

**Dipartimento di Scienze Politiche e della Comunicazione**

UNIVERSITA' DEGLI STUDI DI SALERNO

Via Giovanni Paolo II, 132 - 84084 Fisciano (SA)

Tel. 089/962666 - 963018 Fax 089/962665

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## **Professor Alfonso Siano**

Alfonso Siano is Chair and Full Professor of “Marketing” and of “Corporate Communication and Brand Management” at the University of Salerno - Italy (Department of Political and Communication Sciences), where he was Founder and Chair of the Doctoral Programme in Marketing and Communication and he is Scientific Director of:

- the Sustainability Communication Centre (SCC);
- the Brand Management Centre (BMC).

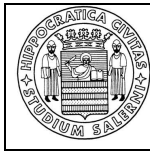
He was Director of the Master in Public Relations - Stakeholder Relationship Management, organized in association with the Department of Political, Social, and Communication Sciences - University of Salerno, FERPI (Federazione Relazioni Pubbliche Italiana) and ASSOREL (Associazione Italiana delle Agenzie di Relazioni Pubbliche).

Prof. Siano was previously Lecturer and Researcher in Management at Sapienza University of Rome and has also taught: (1) at Link Campus - University of Malta (Rome), where he was Syllabus Coordinator of the Bachelor of Arts in Communications Management; (2) at Accademia della Moda - Institute of Universal Art and Design (Naples).

Prof. Siano’s activities range from teaching and research in corporate communications and reputation, brand management, CSR communication, sustainability communication, strategic marketing and marketing communications, e-marketing and web communications, tourism marketing, arts and heritage marketing and museum marketing.

### **His publications include:**

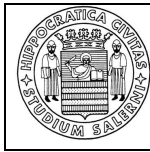
- *L'industria della fiction audiovisiva. Evoluzione e concorrenza allargata* (1993);



- *Strategie d'impresa. L'analisi dell'ambiente competitivo di concezione moderna* (1995);
- *Il business game nei processi di apprendimento: le imprese commerciali complesse in competizione sul territorio* (1996);
- *Le capacità nel governo dell'impresa* (2000);
- *Competenze e comunicazione del sistema d'impresa. Il vantaggio competitivo tra ambiguità e trasparenza* (2001);
- *Il piano di comunicazione aziendale. Elementi costitutivi e criteri di redazione* (2002);
- *Management della comunicazione per la sostenibilità* (2014);
- *Corporate Communication Management. Accrescere la reputazione per attrarre risorse* (2015);
- *La sostenibilità viaggia nel web. Valutare e migliorare la comunicazione delle organizzazioni sostenibili nell'era della digital analytics* (2018).

**Professor Siano has made contributions to several international and Italian referred academic journals:**

- *Journal of Business Research;*
- *International Journal of Advertising;*
- *International Journal of Tourism Research;*
- *Corporate Social Responsibility & Environmental Management;*
- *Journal of Cleaner Production;*
- *CURRENT ISSUES IN TOURISM;*
- *Electronic Commerce Research;*
- *Land Use Policy;*
- *The TQM Journal;*
- *INTERNATIONAL JOURNAL OF BANK MARKETING;*



- *Journal of Marketing Communications;*
- *Corporate Communications: an International Journal;*
- *Journal of Brand Management;*
- *Qualitative Market Research: An International Journal;*
- *Journal of Business-to-Business Marketing;*
- *International Studies of Management and Organization;*
- *Sustainability;*
- *Systems Research and Behavioral Science;*
- *Journal of Marketing Analytics;*
- *Journal of Communication Management;*
- *Museum Management and Curatorship;*
- *International Journal of Culture, Tourism and Hospitality Research;*
- *International Journal of Innovation and Sustainable Development;*
- *International Journal of Electronic Customer Relationship Management;*
- *International Journal of Electronic Marketing and Retailing;*
- *The Bottom Line;*
- *International Journal of Business and Management;*
- *International Journal of Management Cases;*
- *International Business Research;*
- *The International Journal of Knowledge, Culture and Change Management;*
- *The International Journal of the Inclusive Museum;*
- *Sinergie Italian Journal of Management;*
- *Italian Journal of Marketing;*
- *Finanza Marketing e Produzione;*
- *Mercati e Competitività;*
- *Micro & Macro Marketing;*
- *Il Capitale Culturale. Studies on the value of cultural heritage;*
- *Economia e Diritto del Terziario;*
- *Esperienze d'Impresa.*

