research – The usage of NVivo for Content Analysis	Doctoral Program University of Naples Federico II
July 2015	Lectures on Logistics and Stock Management - Master in Marketing & Retail Management	Post-Graduate Specialisation Università degli Studi di Cassino e del Lazio meridionale
September 2015	Lectures on Cultural Heritage Management	Post-Graduate Specialisation Conform & University of Naples – Federico II
September 2015	Seminal lectures on: - Flexibility in Service Science - Smart cities and its research avenues	Stockholm Business School Stockholm University Sweden (taught in English)
November 2015	Lectures on: - Targeting consumers for cultural-based services - Mapping and classifying cultural heritage	Formez PA
from December 2015	Teaching assistant in Exam Commission about "International Businesses Management"	University "L'Orientale" of Naples
July 2016	Lectures on Logistics and Stock Management - Master in Marketing & Retail Management	Post-Graduate Specialisation Università degli Studi di Cassino e del Lazio meridionale
July 2016	Lecture on Qualitative Research – The usage of NVivo for Content Analysis	Doctoral Program University of Naples Federico II (taught in English)
from September 2016	Adjunct Professor in "International Businesses Management"	University "L'Orientale" of Naples
from September 2016	Visiting Professor in 1) Business Administration I for Tourism – Bachelor; 2) Logistics and Fleet Management – Master	Universidad de Jaén – Spain (taught in English)

April 2017	Lectures on Strategic Management - Master in Marketing & Retail Management	Post-Graduate Specialisation Università degli Studi di Cassino e del Lazio meridionale
from May 2017 to July 2017	Lecturer in "Financial management" and in "Business environment"	Vesuvio International Hospitality school (Naples) - (taught in English)
from September 2017	Adjunct Professor in "International Businesses Management"	University "L'Orientale" of Naples
from September 2017	Adjunct Professor in "Business Management"	University of Naples Federico II
September 2017	Lectures on Logistics and Stock Management - Master in Marketing & Retail Management	Post-Graduate Specialisation Università degli Studi di Cassino e del Lazio meridionale
from October 2017 to December 2017	Lecturer in "Financial management" and in "Business environment"	Vesuvio International Hospitality school (Naples) - (taught in English)
from January 2018	Visiting Professor in 1) Business Administration II for Tourism – Bachelor; 2) Business Creation – Master	Universidad de Jaén – Spain (taught in English)
July 2018	Lectures on Cross-Cultural Management in Master in International Business and Marketing	Universidad de Jaén – Spain (taught in English)
from September 2018	Visiting Professor in 1) Logistics and Fleet Management – Master; 2) Human Resources Management – Master	Universidad de Jaén – Spain (taught in English)
from December 2019	Seminars on: Business planning Organizational management	Bioitalia
November 2022	Seminars on Marketing – Pricing Corporate social responsibility	Finrent
July 2024	Seminars on: Marketing planning	Unina Corse – Racing team

CONFERENCE ATTENDANCE AS DISCUSSANT

<u>Date</u>	<u>Conference name</u>	<u>Location</u>
16-19 June 2009	2009 Naples Forum on Services: Service-dominant Logic, Service Science and Network Theory	Università degli Studi di Napoli Federico II – Villa Orlandi, Capri, Napoli – Italy
27-29 August 2009	12 th International QMOD and Toulon-Verona Conference on Quality and Service Sciences (ICQSS)	Università degli Studi di Verona – Italy
14 June 2010	39 th Emac	Copenhagen Business School, Denmark
14-17 June 2011	2011 Naples Forum on Service - Service Dominant logic, Network & Systems Theory and Service Science: integrating three perspectives for a new service agenda	Università degli Studi di Napoli Federico II – Villa Orlandi, Capri, Napoli – Italy
7-9 June 2012	AMA Servsig 2012	Hanken Business School – Helsinki – Finland
3-7 December 2012	ARSA 2012	University of Žilina – Žilina – Slovakia
25-29 March 2013	2 nd International Virtual Conference – ICTIC 2013	University of Žilina – Žilina – Slovakia

