

Cecilia Pasquinelli

Curriculum Vitae

Titoli accademici

2021

Professore Associato in Economia e Gestione delle Imprese, Dipartimento di Studi Aziendali e Quantitativi, Università degli Studi di Napoli Parthenope

2018

Ricercatore a Tempo Determinato di tipo B (RTD-B), S.S.D. SECS-P/08, Dipartimento di Studi Aziendali e Quantitativi, Università degli Studi di Napoli "Parthenope"

2017

Abilitazione Scientifica Nazionale, S.C. 13/B2 – Economia e Gestione delle Imprese, II Fascia, dal 26.07.2017 al 26.07.2023

2014

Assegno di ricerca (postdoc), Gran Sasso Science Institute (2014-2018)

2012

Ricercatore postdoc (2012-2014), Department of Social and Economic Geography/CIND - Centre for Research on Innovation and Industrial Dynamics, Uppsala University (Svezia)

2012

Ph.D. *Management, Competitiveness and Development*, Istituto di Management, Scuola Superiore di Studi Universitari e di Perfezionamento Sant'Anna, Pisa

Titoli non accademici

2008

MA *Local and Regional Development*, CURDS, Newcastle University (Newcastle upon Tyne, UK)

2007

Laurea specialistica in *Sviluppo e Gestione Sostenibile del Territorio*, Facoltà di Economia, Università di Pisa

2005

Laurea triennale in *Economia e Commercio*, Economia, Università di Pisa

Attività didattica in atenei nazionali

a.a. 2022/2023 (126 ore)

- Metodologie qualitative per la ricerca (PhD in Imprenditorialità e Innovazione), Università di Napoli Parthenope
- Brand management (laurea magistrale), Università di Napoli Parthenope
- Destination management (laurea triennale), Università di Napoli Parthenope

a.a. 2021/2022 (156 ore)

- Brand management (laurea magistrale), Università di Napoli Parthenope
- Destination management (laurea triennale), Università di Napoli Parthenope
- Hospitality management: sustainability, customer experience and employee wellbeing, Master in International Tourism and Hospitality, IULM
- Metodologie qualitative per la ricerca, PhD in Imprenditorialità e Innovazione, Università degli Napoli Parthenope
- Turismo sostenibile: modelli e casi di studio, Master in Tourism & Hospitality Management, Università di Napoli Parthenope

a.a. 2020/2021 (162 ore)

- Governance dei sistemi portuali (laurea magistrale), Università di Napoli Parthenope
- Brand management (laurea magistrale), Università di Napoli Parthenope
- Destination management (laurea triennale), Università di Napoli Parthenope
- Hospitality management: sustainability, digitalization, ethics and wellbeing, Master in International Tourism and Hospitality, IULM
- Metodologie qualitative per la ricerca, PhD in Imprenditorialità e Innovazione, Università degli Napoli Parthenope
- Turismo sostenibile: modelli e casi di studio, Master in Tourism & Hospitality Management, Università di Napoli Parthenope

a.a. 2019/2020 (140 ore)

- Governance dei sistemi portuali (laurea magistrale), Università di Napoli Parthenope
- Brand management (laurea magistrale), Università di Napoli Parthenope
- Destination management (laurea triennale), Università di Napoli Parthenope
- Turismo sostenibile: modelli e casi di studio, Master in Tourism & Hospitality Management, Università di Napoli Parthenope

a.a. 2018-2019 (48 ore)

- Governance dei sistemi portuali (laurea magistrale), Università di Napoli Parthenope
- Research Papers: from Design to Publication, PhD in Urban Studies and Regional Science, Gran Sasso Science Institute

a.a. 2017-2018 (3 ore)

- Developing research questions: Firsthand experience and tips to get through a research project, PhD in Management Innovation, Sustainability and Healthcare, Istituto di Management, Scuola Sant'Anna

a.a. 2016-2017 (16 ore)

- Sviluppo della destinazione turistica, corso Management of Tourist Products, Master in Tourism Management, LUISS Business School
- Place branding, musei e turismo culturale, Corso di Perfezionamento in Economia e Gestione dei Beni Museali e Culturali, Università di Firenze
- Contemporary Cities: Theories and Perspectives, modulo su competitività territoriale, global networks, cultural and creative economy, place branding, PhD in Urban Studies and Regional Science, Gran Sasso Science Institute

a.a. 2015-2016 (8 ore)