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**He serves on the Editorial Board/Scientific Advisory Board/Scientific Committee/Review Board Member (or Ad-Hoc Reviewer) for:**

- *European Journal of Marketing;*
- *Journal of Business Research;*
- *Journal of Cleaner Production;*
- *Asia Pacific Management Review;*
- *Industrial Marketing Management;*
- *Journal of Marketing Communications;*
- *Corporate Communications: an International Journal;*
- *Sustainability;*
- *Journal of Economics and Business*
- *Journal of General Management;*
- *The International Journal of Knowledge, Culture and Change Management;*
- *International Journal of Sustainable Entrepreneurship and Corporate Social Responsibility;*
- *Heritage;*
- *Sinergie Italian Journal of Management, Official Journal of Italian Society of Management;*
- *Italian Journal of Marketing, Official Journal of Italian Society of Marketing (previously *Mercati e Competitività*);*
- *Micro & Macro Marketing;*
- *Il Capitale Culturale. Studies on the value of cultural heritage;*
- *Esperienze d'Impresa;*

**Professional affiliations and other roles and assignments:**

- Member of the Accademia Italiana di Economia Aziendale (A.I.D.E.A.);
- Member of the Società Italiana di Management (SIMA);
- Member of the Advisory Board of SIMA (since 2019);

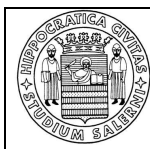
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- Member of the Società Italiana di Marketing (SIM);
- Member of the Corporate Communication International (CCI), Baruch College, New York (2008);
- Co-chair of section “Marketing Communication” of the Società Italiana Marketing (SIM) (from 2013 to 2015);
- Co-chair of section “Sustainable Marketing” of the Società Italiana Marketing (SIM) (since 2019);
- Member of the Scientific Advisory Board of Doctoral Programme in “Economia e Politiche dei Mercati e delle Imprese”, University of Salerno - Head of the curriculum “Marketing Management” (since 2013);
- Scientific Director at Sustainability Communication Centre and Brand Management Centre - University of Salerno;
- Member of the Board of Directors of Consorzio Universitario di Economia Industriale e Manageriale (CUEIM) (from 2015 to 2018);
- Member of the Scientific Committee:
  - of the series of “Comunicazione d’Impresa” - Franco Angeli, Milano, Italy;
  - of the Summit of the Directors of Communication, supported by the major professional associations (FERPI, ASSOREL, European Association of Communication Directors);
  - of the Executive Master in Public Relations, Scuola di Comunicazione IULM, Libera Università di Lingue e Comunicazione *IULM (Milan)*.

**Professor Siano was:**

- Co-Conference Chair at the 18th International Conference on Corporate and Marketing Communication (‘Responsible Communication. Past, Present, Future’), Hosted by: University of Salerno, Fisciano, Italy, April 11-12, 2013;
- Session Chair at the X Convegno Annuale della Società Italiana di Marketing (‘Smart life: dall’innovazione tecnologica al mercato’), Università degli Studi di Milano-Bicocca, Milano, October 3-4, 2013;



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- Session Chair at the XI Convegno Annuale della Società Italiana di Marketing (“Food marketing: mercati, filiere, sostenibilità e strategie di marca”), Università degli Studi di Modena e Reggio Emilia, Modena, September 18-19, 2014;
- Session Chair at the XII Convegno Annuale della Società Italiana di Marketing (“Il marketing al servizio delle città. Beni culturali e rivitalizzazione urbana”), Università degli Studi di Torino, Torino, October 22-23, 2015;
- Session Chair at the XXV Convegno Annuale di Sinergie (‘L’innovazione per la competitività delle imprese’), Università Politecnica delle Marche, Ancona, October 24-25, 2013;
- Session Chair at the XXVII Convegno Annuale di Sinergie (“Heritage, management e impresa: quali sinergie?”), Università del Molise, Termoli, July 9-10, 2015.
- Session Chair at the XXVIII Convegno Annuale di Sinergie (“MANAGEMENT IN A DIGITAL WORLD: DECISIONS, PRODUCTION, COMMUNICATION”), Università di Udine, Udine, June 9-10, 2016.
- Session Chair at the XVI SIM Conference (“Marketing 4.0. Le sfide della multicanalità”), Università Cattolica del Sacro Cuore, Piacenza, October 24-25, 2019.
- Session Chair at the Sinergie-SIMA Management Conference, “Grand challenges: companies and universities working for a better society”, 7-8 September 2020 University of Pisa - Scuola Superiore Sant’Anna, ONLINE CONFERENCE.
- Session Chair at the XVII SIM Conference (Convegno Annuale della Società Italiana Marketing), “Il Marketing per una società migliore”, LIUC - Università Cattaneo di Castellanza, Varese, 28 - 30 Ottobre 2020, ONLINE CONFERENCE.

