

ANGELO GIRALDI

INFORMATION

- ◆ E-mail: angelo.giraldi@gmail.com - angelo.giraldi@uniroma1.it
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LAST POSITION HELD (Academic and Professional)

- ◆ Co-owner and CEO Ho.Re.Ca business in Rome;
 - ◆ Co-founder and CEO e-commerce business in fine wine;
 - ◆ Councilor Federazione Italiana Pubblici Esercizi (FIPE-Confcommercio) Rome Dept.;
 - ◆ Assistant Professor in Marketing and Destination Management, Universitas Mercatorum.
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EDUCATION

- ◆ 2005: Bachelor Degree in Business Administration, Sapienza University – Faculty of Economics.
 - ◆ January 2006 – July 2006: Postgraduate course in Marketing Management (summa cum laude), Sapienza University – Faculty of Economics.
 - ◆ September 2008: Summer School in Multivariate Analysis for Social Research, University of Calabria – SDIPA.
 - ◆ September 2009: Summer School in Structural equation modeling (Basic), University of Calabria – SDIPA, Italy.
 - ◆ 2010: PhD in Business Administration (XXIV Cycle), Department of Management, Sapienza University – Faculty of Economics.
 - ◆ September 2010: Summer in Structural equation modeling (Advanced), University of Calabria – SDIPA, Italy - Post-doctorate training.
 - ◆ January 2011: International School in Automatic text analysis and text mining, Sapienza University of Rome - Post-doctorate training.
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LANGUAGES

- ◆ English: Advanced level
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ACADEMIC EXPERIENCE

- ◆ 2020-2021: in charge of the Courses of “Marketing Elements and Digital

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- Advertising Strategy” (12 CFU, SECS-P/08) – Bachelor’s degree level, Universitas Mercatorum – Faculty of Economics.
- ◆ 2012-2015: in charge of the Courses of “Destination Marketing” (8 CFU, SECS-P/08)– Master degree level, Universitas Mercatorum – Faculty of Economics.
 - ◆ 2012-till now: Lecturer in Strategic Management, Sapienza University – Faculty of Economics, Rome (Italy).
 - ◆ 2004-2005; 2005-2006; 2006-2007; 2007-2008 e 2008-2009: in charge of the Course of “Innovation Management-E-business” (5 CFU, SECS-P/08) - Bachelor’s degree level, Sapienza University of Rome – Faculty of Economics.
 - ◆ 2009-2010; 2010-2011; 2011-2012: In charge of the Courses of “Business Game” – Bachelor’s degree level, LUMSA University – Faculty of Letters and Philosophy.
 - ◆ 2009-2011: Junior lecturer in Advertising, LUISS University, Rome.
 - ◆ 2008-till now: Lecturer in Marketing, Retail Management, Sapienza University – Faculty of Economics, Rome (Italy).
 - ◆ 2007-2009: Junior lecturer in Branding, Sapienza University – Faculty of Communication, Rome (Italy).
 - ◆ 2007-2008: Junior lecturer in Marketing Research, Sapienza University – Faculty of Economics, Rome (Italy).
 - ◆ 2006-2008: Junior lecturer in Innovation Management, E-business, Sapienza University, Pomezia (Italy).

POST-GRADUATE TEACHING EXPERIENCE:

- ◆ For the Master in Marketing Management (MUMM) – Sapienza University:
 - Courses held: Marketing Projects, Marketing Game.
 - Supervision of Master Theses.
- ◆ Development and planning of a Master Course in Pharmacy Management for *Assiprofar Federfarma Roma* (2007-2009).

ACADEMIC ACTIVITIES AND POSITIONS HELD:

- ◆ Since May 2013: “Researcher” at Universitas Mercatorum – Faculty of Economics.
- ◆ 2011-2013: Temporary Research Associate in Marketing (SECS-P/08) at

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Sapienza University of Rome – Faculty of Economics.

- ◆ 2008-2009: Member of the Board of the Director (staff of the Director of the Department) of the Department of Management, Sapienza University – Faculty of Economics.
- ◆ 2010: Ph.D. in Business Administration, Department of Management, Sapienza University – Faculty of Economics.
- ◆ 2007-2009: Member of the Department Board, Department of Management, Sapienza University – Faculty of Economics.

PUBLICATIONS

EDITED BOOKS & CHAPTERS:

