

CURRICULUM VITAE

ELENA CANDELO

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University
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EDUCATION AND TRAINING

Degree in Economics with 110 and Honorable mention – Faculty of Economics, Turin University
Phd in Business Management - – Faculty of Economics, Turin University

Training courses:

- Strategic Marketing Management– Chicago Graduated School of Business
- Negotiation Strategies – Harvard Business School

CURRENT ACADEMIC ACTIVITY

Associate Professor of Strategic Management and Marketing- University of Turin
Director of Fiat Chrysler Automobiles Master in Business Administration
Member of the Scientific Committee of several Masters
Member of the Research Committee of Department of Management
Member of the Scientific Committee of Inter-Departments Research Centre
CINEDUMEDIA
Member of the Committee of Business Management degree

Masters direction

- Director of Fiat Chrysler Automobiles Master in Business Administration (English version and Executive program) - 2012 to date
- Director of Iveco Master in Business Administration – 2011/2012
- Director of Master in Business Administration School of Management (Facoltà di Economia di Torino)– 2009/2010
- Member of the Scientific Committee and coordinator of several Masters: – 2001 to date

Teaching activities

Degree: Strategic Management and Marketing

MSc degree: Competitive strategies in automotive industry, Corporate strategy

Masters Turin University: Marketing Management (in English), Strategic management (in English), Marketing for Health Care Organizations.

Master Sapienza University (Rome): Master in Marketing Management –Automotive industry analysis and Marketing in the Automotive industry

RESEARCH INTERESTS

Automotive industry, Tourism marketing, Sustainable development and strategies, Start up

development, University Spin off.

RESEARCH ACTIVITIES

Responsible of a research grand (May 2016 – May 2017) “I tornata 2016 – Department of Management”: “Corporate strategies, new consumers trends and market expectations in the automotive industry” (Strategie corporate, nuovi trend di consumo e aspettative del mercato nel settore automotive)

Responsible of the research project: “Il settore automotive: imprenditorialità, start up, trasferimento tecnologico e strategie di sviluppo” (approvazione progetto 2016/I/A/10.3 – Consiglio Dipartimento del 19/2/16) with Second University of Naples.

Project activities:

- research with Fiat Chrysler Automobiles about future trend in the industry, considering millennials needs and desires;
- responsible of a senior academic scholarship (July 2016 – Dec 2016): “Entrepreneurship, start up and development strategies in automotive industry” (Imprenditorialità, start up e strategie di sviluppo nel settore dell’auto)
- responsible of a junior academic scholarship (Oct 2016 – March 2016): “New development strategy in automotive industry” (Nuove strategie di sviluppo nel settore dell’auto).

University of Turin Researches (membership):

- Member of the research team: Corporate Social Responsibility (CSR) and High Value Added Clusters (other members: prof Fabrizio Mosca, Re Piergiorgio, Casalegno Cecilia, Bertoldi Bernardo, Giachino Chiara, Civera Chiara)
- Risk management: firm communication as springboard and shield for the corporate reputation (2015-2016)
- Member of Research Committee of Department of Management (2013-2015)
- Strategie delle imprese. Ricerca di nuovi mercati e analisi delle fonti di vantaggio competitivo. (2014 – 2015)
- Affrontare il cambiamento, le nuove sfide e le opportunità del futuro: analisi del settore e strategie delle imprese (2014)
- “Imprese multinazionali e contesto locale” (2012)
- “L’economia del settore automotive” (2009 - 2011)
- “Analisi del settore farmaceutico” (2008 - 2010)
- “La scelta delle strategie competitive nei mercati esteri” (2007 – 2009)
- “Mergers & Acquisitions: perchè molte fusioni falliscono gli obiettivi?” (2005 - 2008)
- “Dal Make or Buy al Strategic outsourcing” (2002-2004).

International University Research

Title: Innovative Applications for Sustainability and Responsibility LAB (2016 – to date).