- Place marketing for smart cities: attracting high tech investments e Branding the Smart City, corso nel Master in *Digital Life & Smart Living (SMART)*, TELECOM, Istituto di Management, Scuola Sant'Anna

a.a. 2014-2015 (8 ore)

- Place marketing for smart cities: attracting high tech investments e Branding the Smart City, corso nel Master in *Smart Cities, Smart Solutions*, TELECOM, Istituto di Management, Scuola Sant'Anna

a.a. 2013-2014 (2 ore)

- City branding and cultural institutions nel Corso di Perfezionamento in Economia e Gestione dei Beni Museali e Culturali, Università di Firenze

a.a. 2012-2013 (10 ore)

- Place marketing for smart cities: attracting high tech investments e Branding the Smart City", Master in Smart Cities, Smart Solutions, TELECOM, Institute of Management, Scuola Sant'Anna
- Regional Development Policies (PhD), Scuola Sant'Anna

Attività didattica in atenei internazionali

a.a. 2022/2023 (8 ore)

- Sustainability marketing and urban destinations (PhD in Tourism and Leisure), University Rovira i Virgili, Spagna
- Methodologies for explorative research (PhD in Tourism and Leisure), University Rovira i Virgili, Spagna

a.a. 2021/2022 *(21 ore)*

- Luxury marketing e Made in Italy (Master), La Rochelle Business School, Francia

a.a. 2020/2021 *(15 ore)*

- Luxury marketing e Made in Italy (MSc), La Rochelle Business School, Francia

a.a. 2019/2020 *(25 ore)*

- Luxury marketing e Made in Italy (MSc e BSc), La Rochelle Business School, Francia

a.a. 2013-2014 *(35 ore)*

- Destination branding nel corso Tourism and Hospitality Marketing Management (MSc), Stockholm University, Svezia
- Location and Transnational Companies, FDI market, place branding nel corso di Economic Geography (BA), Uppsala University, Svezia
- Country branding nel corso di The Changing Geography of Sweden: Patterns, Processes and Policies (MA), Uppsala University, Svezia
- Local milieu and industrial competitiveness nel corso di Economic Geography (MA), Uppsala University, Svezia
- Innovation brands and branding. Fostering, creating and nurturing knowledge-intensive regions and cities (MA), Karlstad University, Svezia
- City Branding, nel corso Cities and the urban in a globalized world (MA), Uppsala University, Svezia
- Place brands and branding, PhD in Geography – Economic Geography, Uppsala University, Svezia

a.a. 2012-2013 *(23 ore)*

- Location and Transnational Companies, FDI market, place branding nel corso di Economic Geography (BA), Uppsala University, Svezia
- The Economic Geography of Brand Associations nell'ambito del Swedish National Course in Economic Geography, PhD in Geography, Uppsala University, Svezia
- Place marketing e place branding nei corsi di economic geography (BA, MA), Uppsala University, Svezia

