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EDUCATION

2012-2014, University of Udine, Ph.D. in Business Studies
2006-2009, University of Udine, Master's degree in Business Administration
2003-2006, University of Udine, Degree in Business Administration

ACADEMIC POSITION

2024-present, University of Bologna, Associate Professor of Marketing, Department of Management
2021-2024, University of Bologna, Senior Assistant Professor (RTD-B), Department of Management
2020-2021, University of Bologna, Junior Assistant Professor (RTD-A), Department of Management
2019-2020, University of Bologna, Research Fellow, Department of Management
2016-2018, University of Pisa, Junior Assistant Professor, Department of Economics and Management
2015, University of Pisa, Research Fellow, Department of Economics and Management

PROFESSIONAL EXPERIENCE

2009 – 2011 Coworking manager at Coworking Space Udine

TEACHING EXPERIENCE

University of Bologna

2019 - present
Marketing
Marketing Models
Value Pricing Lab
International Marketing in Tourism

Bologna Business School

2020 - present
Digital Interactive Marketing
Digital Marketing
Crash course in Statistics

University of Pisa

2016-2018
Marketing Relazionale e Social Media Marketing
Social Media Marketing

AWARDS AND RECOGNITIONS

2024 CSR Communication Conference (Bath)

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- Runner Up: Best Conference Paper Award for the paper “Understanding the Effectiveness of Multimodal Sustainable Messages on Consumer Social Media Behaviour”
 - 2023 Italian Journal of Marketing
Reviewer of the Year 2023
 - 2023 SIM Conference 2022
Best paper session “Marketing Cases” for the case study “Strategie di rebranding: il caso Victoria’s Secret”
 - 2022 Master in Marketing Management - University of Pisa
Best Teacher
 - 2017 SIM Conference 2017
Best paper session “Internet & Digital Marketing” for the paper “*Consumers like and follow on social media. Do they actually impact sales.*”
 - 2016 University of Udine
PhD Award UniUD 2016 for the best PhD Dissertation in the economic-law category defended in 2015 at University of Udine
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PARTICIPATION AS INVITED SPEAKER

- 2023, Budapest University of Technology
CSR communication on social media - Intensive Seminar Programme
- 2023, University of Trieste
Keynote Speech “Getting Started with Text Analysis” - MiC Management International Conference
- 2023 – 2024, Scuola SIM SIMA
Invited lecture: “How to Peer Review a Quantitative paper”
- 2023, Friuli Innovazione (Udine)
Invited speech during seminar for entrepreneurs “Impatto Creativo”
- 2021, University of Trieste
Research seminar: “Text Analysis”
- 2019, University of Udine
Invited speech “Comunicazione della CSR nell’era digitale” during Responsabilità e sostenibilità delle aziende in Italia – Presentazione Rapporto Osservatorio Socialis -
- 2018, University of Pisa
Invited speech “Marketing Digitale” - SAMSUNG Innovation Camp
Invited speech, Welcome Italia Pisa
“Marketing Relazionale e vendite: dalla teoria alla pratica” – training session
- 2016, Udine
Invited speech “Benefit Corporations: un’altra impresa è possibile” – CSR Day Animaimpresa
- 2014, Copenhagen Business School
World Cafè Session on research dissemination and social media - Intercultural Communication Management
Department Summer Retreat
- 2014, Venezia
Invited speech “Social Media e Sostenibilità: due leve strategiche per le catene alberghiere” – Convegno AIRA Veneto, Venezia, Baglioni Hotel

2014, Udine

Invited speech “Comunicazione della CSR: nuovi approcci e strategie” - Convegno RSI: nuovi cittadini, nuove imprese e nuovi modelli di sviluppo (Regione FVG, Ministero dello Sviluppo Economico e Punto di Contatto Nazionale RSI)

INSTITUTIONAL ACTIVITIES

2022 – ongoing, Open Science Delegate for the Department of Management (University of Bologna)

2022 - ongoing, Member of the Departmental Communication Committee

2023 – ongoing, referee for Erasmus+ agreements: Fachhochschule Kärnten, Esic Business and Marketing School, Université Paris 1 - Panthéon Sorbonne

2020 – 2022, Member Selection Committee CdL Service Management – Campus di Rimini

2020 – 2022, Member Committee for the attribution of Grants to students CdL Service Management – Campus di Rimini

2022 – ongoing, Selection Committee of Master in Comunicazione e Marketing dello Sport, Dipartimento delle Arti, University of Bologna

2021 – ongoing, Selection Committee of Masters in Marketing Management, Master in Digital Marketing and Communication, Master in Business Management, Master in Gestione d’Impresa

2023 - ongoing Member of the board of Italian Marketing Association (Società Italiana Marketing)

ADDITIONAL INFORMATION

Participation in Journal Editorial Boards:

2021 – ongoing, Italian Journal of Marketing

2023 – ongoing, Management&Marketing Cases (MMC) Pearson

Organization of international scientific conferences:

2019, Organizer of the Workshop “Emerging trends in qualitative research. A focus on Social Media” (SIM affiliate conference) and co-editor of the Special Issue of *Mercati & Competitività* related to the conference (vol. 4/2018).