8-12 April 2013	Global Virtual Conference	Business Academy Smilevski – Štip – Macedonia
10-14 June 2013	13 th QUIS	CTF Service Research Centre – Karlstad – Sweden
18-21 June 2013	The 2013 Naples Forum on Service	Università degli Studi di Napoli Federico II – Ischia (NA) – Italy
26-30 August 2013	1 st International Virtual Conference on ITS (Intelligent Transportation Systems 2013)	University of Žilina – Žilina – Slovakia
1-5 September 2013	12 th International Symposium “Economy & Business”	Bulgarian Academy of Sciences – Slanchev Bryag – Bulgaria
2-6 September 2013	EIIC 2013 (the 2 nd Electronic International Interdisciplinary Conference)	University of Žilina – Žilina – Slovakia
3-4 October 2013	X Convegno SIM -. Dall’innovazione tecnologica al mercato	Università Bicocca – Milano – Italy
11-12 October 2013	NetMuse - 1 st International Conference on Sustainable Cultural Heritage Management	Università RomaTre – Rome – Italy
24-25 January 2014	International Marketing Trends Conference 2014	Università Ca’ Foscari – Venice - Italy
24-28 March 2014	3 rd International Virtual Conference – ICTIC 2014	University of Žilina – Žilina – Slovakia
7-11 April 2014	2 nd Global Virtual Conference – GV 2014	Business Academy Smilevski – Štip – Macedonia
26-27 May 2014	Service Research Publication Workshop	Aix-Marseille Université – Aix-en-Provence – France
9-13 June 2014	ScieConf 2014	University of Žilina – Žilina – Slovakia
11-13 June 2014	9 th International Forum on Knowledge Asset Dynamics – IFKAD 2014	University of Basilicata – Matera – Italy
13-15 June 2014	AMA Servsig 2014	University of Macedonia - Thessaloniki – Greece
19-23 July 2014	5 th Applied Human Factors Ergonomics 2014 – AHFE 2014	Jagiellonian University - Krakow – Poland
1-5 September 2014	EIIC 2014 (the 3 rd Electronic International Interdisciplinary Conference)	University of Žilina – Žilina – Slovakia
17-21 November 2014	HASSACC – Human And Social Sciences at the Common Conference 2014	Business Academy Smilevski – Republic of Macedonia
21-22 November 2014	Croma - Cultural heritage: present challenges and future perspectives	University of RomaTre
1-5 December 2014	ARSA – The 3 rd Virtual International Conference on Advanced Research in Scientific Areas	University of Žilina – Žilina – Slovakia
15-19 December 2014	QUAESTI – The 2 nd Virtual Multidisciplinary Conference	University of Žilina – Republic of Slovakia
28-30 May 2015	LOSAI - Laboratorio Open su Scienza Arte ed Innovazione	University of Naples – Federico II
9-12 June 2015	The 2015 Naples Forum on Service	University of Naples – Federico II
10-12 June 2015	10 th IFKAD - International Forum on Knowledge Asset Dynamics	Polytechnic University of Bari, University of Basilicata, Arts for Business Institute
23-26 June 2015	R&D Management Conference	University of Pisa
9-10 July 2015	Sinergie	University of Molise - Termoli
15-17 June 2016	11 th IFKAD - International Forum on Knowledge Asset Dynamics	Dresden University, Polytechnic University of Bari, University of Basilicata, Arts for Business Institute
8-10 September 2016	26 th Annual RESER Conference	University of Naples – Federico II

10 – 12 May 2017	XVIII Symposium Científico-técnico – Expoliva – Foro Económico y social	Universidad de Jaén
6-9 June 2017	The 2017 Naples Forum on Service	University of Naples – Federico II
15-16 June 2017	Sinergie	University of Naples – Federico II
11-12 September 2017	Business Systems Laboratory International workshop	Universitas Mercatorum – Rome
14-15 September 2017	AIDEA 2017	Università degli Studi Roma Tre - Rome
21-22 June 2018	Jornadas de Economía, Sostenibilidad y Turismo	Universidad de Sevilla – Spain
10-13 May 2021	Global Conference on Services and Retail Management	University of Naples – Federico II; University of South Florida
10-11 June 2021	Sima-Cinet - Innovation and Technology Management	Università degli Studi di Palermo
6-9 September 2021	The 7th Naples Forum on Service	University of Naples – Federico II
22-24 September 2021	XX Symposium Científico-técnico – Expoliva – Foro Económico y social	Universidad de Jaén
14-15 October 2021	Reser 2021	Heilbronn University
22-24 June 2022	51 st Scientific Meeting of the Italian Statistical Society	University of Campania – Luigi Vanvitelli
6-9 June 2023	The 8th Naples Forum on Service	University of Naples – Federico II
24-28 June 2024	EURAM 2024	University of Bath - UK