Altre attività accademiche e didattiche

- Dall'a.a. 2023/2024 Membro del Collegio dei Docenti del Dottorato in Imprenditorialità e Innovazione (ciclo XXXIX), Università di Napoli Parthenope e Università della Campania Luigi Vanvitelli
- Dall'a.a. 2022/2023 Membro della Commissione di valutazione finale delle tesi di dottorato in Imprenditorialità e Innovazione, Università Parthenope e Università Vanvitelli
- Dall'a.a. 2022-2023: Referente di Ateneo per l'accordo Erasmus con Deusto University (Spagna) per il corso di Management delle Imprese Turistiche
- a.a. 2021-2022 Membro della Commissione del Master in International Tourism and Hospitality XVIII Edizione, IULM, per l'assegnazione di 6 premi di studio erogati da Dorchester Collection Academy e Hotel Principe di Savoia
- Dall'a.a. 2021-2022 Membro della Commissione di valutazione delle domande di studenti stranieri per i corsi di laurea triennale in Economia Aziendale e di laurea magistrale in Marketing e Management Internazionale
- Dal a.a.2020/2021 Membro della Commissione del Master in Hospitality Management, DISAQ, Università di Napoli Parthenope
- Dall'a.a. 2020/2021 Membro delle commissioni di lauree triennali e magistrali della Scuola di Giurisprudenza e Economia, Università di Napoli Parthenope
- Dall'a.a. 2021-22 Membro del Gruppo Qualità del corso di laurea triennale in Management delle Imprese Turistiche, Università degli Studi di Napoli Parthenope
- Dall'a.a. 2021-2022 Referente di Ateneo per l'accordo Erasmus con la Poznan University of Economics and Business (Polonia)
- a.a. 2021-2022: Realizzazione del MOOC Imprenditorialità 4.0, modulo *Idea Generation – Fare ricorso a uno Sparring Partner*, Università di Napoli Parthenope
- a.a. 2021-2022 Incarico di docenza di 12 ore (*Made in Italy & Country of origin effect. Sfide gestionali dei brand della moda e del lusso; Distretti industriali ecosostenibili. Sostenibilità e Made in Italy: sfide e opportunità gestionali nel sistema moda*), nell'ambito del Corso tecnico superiore esperto in Scienze e cultura tecnica delle pelli e dei nuovi materiali, ITS Moda Campania, Solofra
- a.a. 2020-2021: seminario su Place branding e città creative nell'ambito della Laurea Magistrale in Economia dell'Ambiente, Università degli Studi di Torino
- a.a. 2020-2021: Incarico di docenza di 4 ore (*Made in Italy & Country of origin effect. Sfide gestionali dei brand della moda e del lusso*) nell'ambito del Corso tecnico superiore esperto in Scienze e cultura tecnica delle pelli e dei nuovi materiali, ITS Moda Campania, Solofra

- a.a. 2019-2020: seminario su Destination management e turismo post-covid nell'ambito della Laurea Magistrale in Tourism Economics and Management, Università di Bologna
- a.a. 2019-2020 Incarico di docenza di 4 ore (Made in Italy & Innovazione. Sfide gestionali dei brand del lusso) nell'ambito del Corso tecnico superiore esperto in Scienze e cultura tecnica delle pelli e dei nuovi materiali, ITS Moda Campania, Solofra
- a.a. 2019-2020: "Overtourism: Riflessioni sul futuro del destination management", Seminario Coastal & Cruise Tourism: evidenze da studi accademici e riflessioni post-pandemia covid-19 (1 CFU Corso di Economia del Mare)
- a.a. 2020-2021: Conclusioni, seminario Ascolto del cliente e brand equity, DISAQ, Università di Napoli Parthenope
- dall'a.a. 2019-2020: Membro del Consiglio di Corso di Laurea Magistrale in Marketing e Management Internazionale

Attività editoriali, referaggio e comitati scientifici

dal 2016 ad oggi

Associate Editor del *Journal of Place Management and Development* (Scopus), Emerald

dal 2020 ad oggi

Membro dell'editorial board di *Acta Geographica Slovenica*, Anton Melik Geographical Institute, Lubiana

dal 2020 ad oggi

Membro del Comitato scientifico-editoriale della collana di Scienze Sociali Applicate, Libreria Universitaria

dal 2022 ad oggi

Membro del comitato scientifico dell'IPBA Conference, International Place Branding Association

dal 2022 ad oggi

Membro dell'advisory board "Destination" per BTO-Be Travel Onlife, Firenze

2021

Valutatore di progetti di ricerca sul turismo sostenibile per finanziamento nazionale della Swiss National Science Foundation (Svizzera)

2015, 2017, 2020

Membro del comitato scientifico dell'HTHIC The Heritage, Tourism and Hospitality International Conference

2017

Valutatore di progetti di ricerca per lo Smart Loire Valley Programme, Le Studium (Francia)

Dal 2011

Attività di referaggio per riviste scientifiche nazionali e internazionali tra cui: *Journal of Sustainable Tourism, Marketing Theory, Journal of Hospitality Marketing & Management, Cities, Environment, Development and Sustainability, GeoJournal, Journal of Place Management and Development, Journal of Economic Geography, Journal of Place Branding and Public Diplomacy, Local Economy, European Planning Studies, International Journal of Technology Management, Transactions, Urban Studies, Brazilian Journal of Marketing, Sinergie, Italian Journal of Management, European Journal of Tourism Research, Journal of Innovation Economics & Management, Tourism Review, Regional Studies.*

Collaborazioni accademiche e visiting

2019

Visiting researcher presso La Rochelle Business School/Brand Luxury Lab, Excelia Group (Francia)

2015-2017

Collaborazione con Uppsala University e Stockholm University per l'organizzazione del workshop annuale *European Colloquium on Culture, Creativity & Economy* nell'ambito del progetto "Culture, Creative industries, Curation, Intermediaries" finanziato dallo Swedish Research Council (Vetenskapsrådet).