1. *“Casi di marketing (volume IX)”* (a cura di), Collana Giorgio Eminente, FrancoAngeli, Milano, 2013, ISBN: 9788820431969.
2. *“Innovare l’offerta attraverso le caratteristiche estrinseche del prodotto. Il ruolo del country of origin effect”*, with Pastore A., Ricotta F., in A.A.V.V., *Creatività, Innovazione e Territorio*, Il Mulino, 2011, ISBN: 9788815234063.
3. *“Forum 2009”*, in Ceccotti F. (a cura di), *Casi di Marketing (volume VI)*, Collana Giorgio Eminente, FrancoAngeli, Milano, 2010, ISBN: 9788856823813.
4. *“La struttura distributiva del farmaco in Italia”* e *“L’evoluzione del quadro normativo di riferimento”*, in Pastore A., Vernuccio M. (a cura di), *L’impresa farmacia. Evoluzione del contesto e dinamiche reddituali. Un focus sulla Regione Lazio*, Aracne, Roma, 2010, ISBN: 9788854835375.
5. *“Il quadro normativo”* e *“La distribuzione del PH-T nella prospettiva dell’impresa farmaceutica”*, in Pastore A., Vernuccio M., *La distribuzione dei farmaci PH-T*, Aracne, Roma, 2009, ISBN: 9788854825291.
6. *“Le Fiere”*, in Pastore A., Vernuccio M., *Impresa e Comunicazione. Strumenti per il management*, Apogeo, Milano, 2008, ISBN: 9788850327645.
7. *“Strategie di marketing operativo per il lancio della Nuova Opel Corsa”*, in Iasevoli G., *Casi di Marketing (volume IV)*, FrancoAngeli, Milano, 2008, ISBN: 9788846498434.

PAPERS IN REFERRED JOURNALS:

1. “Motivation, satisfaction and word of mouth: an empirical analysis of Rome, Italy”,

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with Cesareo L., Olivieri F.M., *Tourismos* (under review).

2. "Film marketing opportunities for the well-known tourist destination" with Cesareo L., *Place Branding and Public Diplomacy*, 1-12, 2016.
3. "What are repeat tourists' motivation? Understanding the traveler's motivations on repeat visits to the city of Rome", *European Journal of Tourism Research* 13, 43-57, 2016.
4. "Food and wine tourism: an analysis of Italian typical products", with Olivieri F.M., *Almatourism - Journal of Tourism, Culture and Territorial Development*, 6 (11)/2015, DOI: 10.6092/issn.2036-5195/5293 .
5. "Destination personality, self-congruity and tourist behavioural intentions: an application of the theories on the city of Rome", *Mercati e Competitività*, (1)/2015, pp. 149-171, DOI: 10.3280/MC2015-001008.
6. "Destination image differences between first-time and return visitors: An exploratory study on the city of Rome", with Cesareo L., *Tourism and Hospitality Research*, 14 (4)/2014, pp. 197-205.
7. "A study of Rome's image as a tourist destination", *Micro & Macro Marketing*, 23 (3)/2014, pp. 509-524.
8. "Why do consumer not buy? The role of consumer animosity among Italian individuals", *Micro & Macro Marketing*, 2/2013, pp. 221-234, DOI: 10.1431/74433.
9. "Destination personality: sources and dimensions. The case of Rome", with Pastore A., *Finanza, Marketing e Produzione*, 4/2012, ISSN: 2239-7191.
10. "Il fenomeno dell'etnocentrismo nel consumo. la validazione della Consumer Ethnocentric Tendencies Scale in Italia", *Mercati e Competitività*, 2/2012, DOI: 10.3280/MC2012-002011, ISSN: 1826-7386.
11. "Determinants of e-brand attitude: A structural modeling approach", with Vernuccio, M., Barbarossa, C., Ceccotti, F., *Journal of Brand management*, 19(6)/2012, 500-512, DOI: 10.157/bm.2011.59, ISSN: 1350-231X.
12. "I driver percettivi dell'atteggiamento verso la marca digitale. Un'indagine empirica", with Vernuccio M., Ceccotti F., Barbarossa C., *Finanza, Marketing e Produzione*, 4/2010, pp. 119- 159, DOI: 101400/199973, ISSN: 2239-7191.

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13. "Tratti salienti nell'evoluzione degli studi sul country of origin effect", *Esperienze d'impresa*, 2/2008, pp. 35-72, ISSN: 1972-5293.

PAPERS IN REFERRED CONFERENCES PROCEEDINGS:

"The impact of motivation and satisfaction on destination loyalty: an empirical analysis on the city of Rome", with Olivieri F.M., 7th Consumer Behavior in Tourism Symposium, December 3-6, 2014 - Bruneck/Brunico, South Tyrol, Italy.

1. "The influence of a film on destination image. The case of the city of Rome", with Cesareo L., 4th International Conference on Tourism Management and Related Issues, September 18-19, Rome, Italy.
2. "What are repeat tourists' motivation? Understanding the traveler's motivations on repeat visits to the city of Rome", with Ferri M.A., 4th International Conference on Tourism Management and Related Issues, September 18-19, Rome, Italy.
3. "Why do consumer not buy? The role of consumer animosity among Italian individuals", 42nd European Marketing Academy Conference, 4-7 June 2013, ITU Faculty of Management, Istanbul.
4. "Destination personality, self-congruity and tourism behavior. The case of the city of Rome", 12th International Congress Marketing Trends, Paris, 18-20 January 2013, ISBN: 9782953281156.
5. "La brand personality dei luoghi di destinazione. Uno studio esplorativo sulla città di Roma", with Pastore A., 24th Convegno Annuale Sinergie, Lecce 18-19 October 2012, ISBN: 9788890739408.
6. "Consumer ethnocentrism: an Italian validation of the Consumer Ethnocentrism Tendencies Scale", 41st European Marketing Academy Conference, 22-25 May 2012, ISCTE Business School, Lisbon, ISBN: 9789897320040.
7. "Lo studio dell'affidabilità della Consumer Ethnocentric Tendencies Scale di Terence Shimp e Subhash Sharma nel contesto italiano", 11th International Congress Marketing Trends, Venice, 19-21 January 2012, ISBN: 9782953281132.