OTHER ACADEMIC ACTIVITIES

<u>Period</u>	<u>Activity</u>	<u>Insitution and Education degree</u>
From December 2009	Support to the Commission evaluating students for the Double Degree UNINA-UPEC	Master - Università degli Studi di Napoli Federico II & Université Paris-Est Créteil
July 2009- June 2010	Students tutoring	Bachelor and Master Università degli Studi di Napoli Federico II
July 2010- June 2011	Students tutoring	Bachelor and Master Università degli Studi di Napoli Federico II
February 2010 – February 2013	Stage and internship evaluation committee	Bachelor and Master Università degli Studi di Napoli Federico II

PERSONAL SKILLS

LANGUAGE

ENGLISH

- Reading Excellent
- Writing Excellent
- Speaking Excellent

APTIS Certificate – Level C, achieved on February 2019 (mark 192/200)

P.E.T. certificate, achieved in 2001

FRENCH

- Reading Good
- Writing Good
- Speaking Good

B1 certificate, achieved 2008 (mark 89.50/100)

SPANISH

- Reading Excellent
- Writing Excellent
- Speaking Excellent

C2 certificate, achieved July 2018

IT SKILLS

ECDL awarded in 2001. Excellent usage of the following software: Windows OS (Me, XP, 2000, NT, Vista, 7, 8, 10), Office (Excel, Word, Access, PowerPoint), graphic tools (Paint, MsPaint, Picture Manager). Good usage of HTML and PHP language.

RESEARCH-RELATED SKILLS

Content analysis software: NVivo, Wordsmith, TextStat

Bibliometric analysis software: BibExcel, VOSviewer, Pajek, Bibliometrix.

Quantitative analysis software: SPSS, GretL, Latent Gold.

Online surveys software: CoffeeCup, LimeSurvey.

ORGANIZATIONAL SKILLS

Good organizational skills acquired when assisting students with their Bachelor and Master thesis; furthermore, similar skills were acquired thanks to teamwork, as witnessed by the relevant number of co-authors.

COMMUNICATION SKILLS

Very good communication skills acquired thanks to lectures at different education levels and in different languages and at conferences both as discussant and as chair.

LIST OF PUBLICATIONS– MARCO TREGUA BOOKS

BOOKS

#	Title	Publisher	Annotation	Year	Pages
1	Service logic, awareness e creazione di valore	Editoriale Scientifica	ISBN 978-88-9391-090-3	2017	174
2	Marketing delle professioni	(Co-author Iaccarino L.) – Orthotes Editrice	ISBN 978-88-9314-109-3	2017	224
3	Handbook of Research on Museum Management in the Digital Era	IGI Global	Edited by Bifulco F., Tregua M.	2021	412
4	Smart heritage in smart cities	Collana PuntoOrg - Editoriale Scientifica	979-12-5976-537-6	2022	244

SCIENTIFIC ARTICLES

#	Title	Co-author(-s), if any	Scientific outlet	Annotation	Research method
5	A three-level view of readiness models: Statistical and managerial insights on industry 4.0	Basile, Giacalone	Technology in Society	Forthcoming	Multivariate analysis
6	Citizens' Voice as a Cornerstone of Making Territories Smart	D'Auria, Vallejo-Martos, Martínez-Jiménez	Transylvanian Review of Administrative Sciences	19 (70), 5-27	Interviews
7	Value Dominant Logic: Organizational Principles	Mahajan, Kumar, Bruni	European Journal of Marketing	57 (5), 1245-1271	Conceptual paper
8	Smart innovation stimuli: firms' contributions in resilient cities	D'Auria, Bifulco	International Journal of Innovation and Technology Management	Forthcoming	Multiple case study
9	Análisis exploratorio del concepto de turismo patrimonial. Un estudio bibliométrico	Medina-Viruel, Libri, Pérez Gálvez	Revista Venezolana de Gerencia	Forthcoming	Bibliometric analysis
10	A Value-Based Well-Being Framework	Mele, Pels, Russo-Spena	Journal of Macromarketing	IF 4.531 ISSN: 0276-1467	Interviews
11	The evolution of service systems to service ecosystems: A literature review	Brozovic	International Journal of Management Reviews	IF 13.419 Online ISSN: 1468-2370	Literature review
12	Who Is An Oleotourist? A Motivation-Based Segmentation Study	Čehić, A. D'Auria, A., Marano-Marcolini, C.	Tourism and hospitality management, 27(3)	ISSN 1330-7533	On-field survey
13	The millennial customer journey: a Phygital mapping of emotional, behavioural, and social experiences	Mele, Russo-Spena, Amitrano	Journal of Customer Marketing	ISSN: 0736-3761	Customer journey mapping