2014

Contratto di collaborazione presso l'Istituto di Management, Scuola Sant'Anna, supporto alla ricerca per uno studio di caso di marketing territoriale con focus sui settori alta formazione e ricerca scientifica; tecnologie avanzate applicate ai beni culturali e città sostenibile; ICT ed industria creativa; energie rinnovabili

2011

Visiting PhD presso il Centre for Urban and Regional Development Studies, Newcastle University (UK)

2007-2011

Assistente di ricerca, Istituto di Management, Scuola Superiore Sant'Anna, Pisa

Partecipazione a attività di gruppi di ricerca e progetti

2022

- Gruppo di lavoro per l'elaborazione del Piano Strategico Nazionale del Turismo 2023-2027, Ministero del Turismo
- Progettazione "Ecosistema dell'innovazione culturale e creativa – Campania" (MUR), Università degli Studi di Napoli Parthenope

2021

Technology-driven innovation: Exploiting ICT tools for digital engagement, smart experiences and sustainability in tourism destinations, *Osservatorio dei Sistemi Locali di Innovazione*, SLIOB-DISAQ, University of Naples Parthenope.

2018

Progettazione DISCE Developing Inclusive and Sustainable Creative Economies (finanziato su bando H2020), Gran Sasso Science Institute

2015-2017

Strategie di sviluppo locale nelle aree interne italiane, Strategia Nazionale Aree Interne, protocollo di intesa con il Comitato Tecnico per le Aree Interne, Presidenza del Consiglio dei Ministri, Gran Sasso Science Institute

2014

Progettazione *Intermediaries and curation in the creative economy* finanziato dal Vetenskapsrådet/Swedish Research Council, CIND - Centre for Research on Innovation and Industrial Dynamics, Uppsala University

2014

City marketing and FDI promotion, realizzazione del progetto di ricerca sulle strategie di marketing per l'attrazione degli FDI in settori tecnologici per il patrimonio culturale, smart city e sostenibilità, ICT e industrie creative, energie rinnovabili, alta formazione, Istituto di Management, Scuola Sant'Anna (finanziamento del Comune di Firenze)

2011

Politiche di innovazione e sviluppo locale – Analisi di scenario, Scuola Sant'Anna (finanziato dal Comune di Rosignano)

2007

Knowledge-driven innovation nelle aree rurali, Scuola Sant'Anna (finanziato dalla Provincia di Grosseto)

2007

Innovazione nei settori del legno e mobilio nella Provincia di Pisa, Scuola Sant'Anna (finanziato da IRPET)

Organizzazione di conferenze, convegni e workshop

- Organizzazione della special session “Marketing for better cities: Setting the agenda for responsible, inclusive, smart and equitable place marketing”, conferenza annuale dell’Academy of Marketing Science 2023
- Organizzazione e moderatore del panel “Virtual traveling to destinations: Boom or bust?”,

BTO2022, Firenze

- Organizzazione del 7th European Colloquium on Culture, Creativity & Economy, Stockholm, 5-6 ottobre 2018
- Organizzazione workshop su "Turismo nelle Aree Interne", Gran Sasso Science Institute
- dal 31-05-2016 al 01-06-2016
- Organizzazione del 5th European Colloquium on Culture, Creativity & Economy, Siviglia, 6-8 ottobre 2016
- Organizzazione del 4th European Colloquium on Culture, Creativity & Economy, Firenze, ottobre 2015
- Organizzazione del workshop internazionale "Integrating city tourism(s) in the urban research agenda", GSSI, L'Aquila, giugno 2015
- Organizzazione della sessione speciale "Urban Tourism(s): Disentangling the Urban Character of City Tourism", Annual Conference Regional Studies Association, Piacenza, 25-27 maggio 2015
- Organizzazione del 3rd European Colloquium on Culture, Creativity & Economy, Amsterdam, ottobre 2014
- Organizzazione del Kulturgeografiska institutionen symposium, Campus Gotland, Uppsala University, novembre 2013
- Organizzazione del 2nd European Colloquium on Culture, Creativity and Economy, Berlino, ottobre 2013
- Convener - Gateway Creativity, Identities and Branding, Annual European Conference Regional Studies Association, maggio 2013
- Organizzazione del workshop Regional economic development and Innovation in Tuscany: theory and practice, per gli studenti dell'Hannover University, Germania presso la Scuola Sant'Anna, agosto 2012