### **Best paper awards**

*Best Working Paper Award: Cuomo, M. T., Siano, A., Metallo, G., Tortora, D., Voltero, A. (2013), ‘Light green or green washing: when communication is really green?’, working Paper, competitive Paper, 18th International Conference on*



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*Corporate and Marketing Communications*, University of Salerno, Fisciano, Italy, April 11-12, 2013. ISBN: 9788890687365.

*Best Paper Award*: Siano, A., Conte, F., Amabile, S., Vollero, A., Piciocchi, P., (2016), 'Valutare e migliorare la comunicazione digitale per la sostenibilità: un modello operativo per i siti web', *XXVIII Convegno Annuale di Sinergie* ("MANAGEMENT IN A DIGITAL WORLD: DECISIONS, PRODUCTION, COMMUNICATION"), Università di Udine, Udine, June 9-10, 2016.

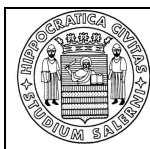
*Best Paper Award*: Vollero, A., Dalli, D., Siano, A. (2016), 'Brand negotiation and brand management. An actor-network theory perspective', *Mercati e Competitività*, Special Issue "Branding in the digital era" n. 4, pp. 23-41. DOI: 10.3280/MC2016-004003. ISSN 1826-7386.

*Best Selected Paper della sezione tematica "Sustainable Marketing"*: Coppola, C., Vollero, A., Siano, A. (2019), 'Oltre la sostenibilità: un'indagine sul consumer upcycling', *XVI SIM Conference. Marketing 4.0: le sfide della multicanalità*, Università di Piacenza, Piacenza, October 24–25 ottobre. ISBN 978-88-943918-3-1.

### **Certificate of achievement**

The paper titled "Corporate social responsibility information and involvement strategies in controversial industries" (2019) was reported by Wiley as a paper published in the academic journal "Corporate Social Responsibility and Environmental Management" among the top 10% most downloaded papers.

Among work published between January 2018 and December 2019, this paper received some of the most downloads in the 12 months following online publication. This research generated immediate impact and helped to raise the visibility of "Corporate Social Responsibility and Environmental Management".

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**PERSONAL DETAILS****Office Address****EDUCATIONAL QUALIFICATION**

1984 Master of Arts in Economics and Management (with a first-class honours degree),  
University of Salerno, Italy.

**ACADEMIC CAREER**

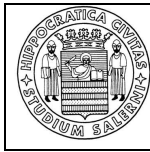
2001 Full Professor and Chair of Marketing and of Corporate Communication and Brand  
Management, Department of Political Social and Communication Sciences, Uni-  
versity of Salerno (Italy).

1999 Associate Professor of Marketing, Department of Communication Sciences, Uni-  
versity of Salerno (Italy).

1991 Researcher and Lecturer in Management, Department of Management Science,  
University of Rome "La Sapienza" (Italy).

**TEACHING**





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**Teaching subjects:**

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- Marketing;
- Retail Marketing;
- E-Commerce;
- Integrated Marketing Communications;
- Web Marketing;
- E-Marketing;
- Communication Management;
- Corporate Communication and Brand management;
- Advertising;
- Arts and Heritage Management;
- Arts and Heritage Marketing;
- Museum Marketing.

**Places teaching:**

- University of Roma "La Sapienza";
- University of Salerno;
- Link Campus University of Malta (Roma);
- Accademia della Moda - Institute of Universal Art and Design (Napoli).

**ACADEMIC PUBLICATIONS**

**Papers in international journals**

Siano, A. and Siglioccolo, M. (2008), 'Cultural Goods and Place Reputation: A Cross-analysis on Italian Museums', *The International Journal of Knowledge, Culture and Change Management*, Vol. 8, Issue 9, pp.1-12. ISSN: 1447-9524.