14	15 years of service-dominant logic: analyzing citation practices of Vargo and Lusch (2004)	D'Auria, Brozovic	Journal of Service Theory and Practice	Impact Factor 2.363 ISSN 0960-4529	Literature review
15	Technology-tailored tourism experiences. Context, tools, and users	D'Auria	International Journal of Technology Marketing 15 (1), 26-47	ISSN online 1741-8798 ISSN print 1741-878X	Multiple case study
16	It gives you wheels	Greco	The International Journal of Entrepreneurship and Small Business - forthcoming	ISSN online 1741-8054 ISSN print 1476-1297	Interviews
17	One More Tweet: Firms Challenge a Sustainable Future	D'Auria	PuntoOrg – An International Journal	ISSN: 2499-1333	Content analysis
18	Oleotourism: A Comparison of Three Mediterranean Countries	Čehić, A. D'Auria, A., Marano-Marcolini, C.	Sustainability 12 (21)	Impact Factor 2.592 ISSN 2071-1050	Interviews
19	Value-oriented knowledge management: Insights from theory and practice	D'Auria, Brozovic	Knowledge Management: Research and Practice,	Impact Factor 1.485 Print ISSN: 1477-8238 Online ISSN: 1477-8246	Conceptual paper with illustrations
20	#10yearschallenge: how co-creation permeated tourism research. A bibliometric analysis	D'Auria, Costin	European Journal of Tourism Research, Vol. 24	ISSN (print): 1994 - 7658 ISSN (online): 1314 - 0817	Bibliometric analysis
21	Value Creation and Sustainability: Lessons from Leading Sustainability Firms	Brozovic, D'Auria	Sustainability, vol. 12(11), pages 1-19, doi: 10.3390/su12114450	Impact Factor 2.592 ISSN 2071-1050	Conceptual paper with illustrations
22	Museums as service ecosystems: charting the service ecosystems flexibility	Brozovic	International Journal of NonProfit and Voluntary Sector Marketing – <i>in press</i> 10.1002/nvsm.1677	Online ISSN: 1479-103X	On-field investigation, multiple sources
23	Zooming-in value-in-use through basic individual values	Stampacchia, Coppola	Journal of Consumer Behaviour - Westburn – <i>in press</i> doi: 10.1362/147539220X15929906305116	Print ISSN: 1475-3928 Online ISSN: 1477-6421	Conceptual paper
24	Communication practices in the diffusion of social-business innovation: Insights from B-Corporations	Mele, Russo-Spena, Greco	Mercati & Competitività – Vol. 4, pp.11-27	ISSN 1826-7386	Content analysis
25	Social-business innovation: A fresh conceptualization of collective practices	Mele, Pels, Russo-Spena	Social Business – Westburn – <i>in press</i>	Print ISSN: 2044-4087 Online ISSN: 2044-9860	Case research
26	On Technology in Innovation Systems and Innovation-Ecosystem Perspectives: A Cross-Linking Analysis	Amitrano, Russo-Spena, Bifulco	Sustainability 2018, Vol. 10(10) doi: 10.3390/su10106744	Impact Factor 2.592 ISSN 2071-1050	Systematic literature review