Partecipazione a convegni nazionali

2023

- SIMA-Sinergie Annual Conference (Monteverde, G., Pasquinelli, C., Rovai, S., Runfola, A. Personal branding in female entrepreneurship: exploring narrative devices in the fashion industry)

2021

- SIMA-Sinergie Annual conference (Calza, F., Trunfio, M., Pasquinelli, C., Sorrentino, A., Campana, S., Rossi, S. (2021). ICTs tools combining smart experiences and digital engagement to enhance sustainability: A practice-led insight into tourism destinations

2019

- SIMA-Sinergie Annual conference (Trunfio, M., Pasquinelli, C., Boosting sustainable

development in 'overtouristified' cities through smart technologies)

2017

- SIMA-Sinergie Annual Conference (Bellini, n., Pasquinelli, C., Piat, R., Innovative entrepreneurship and value co-creation in the management of rural tourism: an exploratory study of harvest tourism in France (co-author with C. Pasquinelli and R. Piat)

2015

- Conferenza annuale Associazione Italiana di Scienze Regionali. Paper presentato: Internazionalizzazione accademica e sviluppo locale: il caso del campus fiorentino di Tongji University (presentato da Nicola Bellini, co-autore del lavoro).

2014

- Conferenza annuale Associazione Italiana di Scienze Regionali. Paper presentato: Production, Consumption and Circulation of "Smart City" Images: the Relationship between Firms and City Branding in the Smart Specialisation Perspective.

2013

- X Workshop c.MET05 Governance del territorio: sviluppo industriale sostenibile, politiche per l'innovazione e internazionalizzazione, Florence, luglio 18-19, 2013. Paper presentato: Branding the Innovation Place: Is the Soft Infrastructure of innovation "manageable"? (co-autore Nicola Bellini)

2011

- AISRe Annual Conference in Turin, Italy. Paper presentato: Branding knowledge-intensive Regions. A comparative study of Pisa and Oulu high tech brands (co-autore Jukka Teräs)

Partecipazione a convegni internazionali

2023

- 2023 Academy of Marketing Science Annual conference, panel on "Marketing for better cities: Setting the agenda for responsible, inclusive, smart and equitable place marketing", speech on the intersections between the sustainable destination and place brand research agendas.
- 2023 Global Marketing Conference (Rovai, S., Pasquinelli, C., Teh, C., Consumer responses to AI applications in omnichannel luxury retailing: an explorative study. Track: Digital Consumer Behavior in the Age of Tech Transformation)

2022

- International Place Branding Association Conference (Pasquinelli, C., Exploring the Nation brand and the Cultural organisation brand relationship. The case of Italy and Treccani)
- 38th Annual IMP Conference (Rovai, S., Pasquinelli, C., Passion-driven Entrepreneurship: Framing "passion" in the sustainable luxury fashion industry)

2021

- Keynote speaker, International Place Branding Association Conference (in programma: 8-10 dicembre 2021, Pompeu Fabra's Jose Fernandez Cavia, Barcelona)
- Academy of Marketing Annual Conference (Pasquinelli, C., Punziano, G., Trunfio, M., Del Chiappa, G. (2021) Framing the digital tourist experience: Airbnb Online Experiences in an unprecedented time)
- Regional Studies Association (Bellini, N., Pasquinelli, C., Trunfio, M., Rossi, S., From overtourism to sustainable new normality? Challenges and opportunities in the rebranding of urban destinations)

2020

- TTRA European Chapter Conference (Pasquinelli, C., Trunfio, M., Rossi, S., Gastronomy retailing across international cities: Originated, Standardized and Localised Authenticity. The case of Eataly)

2019

- Workshop "Touristification Impossible: Tourism development, over-tourism and anti-tourism sentiments in context", University of Leicester (online)
- Global Fashion Management Conference "Fashion, Culture and Design Management in Sustainable Environment (Rovai, S., Pasquinelli, C., The "Made in Florence" impact on the luxury brand identity)