- Research partners: University of Virginia Darden School of Business (Charlottesville, Virginia, USA), Iéseg School of Management Paris La Défense Cadex and Department of Management.

- Research Members: Edward Freeman (Full Professor, Darden School of Business), Bidhan L. Parmar (Assistant Professor, Darden School of Business), Andrew C. Wicks (Professor, Darden School of Business), Simone De Colle (Associate Professor, Ieseg), Andrew C. King and Asif Mehedi (Senior Researchers, Darden School of Business), Elena Candelo, Valter Cantino, Fabrizio Mosca (Professors at Turin University), Cecilia Casalegno (Senior Researcher at Turin University), Chiara Civera and Damiano Cortese (Junior Researchers at Turin University).

Harvard Business School – Negotiation Strategies (2004) – Visiting executive student

Stanford University – Graduated School of Business – Visiting researcher. Research about turnaround strategies. Study and benchmarking activity for Masters organization and program (2003).

University of Chicago - Graduated School of Business – 2003. Visiting researcher: research activity about marketing management and brand strategies.

Private and public company researches:

- Centro Ricerche Fiat (Fiat Research Centre): “The challenge of project management in the automotive industry” (2012-2013)
- Regional Agency for Health Services in Piedmont - Italy “Models of meritocratic growth and transparency of the Regional Health System” ; (Agenzia Regionale per i Servizi Sanitari (A.Re.S.S) PIEMONTE “Modelli meritocratici di sviluppo e di trasparenza del Sistema Sanitario Regionale” (2011)

REFEREE ACTIVITY

- Member of the Editorial Review Board of *Impresa e Progetto. Electronic Journal of Management*, since March 2016
- Member of the Editorial Review Board of the *International Journal of Economic Behavior*, since October 2015

RECENT PUBLICATIONS

Academic papers

Candelo, Sorrentino, Cantino, (2016), “The growth of high tech academic spin-offs and the role of the parent organization: the case study of University of Turin”, *Small Business*, Vol. 3, DOI: 10.14596/pisb.232

Candelo E, Casalegno C, Civera C, (2015), “Towards Corporate Shared Value in Retail sector: a Comparative Study over Grocery and Banking between Italy and the UK”, *International Journal of Economic Behavior*, vol 5 fasc 1, pp 105-120

Candelo E., (2015), “Hand-Crafted Marketing”, *GRAPHICUS* – Politecnico di Torino Editor, pp 4-5 ISSN: 2282-4545

Candelo E., (2015), “Il settore della birra: un caso di consolidamento senza fine”, *La valutazione delle Aziende*, Vol 77, Giugno, pp 11-18

Casalegno C., Candelo E., (2015), “Young Stakeholders’ Perception of Public Companies Responsibility: An Empirical Study on Business-to-Customer Markets”, *China USA - Business Review*, June 2015, Vol. 14, No. 6, 304-313

Candelo E., (2014), “Nuove opportunità per il marketing. Strategie di marca e sponsorizzazioni di eventi sportivi, culturali, sociali e musicali”, *GRAPHICUS* – Politecnico di Torino Editor, pp 5-6

Casalegno C., Candelo E., Bollani L., (2014), “Social, Viral, Mobile e TV: nuove integrazioni in risposta al cambiamento generazionale. Una riflessione empirica sul settore alimentare”, *Micro & MacroMarketing*, 23(3), 441-460.

Candelo E., Casalegno C., (2013), “Merit and Evaluation Models for Managers in the National Health System: An Empirical Study”, *Chinese Business Review*, ISSN 1537-1506, August 2013, Vol. 12, No. 8, pp 572-582

Candelo E., (2013), “Enhancing Brand Strategies through Corporate Social Responsibility. Human Rights Respect as a Recognized Value for Multinational Companies”, *Notizie di POLITEIA*, XXIX, 111, 2013. ISSN 1128 2401 pp. 233-243