27	Modern Conceptions of Cities as Smart and Sustainable and Their Commonalities	D'Auria, Vallejo-Martos	Sustainability 2018, Vol. 10(8) doi: 10.3390/su10082642	Impact Factor 2.592 ISSN 2071-1050	Systematic literature review
28	What about the Internet of Everything? An exploratory study in E-health	Mele, Russo-Spena, Coppola, Marzullo	Mercati e Competitività 2018, Vol. 3 doi: 10.3280/MC2018-003006	ISSN 1826-7386	Multiple case study
29	Oleotourism: Local Actors for Local Tourism Development	D'Auria, Marcolini-Marano	Sustainability 2018, Vol. 10(5) doi: 10.3390/su10051492	Impact Factor 2.592 ISSN 2071-1050	Face-to-face interviews
30	Crossing technology and sustainability in cities' development	D'Auria, Amitrano, Bifulco	Sustainability Science doi: 10.1007/s11625-018-0548-3	Impact Factor 4.669 Online first - Print ISSN: 1862-4065 - Online ISSN: 1862-4057	Content analysis
31	Value creation as a picklock to understand business contexts	-	International Journal of Business and Globalisation, Vol. 24, N. 4, 433-451. doi: 10.1504/IJBG.2020.106957	ISSN online: 1753-3635 ISSN print: 1753-3627	Face-to-face interviews
32	Searching through the jungle of innovation conceptualisations: System, Network and Ecosystem domains	Russo Spena, Bifulco	Journal of Service Theory and Practice Vol. 27 Issue 5 doi: 10.1108/JSTP-10-2015-0224	Impact Factor 2.363 ISSN 0960-4529	Literature review through content analysis
33	Co-governing smart cities in EU: towards a new model of service innovation ecosystem	Bifulco, Amitrano	Transylvanian Review of Administrative Sciences No. 50 E/2017, pp. 21-37 doi: 10.24193/tras.2017.0002	Impact Factor 0.757 ISSN 1842 – 2845	Multiple case study
34	Trends and Drivers in CSR Disclosure: A Focus on Reporting Practices in the Automotive Industry	De Chiara, Russo Spena	Journal of Business Ethics doi:10.1007/s10551-016-3235-2	Impact Factor 3.796 ISSN print: 0167-4544 (ISSN online: 1573-0697)	Content analysis
35	Exploring innovation contexts: system, network and ecosystem innovation	D'Auria, Russo Spena, Bifulco	International Journal of Management and Enterprise Development Volume 15, Issue 2/3, 2016	ISSN print: 1468-4330 (ISSN online: 1741-8127)	Bibliometric analysis
36	Knowledge sharing in innovation ecosystems – A focus on functional food industry	Coppola, Amitrano, Bifulco	International Journal of Innovation and Technology Management Volume 14, Issue 05, October 2017	ISSN 0219-8770	Multiple case study
37	ICT and sustainability in smart cities management	Bifulco, Amitrano, D'Auria	The International Journal of Public Sector Management Volume 29, Issue 2, 2016 doi: 10.1108/IJPSM-07-2015-0132	ISSN 0951-3558	Content analysis
38	Multiple context of innovation: insights from literature	D'Auria, Russo Spena, Bifulco	International Journal of Innovation and Technology Management – Vol. 14 N. 2 (2017) doi:10.1142/S0219877017400077	ISSN 0219-8770	Bibliometric analysis
39	Comparing research streams on Smart City and Sustainable City	Bifulco, D'Auria	USA-China Business Review Issue 4, 2015, pp. 203-215 doi:10.17265/1537-1514/2015.04.004	ISSN 1537-1514	Bibliometric analysis & Content analysis
40	Knowledge practices for an emerging innovation ecosystem	Bifulco, Russo Spena	International Journal of Innovation and Technology Management Vol. 13, N. 5 –2016	ISSN 0219-8770	Participatory action research