2018

- Global Marketing Conference Tokyo. Paper: From the old to the new luxury and fashion capitals: concept stores evolution in the urban brandscape (co-autrice prof. Serena Rovai, La Rochelle Business School), luglio 2018

2017

- Keynote speaker, Tourism research conference "Sustainable city tourism" at Sodertorn University, Stockholm
- Panelist su invito di Nordregio (Svezia) alla tavola rotonda su "Nordic regions, innovation and resilience" alla NoRSA conference "Regions in Transition", Karlstad University, Svezia dal 09-03-2017 al 10-03-2017
- Panelist on "Knowledge City: A strategy of local economic development" at the National Geographic Science Festival, Rome, 13 maggio 2017

2016

- ICOT New Challenges and Boundaries in Tourism: Policies, Innovations and Strategies. Presented paper: Dark, Reconstruction and Restored Heritage: Models of Cultural Heritage and Tourism Management in Post disaster Contexts, Napoli
- SMARTER Conference on Smart Specialisation and Territorial Development, Changing Patterns of Territorial Policy: Smart Specialisation & Innovation in Europe, Siviglia. Paper: Is regional tourism development an arena for smart specialisation? Towards a classification

of tourism innovation models in Europe

- Panelist in the session "A spatial perspective on valuation, value creation and appropriation", and chair of the session "What's the point? Summing up five years of CCE colloquiums", 5th European Colloquium on Culture, Creativity and Economy, Siviglia

2015

- Heritage Tourism and Hospitality International Conference, Amsterdam, 26-27 novembre 2015. Paper: Between Heritage and Urban (Re)construction: cultural tourism niches in post-disaster contexts
- 2nd Gastronomy and Local Development Conference, La Rochelle Tourism Management Institute, 5-6 Novembre 2015. Paper presentato: Eataly's food experience joining Florence scene: towards an urban 'pole of taste and lifestyle'?
- Regional Studies Association European Conference 2015, Piacenza, 24-27 maggio 2015. Paper presentato: Urban Tourism(s): Is There a Case for a Paradigm Shift?
- 3rd Place Branding and Management Conference, Poland, 5-8 maggio 2015. Paper presentato: Urban Brandscape as Value Ecosystem: the cultural destination strategy of fashion brands (co-autore: Nicola Bellini). 2015 Best Paper Prize from the Journal of Place Branding and Public Diplomacy
- 2015 EFMD Higher Education Research Conference, Oxford (giugno 2015). Paper presentato: Networking the Lily and the Magnolia: A Chinese way to Transnational Higher Education (presentato da Nicola Bellini, co-autore del lavoro; autori: Nicola Bellini, Cecilia Pasquinelli, Serena Rovai, Simone Tani)

2014

- Summer Marketing Educators' Conference, American Marketing Association, San Francisco, 1-3 agosto 2014. Paper presentato: Place Branding. Are We Wasting Our Time?
- Regional Studies Association European Conference 2014, Izmir, Turchia 15-18 giugno 2014. Paper presentato: Destruction or Construction? Investigating the Social Change Power of Counter-Branding in the Context of Mega-Events (co-autore: Antonella Maiello).

2013

- Regional Studies Association European Conference Shape and be Shaped: The Future Dynamics of Regional Development, 5-8 maggio, Tampere (Finlandia). Paper presentato: The Economic Geography of Brand Associations: An exploration of product-place alliances
- 3rd International Place Branding and 2nd Institute of Place Management Conference 'The Business of Place: Critical, Practical and Pragmatic Perspectives', Manchester, 15 febbraio 2013. Paper: The pursuit of distinctiveness. Can all places be distinctive?
- Guest speaker at the meeting for the East_Inno_Transfer EU project, Brasov County Council, Romania. Paper presentato: (Innovation) Brands and Branding. Fostering,

Creating and Nurturing Knowledge-intensive regions and cities.

- Chair della sessione ‘Creative Entrepreneurship and Regional Development’, 2013
Regional Studies Association European Conference
- Panelist “Conceptualizing Value Making Processes: Production and Consumption”, 2nd
European Colloquium on Culture, Creativity and Economy, Berlin, ottobre 2013

2012

- Panelist “The Regional Dimension of Innovation, Branding and Value Creation”, 1st
European Colloquium on Culture, Creativity & Economy, Uppsala University
- China Symposium 2012: Chinese mega-cities, in Stockholm, Sweden. Paper presentato:
The pursuit of distinctiveness. Can all places be distinctive?