8. “Drivers of e-brand attitude. A structural modeling approach”, with Vernuccio M., Barbarossa C., Ceccotti F., 39th European Marketing Academy Conference, 1-4 June 2010, Copenhagen Business School, Denmark, ISBN: 9788792569011.
9. “Etnocentrismo e consumer behaviour. Uno studio sui consumatori italiani”, with Pastore A., 9th International Congress Marketing Trends, Venice, 21-23 January 2010, ISBN: 9782953281102.
10. “Country-of-Origin – Una Rassegna Analitica dei Principali Lavori dal 1962 al 2008”, 8th International Congress Marketing Trends, Paris, 15-17 January 2009, ISBN: 9782953281102.

CONFERENCE PRESENTATIONS (invited):

1. “Innovare l’offerta attraverso le caratteristiche estrinseche del prodotto. Il ruolo del country of origin”, with Pastore A., Ricotta F., “I sentieri del valore tra creatività, innovazione e territorio”, Workshop GSA – Aidea, Parthenope University of Naples, 19 November 2010.
2. “Made in e country of origin effect. Analisi dei fenomeni dell’etnocentrismo e dell’animosità nel consumo in Italia”, Poster Session, 22nd Convegno Annuale Sinergie, Salerno University, 7-8 October 2010.
3. “Competitive issues for Italian medium enterprises”, with Pastore A., Ceccotti F., 2nd Russian- Italian Conference, Rome 24-26 January 2008.

ACADEMIC ASSOCIATIONS MEMBERSHIP:

- European Marketing Academy (EMAC);
- European Advertising Academy (EAA);
- Società Italiana Marketing (SIMkt).

RESEARCH ACTIVITY

- ◆ **Research interests:** Consumer Behaviour, International Marketing, Country of Origin, Toursim Marketing, Destination Management, Brand Management, Innovation Management, Hospitality.

◆ **Research Projects (with grant) :**

1. “Destination brand personality: tratti, dimensioni e determinanti. Il caso della città di Roma”, Sapienza University, Faculty of Economic Research Program (2012), team member.
2. “Le nuove frontiere del commercio elettronico: il social e il mobile commerce. La prospettiva degli esperti di digital marketing”, Sapienza University, Faculty of Economic Research Program (2012), team member.
3. “L’innovazione nella comunicazione integrata di marketing. Un’indagine esplorativa sulle percezioni degli attori del network”, Sapienza University, Faculty of Economic Research Program (2011), team member.
4. “Evoluzione delle strategie di branding nei mercati virtuali B-to-C. Un’indagine quantitativa sulle determinanti dell’immagine della marca digitale”, Sapienza University, Faculty of Economic Research Program (2011), team member.
5. “Il ruolo del country-of-origin nelle strategie competitive e nei processi di consume. Un’indagine empirica in Italia”, Sapienza University, Faculty of Economic Research Program (2009), team member.
6. “Il ruolo del country-of-origin nelle strategie competitive e nei processi di consume. Un’indagine empirica in Italia”, Sapienza University, Faculty of Economic Research Program (2009), team member.
7. “La rilevanza strategica dell’effetto “Made in” per l’internalizzazione delle imprese italiane”, Sapienza University, Faculty of Economic Research Program (2008), team member.

◆ **Other research projects (with grants) :**

1. September 2014 – March 2015: Research on behalf of *Unioncamere* entitled “Accordo di Programma e Fondo Perequativo”.
2. December 2009-April 2010: Research on behalf of *Assiprofar Federfarma Roma* entitled “Evoluzione dello scenario e analisi economica dell’impresa farmacia. Un focus sulla Regione Lazio”.
3. November 2008-February 2009: Research on behalf of *Assiprofar Federfarma Roma* entitled “La distribuzione dei farmaci PHT nei canali diretto e ‘in nome e per conto’. Valutazioni comparative e livelli di servizio nella Regione Lazio”.

◆ **Editorial services:**

Reviewer for: Mercati e Competitività, European Academy of Management – EURAM, International Marketing Trends (Congress), European Marketing Academy (EMAC), Tourism and Hospitality Research, Journal of Travel & Tourism Marketing, Micro&Macro Marketing, European Management Review.

OTHER ACTIVITIES

- ◆ 2013-2015: Editor in chief of the Marketing Portal of the Master in Marketing Management www.mumm.it.
- ◆ 2008-2015: content management website www.mumm.it.
- ◆ 2009-2011: Società Italiana di Marketing - SIMktg. In charge of: 1) the launch of the annual “Italian Marketing Society Award”; 2) the educational tutoring for the under-graduate students at Sapienza University of Rome.

Rome, September 2022

Angelo Giraldi