41	Being social for social: a co-creation perspective	Russo Spena, Casbarra	Journal of Service Theory and Practice Vol. 25, Iss. 2, pp. 198-219, 2015	Impact Factor 2.363 ISSN 0960-4529	Phenomenology
42	Driving smartization through intelligent transport	Bifulco, Amitrano	Chinese Business Review Volume 13, Number 4, pp. 243-259.	ISSN 1537-1506	Multiple case study
43	Smart Cities and Innovation: a multi-stakeholder perspective	Bifulco, Amitrano	Journal of Management and Marketing Vol. 2, Issue 1, pp. 27-33	ISSN 1339-4896	Multiple case study
44	When use meets content generation - The case of Waze	Casbarra	Journal of International Scientific Publications: Economy & Business Vol. 7 – Part 2, 2013, pp. 95-106	ISSN 1313-2555	Netnography
45	Participation and widespread creativity: a new model for defining and evaluating plans for innovative conservation of historic districts	Stampacchia, Bifulco, Russo Spena	BDC – Bulletin of the Department of Conservation of Architectural and Environmental Assets University of Naples Federico II Volume 12 – number 1 – year 2012, pp. 1062-1072	ISSN 1121-2918	Theoretical proposal with multiple case study

BOOK CHAPTERS AND CONTRIBUTIONS IN BOOK

#	Title	Co-author(-s)	Scientific outlet	Annotation	Research method
46	Make it circular! Value creation Logics in Public Institutions	Sergianni, C., Sergianni, L.	Book chapter in Efthymiou L. (Ed.) Palgrave Studies in Cross-disciplinary Business Research	Palgrave	Multiple case study
47	New Technologies as a Lever for the Scalability of Italian Start-Ups	Greco, Carignani, Bifulco	Book chapter in Matricano, D. (ed.) Entrepreneurial Processes in the Era of Digital Transformation	Walter de Gruyter GmbH & Co	Multiple case study
48	The sustainability of food tourism for small enterprises: Conditions, challenges, and opportunities	Brozovic, D'Auria, Camilleri	Book chapter in Camilleri (Ed.) Tourism Planning and Destination Marketing, 2nd Edition, 93-114	Emerald	Interviews
49	From land to table: a sustainable chain towards collaborative consumption	Di Bernardo, Ranieri	Book chapter in Albinsson et al. (Eds.) Understanding Collaborative Consumption (pp. 168-184).	Edward Elgar	Illustrations
50	Museums in a Changing Context: Ten Challenges for Managers	López-Gúzman, Bifulco	Book chapter in Bifulco & Tregua (Eds.) (Handbook of Cultural Heritage Management in the Digital Era) - (pp. 1-19)	IGI Global	Literature review
51	The Long Way Towards Digitization: A Multivariate Analysis on Italian Museums	Pinto, Gaeta, Bifulco	Book chapter in Bifulco & Tregua (Eds.) (Handbook of Cultural Heritage Management in the Digital Era) (pages 331-351)	IGI Global	Secondary data analysis
52	Post, ergo sum. social media and brand competitiveness in tourism	D'Auria	Book chapter in Teixeira, S. J., Ferreira, J. J. (Eds.) Multilevel Approach to Competitiveness in the Global Tourism Industry	<i>In press</i> – IGI Global	Netnography
53	Il ruolo sociale delle imprese: modelli, evidenze, politiche di supporto	Stampacchia	Book chapter in Iannotta (Ed.) <i>Amministrazione dello sviluppo ed economia di impatto sociale</i>	2018 – pp. 72-95 ISBN 978-88-917-3496-9 – Franco Angeli	Theoretical proposal
54	Oleotourism: a research field from the field	D'Auria, Marcolini Marano	Book chapter in Camilleri (Ed.) <i>The branding of tourist destinations</i>	Chapter 9 - Emerald Publishing Ltd. – ISBN 9781787693746	Theoretical proposal
55	Future Internet and digital ecosystem	Russo Spena, Bifulco	Book chapter in Bifulco, Russo-Spena (Eds.) “Digital transformation in Cultural Heritage: challenges to marketing in new digital era”	Forthcoming – 2019 – Routledge	Theoretical proposal with illustrations
56	Marketing analytics, new social-media analytics and business intelligence	Russo Spena, Bifulco, Coppola	Book chapter in Bifulco, Russo-Spena (Eds.) “Digital transformation in Cultural Heritage: challenges to marketing in new digital era”	Forthcoming – 2019 – Routledge	Multiple case study
57	Evidenze di service cultural experiences in Castel Nuovo. Implicazioni e prospettive	Amitrano, Russo Spena, Bifulco	Contribution in Aveta (Ed.) “Castel Nuovo in Napoli. Ricerche integrate e conoscenza critica per il progetto di restauro e di valorizzazione” – 2017	Art Studio Paparo – ISSN 2531-6354 – ISBN 789-88-90130-503	EBNIT