Academic Books Chapters

Candelo E., Casalegno C., Civera C., (2016), “Enhancing Retailer-Consumers Relationship through Everyday Sustainability: McDonald’s in Italy”, in Kaufmann H.R., Khan Panni M.F.A., *Perspectives on Consumer Engagement and Buying Behavior*, Ch. 15, pp 312-324, IGI Global

Candelo E., Casalegno C., Civera C., (2016), “Communication for preventing reputational risk. McDonald Strategy and its impact on the Italian market.” in Devinentis P, Cantino V, Racca D., *Risk management*, Mac Graw Hill

Candelo E., Casalegno C., Civera C., (2014), “Meanings and Implications of Corporate Social Responsibility and Branding in Grocer Retailers: A Comparative Study over Italy and the UK” in Musso F., Druica E., *Handbook of Research on Retailer-Consumer Relationship Development*, IGI Global Inc (editors: Fabio Musso, Elena Druica), pp. 351-369, ISBN: 9781466660748

Candelo E. (2012), “Strategie di brand e comunicazione” in *Pubblicità: istruzioni per l’uso. Strategie, strumenti e tecniche in tempi di cambiamento*, a cura di Cecilia Casalegno, Franco Angeli

Candelo E. (2007), “Il Marketing strategico verso i ragazzi”, in AA.VV., *Strategie di marketing applicate a diversi mercati*, Giappichelli, Torino

Academic Books

Candelo E., (2009), *Il marketing dell’auto*, Giappichelli

Candelo E., (2009), *Destination Branding. L’immagine della destinazione turistica come vantaggio competitivo*, Giappichelli

Candelo E., (2005), *Le strategie di turnaround*, Egea, Milano

Candelo E., (2005), *Brand Management*, Giappichelli, Torino

Other Publications

Candelo E., (2007), “BLUe – Building river landscape across United Europe. Marketing Plan”, Regione Piemonte

Academic conferences and congress

Candelo E., Matriciano D., Sorrentino M, (2016), “Open Innovation and digital natives. Fiat Chrysler Automobiles”, *World Open Innovation Conference*, Barcelona, December

Civera C, Candelo E., Casalegno C., (2016), “Agrifood start ups and the role of the territory: foster mutual benefits through sustainability. Early investigation in Piedmont”, *Euromed Academy of Business*, Warsaw, 14-16 Sept, Euromed Press, ISBN

Candelo E., Sorrentino M., Cantino V., (2015), “The growth of academic spin-offs and the role of University of origin resources: a qualitative analysis”, *Repositioning of SMEs in the global value system*, Urbino, 24-25 Sept, Small Business, ISBN 9788894122701, Speaker: Candelo E.

Candelo E., Pastore A., (2015) “CSR activities and communication in the automotive industry. Benchmark and trends in main worldwide carmakers”, 22-23 oct, Torino 2015, *Il marketing al Servizio delle città. Beni culturali e rivitalizzazione urbana*, XII Convegno Annuale SIM. Speaker: Candelo E.

Casalegno, Candelo E., Civera C., (2015), “Towards strategic CSR and communication: a comparative study over Grocery and Banking sectors between Italy and the UK”, 22-23 oct, Torino 2015, *Il marketing al Servizio delle città. beni culturali e rivitalizzazione urbana*, XII Convegno Annuale SIM. Speaker: Civera C.

Civera C., Candelo E., Casalegno C., (2015), “Corporate Social Responsibility and branding strategy. A comparative study over Banking sectors in Italy and the UK”, *INNOVATION, ENTREPRENEURSHIP AND SUSTAINABLE VALUE CHAIN IN A DYNAMIC ENVIRONMENT*, *Euromed Academy of Business*, Verona, 16-18 Sept , Euromed Press, ISBN, 9789963711376. Speaker: Civera C.

Candelo E., Casalegno C., Civera C., (2015), “Retailers Corporate Social Responsibility: a comparative study over Grocery and Banking sectors in Italy and the UK”, presented at the 2015 *International Conference on Economics and Administration*, Bucarest 5-6 June. Relatore: Candelo E.

Torino, December 2016

Elena Candelo