2011

- Regional Studies Association Annual Conference in Newcastle upon Tyne, UK. Paper
presentato: Competition, Cooperation, Co-opetition. A conceptualization of the Network
brand.

2010

- Regional Studies Association Annual Conference in Pécs, Hungary. Paper presentato: The
Role of Branding in Fostering, Creating and Nurturing Knowledge-intensive Regions (co-
autore Jukka Teräs)

2009

- 5th International Colloquium of the Academy of Marketing’s Brand, Corporate Identity and
Reputation Special Interest Group in Cambridge, UK. Paper: Place Branding and
Cooperation. Can a network of places be a Brand?
- Regional Studies Association Annual Conference in Leuven, Belgium. Paper presentato:
Place Branding for Endogenous Development. The Case study of Tuscany and the
Arnovalley Brand

2008

- International Conference Marketing Cities: Place Branding in Perspective, Berlin, Germany.
Paper presentato: *The Political Economy of Regional Images. The case of Tuscany* (co-
autore Bellini, N., Loffredo A.)

Riconoscimenti, premi e affiliazioni

- Affiliate professor Istituto di Management, Scuola Sant’Anna (dal 2023)
- Affiliate researcher Istituto di Management, Scuola Sant’Anna (dal 2020)
- Senior Fellow at Manchester Metropolitan University, Institute of Place Management (dal
2017)

- Membro del progetto *100esperte* (www.100esperte.it), Osservatorio di Pavia, Gi.U.Li.A, Fondazione Bracco
- Membro del panel di esperti del Place Brand Observer
- Best Paper Prize Palgrave Macmillan/Place Branding and Public Diplomacy, 2015
- Professor John Burgess Goddard MA Dissertation Prize, 2008

Attività di orientamento e trasferimento tecnologico

- a.a. 2021-2022: attività di orientamento presso le scuole secondarie superiori, lezione di Strategie e gestione delle imprese nell'ambito del progetto PCTO - Percorsi per le Competenze Trasversali e per l'Orientamento, Imprenditorial-mente: dall'idea alla creazione di impresa, Progetto realizzato dal CdS di I Livello in Economia Aziendale, Dipartimento di Studi Aziendali e Quantitativi
- a.a. 2020-2021: attività di orientamento presso le scuole secondarie superiori, lezione di Strategie e gestione delle imprese nell'ambito del progetto PCTO - Percorsi per le Competenze Trasversali e per l'Orientamento, Imprenditorial-mente: dall'idea alla creazione di impresa, Progetto realizzato dal CdS di I Livello in Economia Aziendale, Dipartimento di Studi Aziendali e Quantitativi
- Mentor per l'impresa TPSystems (Touristic Platform Systems, www.tpsystems.it) nell'ambito del Knowtrack, l'acceleratore per lo sviluppo di modelli di business innovativi presso il Dipartimento di Studi Aziendali e Quantitativi, Università degli Studi di Napoli Parthenope
- 2016-2018: attività di startup del Knowledge Transfer Office e Placement del Gran Sasso Science Institute, organizzazione della partecipazione istituzionale a job fair e alla JOTTO Fair, redazione Erasmus Charter for Higher Education 2014-2020 (awarded)

Altre esperienze professionali

2012

Senior Consultant Investimenti diretti esteri e place marketing, OCO Global Ltd. (Parigi, Francia)

2010

Business Analyst (intern), OCO Global Ltd. (Parigi, Francia)

2009

Consulente in sviluppo urbano/valutazione fattibilità e impatto socio-economico di progetti di rigenerazione urbana e piani integrati di sviluppo urbano sostenibile, MUSA s.r.l./Epsus (Firenze, Italia)

2006

Intern al liason office UPI-Tecla, Bruxelles, Belgio

Elenco delle pubblicazioni

Articoli in riviste in Fascia A Anvur (SECS-P/08)

Pasquinelli, C., Rovai, S., Bellini, N. (2023). Linking place brands and regional innovation: Sustainable business strategies leveraging heritage, doi.org/10.1080/00343404.2023.2187046.

Pasquinelli, C. Trunfio, M., Punziano, G., Del Chiappa, G. (2023). Online tourism experiences: Exploring digital and human dimensions in in-remote destination visits. *Journal of Hospitality Marketing & Management*, 32(3), 385-409.

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