58	The Performativity of Value Propositions in Shaping a Service Ecosystem: the case of B-Corporations	Mele, Russo Spena	Book chapter in Barile, Pellicano, Polese, (Eds.), “Social Dynamics in a Systems Perspective” – 2017 – pp. 175-194	Springer: New Economic Windows - ISBN 978-3-319-61967-5	Theoretical proposal with illustrations
59	Implementing CSR in higher education: a taxonomy of approaches	Costin	Book chapter in Stachowicz-Stanusch and Amman (Eds.) “Management Education for Corporate Social Performance” – 2018 – Chapter 3, pp. 25-50	IAP - Information Age Publishing – ISBN 978-1-64113-230-5	Theoretical proposal with illustrations
60	Bibliometrics: The Case of Comparing an Ecosystem using System and Network Approaches	D’Auria, Russo Spena, Bifulco	Book chapter -in Daim, T. U. & Pilkington A. (Eds.) “Innovation Discovery: Network Analysis of Research and Invention Activity for Technology Management” – 2017	Imperial College Press – ISBN 978-1-78634-405-2; ISBN 978-1-78634-407-6	<i>Bibliometric analysis</i>
61	Service Innovation and Smart Cities: linking the perspectives	Bifulco	Book chapter in Russo Spena, T., Mele, C., Nuutinen, M. (eds.) “Co-innovating: Collaboration and Innovation” – 2017	Springer - 978-3-319-43378-3	Content analysis
62	Innovation Ecosystem perspectives: featuring social and material landscape of innovation	Russo-Spena, Bifulco	Book chapter in Bifulco, Russo-Spena (Eds.) “Managing cultural heritage: Innovation perspectives, Customer experience, Resources enhancement, Performance management” – pp. 1-21 – 2016	McGrawHill – ISBN 9788838675379	Theoretical proposal
63	The Context of the Future Internet and Cultural Heritage	Russo-Spena, Bifulco	Book chapter in Bifulco, Russo-Spena (Eds.) “Managing cultural heritage: Innovation perspectives, Customer experience, Resources enhancement, Performance management” – pp. 23-45 – 2016	McGrawHill – ISBN 9788838675379	Theoretical review
64	Cultural service experiences and smart technologies	Russo-Spena, Bifulco, Amitrano	Book chapter in Bifulco, Russo-Spena (Eds.) “Managing cultural heritage: Innovation perspectives, Customer experience, Resources enhancement, Performance management” – 2016	McGrawHill – ISBN 9788838675379	Event-based narrative interview technique
65	Modelli di analisi per l’innovazione (Model of analysis for innovation process)	Cicellin, Consiglio, Bifulco	Book chapter in Mercurio R. “Organizational Networks for Innovation” – Egea – 2016	ISBN 978-88-23-845046	Bibliometric analysis
66	Analisi dei dati delle imprese assicurative (Data analysis for insurance firms)	-	Book chapter in De Dominicis M., (Ed.) “Ti assicuro che è una frode” (I can assure it’s an insurance fraud) – Think Thanks Edizioni – 2014	ISBN 978-88-96367-13-1	Data analysis
67	Living labs for smart innovation: a user-centric approach	Bifulco, Amitrano	Book chapter in Freund L., Cellary W. (eds.) “Advances in Human Factors and	ISBN 978-1-4951-2091-6	Multiple case study

			Service Engineering” – CRC Press; Taylor & Francis Group – 2014		
68	Collaborative practices in innovation ecosystem	Russo Spena, Bifulco	Book chapter in Freund L., Cellary W. (eds.) “Advances in Human Factors and Service Engineering” – CRC Press; Taylor & Francis Group – 2014	ISBN 978-1-4951-2091-6	Participatory action research
69	L’analisi dei movimenti monetari – Il caso dell’impresa XY (Analysis of monetary flows – The case of the firm XY)	-	Essay in Book chapter - appendix to Chapter 10 in “Le imprese delle reti del valore” – Volume 2 “Strategie e processo di direzione” di Stampacchia, P., 2014, Liguori Editore, pp. 26-45	ISBN 978-88-207-6385-5.	Example
70	La formazione e l’impiego di risorse monetarie in un’impresa manifatturiera (Generation and usage of monetary resources in a manufacturing firm)	-	Essay in Book chapter - Appendix to Chapter 6 in “Le imprese delle reti del valore” – Volume 1 “Nuove basi metodologiche per la gestione”, di Stampacchia, P., 2013, Liguori Editore, pp. 230-234	ISBN 978-88-207-4975-0	Example
71	Social networks for outsourcing and developing a firm’s creativity	Colurcio, Caridà, Melia	Book chapter in Spohrer J., Freund, L. (eds.) “Advances in the Human Side of Service Engineering” – 2012 – CRC Press, pp.48-57	ISBN 978-14-39870-26-6	Multiple case study

PROCEEDINGS

#	Title	Co-author(-s)	Scientific outlet	Annotation	Research method
72	Understanding robot acceptance/rejection: The SAR model	Mele, Russo-Spena, Laddaga, Ranieri, Ruggiero, Gargiulo	In Proceedings of 29th IEEE International Conference on Robot and Human Interactive Communication	Forthcoming	Content analysis
73	Historical, artificial, real: cultural attractions in Europe	Bifulco, Laddaga, Del Vacchio	In Proceedings of AIRSI 2020	Forthcoming	Content analysis
74	Business model in digital age	Russo-Spena, D’Auria, Bifulco	In Proceedings of 16 th IFKAD - International Forum on Knowledge Asset Dynamics	Forthcoming	Conceptualisation
75	Chatbot value proposition	Russo-Spena, Ranieri, Mele	In Proceedings of 16 th IFKAD - International Forum on Knowledge Asset Dynamics	Forthcoming	Multiple case study
76	From the Wall to the Screen: Artworks at the Box Office	Amitrano, Gargiulo, Russo-Spena, Bifulco	XXIX International RESER Conference	Forthcoming	Netnography
77	The innomediary role of University in shaping the start-up ecosystems	Greco, Mele, Ventura, Quero	ESU European University Network on Entrepreneurship 2019 – Napoli	Forthcoming	Multiple case study
78	The role of digital technology in food retailing ecosystem	Bruni, Caboni	IFKAD 2019 Matera	Forthcoming	Case study

79	Managing complexity and interactions in an emerging innovation ecosystem	Amitrano, Bifulco	IFKAD 2019 Matera	Forthcoming	Action research
80	Technology role in innovation ecosystem	Amitrano, Bifulco	Sinergie 2019 – Roma	Forthcoming	Case study
81	Cultural heritage services for smart cities transformation'	Amitrano, Bifulco	Sinergie 2019 – Roma	Forthcoming	Content analysis
82	University-based accelerators for start-up and their impact on the ecosystem	Greco, Mele	Naples Forum on Service 2019	ISBN: 978-88-31622-19-6	Interviews
83	Robots as a service: acceptance or resistance?	Mele, Russo-Spena, Laddaga, Ranieri, Ruggiero, Gargiulo	Naples Forum on Service 2019	ISBN: 978-88-31622-19-6	Content analysis
84	How emotions affect millennial customer journey	Amitrano, Russo-Spena, Mele	Naples Forum on Service 2019	ISBN: 978-88-31622-19-6	Illustrations
85	The role of emotions for value creation in Millennial customer journey	Mele, Russo-Spena, Carotenuto	Conference on Value	Forthcoming	Customer journey mapping
86	On Technology in Innovation Systems and Innovation-Ecosystem Perspectives: A Cross-Linking Analysis	Amitrano, Russo-Spena, Bifulco	In Proceedings of SOITmC 2018	Forthcoming	Systematic literature review
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143	Interactions, motivations, and awareness in service logic	-	Proceedings of “Global Virtual Conference”, 8-12 April, 2013	ISBN: 978-80-554-0649-7; ISSN: 1339-2778, pp.50-54.	Netnography
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OTHER - SCIENTIFIC ARTICLES ON ELECTRONIC REVIEWS

#	Title	Co-author(-s) if any	Scientific outlet	Annotation	Research method
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155	Il trasporto ferroviario ad alta velocità come strumento per lo sviluppo locale in Italia	-	Rivista elettronica – Ricerche e Trasporti – 2010	ID paper: VAL117	Single case study

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