

Curriculum Vitae

ILENIA CONFENTE

CURRENT POSITION

2021-today: Associate Professor of Marketing & Supply Chain Management, University of Verona, Business Administration Department, Verona, Italy.

Previous position

2012-2021: Assistant Professor of Marketing & Supply Chain Management, University of Verona, Business Administration Department, Verona, Italy.

2011-2012 Post-doc position developing a research project focused on “Customer satisfaction Audit tool”.

HIGHER EDUCATION

- 2010 Ph.D in Business Administration, focused on the analysis and measurement offline and online consumers' interaction, University of Verona, Business Administration Department, Verona, Italy.
- 2007 Laurea (summa cum laude), Facoltà di Economia (Business School of Management), Università degli Studi di Verona, Italy.

MAIN RESEARCH TOPICS

The main research areas are focused on the following topics, Digital Marketing with a particular focus on Word of Mouth Marketing (primarily in the context of tourism and overall B2C contexts); sustainable consumer behaviour in different fields (primarily tourism and logistics but not limited to); circular supply chain management and consumers' perception of circular products; B2B customer value and loyalty; methodological research on Qualitative Comparative Analysis applied to different contexts; other research projects linked to marketing and logistics as reputational risk management, brand equity measurement and service management.

RESEARCH OVERVIEW

Ilenia Confente's research integrates two main research streams, marketing and logistics, both of them selected and integrated in their common goal to enhance customer value and finally loyalty. More recently, She focused on sustainable consumer behaviour from both marketing and logistics fields, in the attempt to include consumers' perception and active role in fostering sustainable behaviors and achieving circular economy loops. Such research has led to several publication in International Journals and Conferences such as Journal of Business Research, Journal of Travel Research, Industrial Marketing Management, International Journal of Physical Distribution and Logistics Management, International Journal of Logistics Management.

Another research topic is mainly focused on the business-to-consumer context and it aims at understanding and measuring the effect of Word of Mouth, and more generally of User Generated Content (UGC) in the social media context on firm's performance, such as brand equity, customer loyalty and satisfaction. Such research has led to several publication in International Journals and Conferences (International Journal of Tourism Research, Journal of Product and Brand Management, Journal of Brand Management).

INTERNATIONAL COLLABORATIONS:

- August-November 2010: visiting scholar at Department of Marketing at Robert Smith School of Business, (University of Maryland) -USA working with Prof. David Godes on the topic “offline and online Word of Mouth”.
- Since 2012: collaboration with Prof. Ayman Omar, American University (Washington - DC) (together with Prof. Ivan Russo) on the topic related to “Value drivers for intermediaries in the business to business context”.
- Since 2014: collaboration with Noelia Sanchez-Casado, ph.D (Universidad Politècnica de Cartagena-Spagna) (with Prof. Federico Brunetti) on the topic based on “Brand Pages on Social Media: relational benefits, brand equity and customer loyalty”.
- Since 2014: collaboration with Prof. Chad Autry (University of Tennessee) and David Gligor (University of Mississippi) on the topic related “Value drivers in Solidifying B2B Customer Loyalty” (along with Ivan Russo and Nicola Cobelli- University of Verona).
- Since 2014: collaboration with Prof. Martin Christopher (along with Prof. Barbara Gaudenzi- University of Verona) on the topic related to “Reputational risk management”.
- Since 2017: collaboration with Prof. Robert Frankel (University of North Florida) and Dr. Simone Peinkofer on the topic related to “Return policy leniency in a omnichannel context”.
- Since 2017: collaboration with Prof. Wioleta Kucharska (Gdansk University of Technology) on personal branding on social media.
- Since 2017: collaboration with Prof. Benjamin Hazen (Air Force Institute of Technology) and Prof. Daniele Scarpi (University of Bologna) on the topic related to “Circular economy and consumers’ value perception of bio-based products”.

INTERNATIONAL COMPETITIVE EUROPEAN PROJECTS

- 2014 OpenCore – Opening Cooperative Optimized Reliable E-procurement services for non core cross-border trading" che parteciperà alla call H2020-ICT-2014-1 (Industrial Leadership) con Topic: ICT-15-2014 (Type of action: IA). OpenCORE is the new crossborder e-procurement platform that merges web-published product catalogs from any supplier from any sector, with web (semantic) procurement interactions and open commercial standards to offer business organizations a value tool to on-line trading/sell items, overcoming borders, languages, norms, currency exchange and sector regulations. The aim is to set-up a replicable, scalable clustering model to allow European buyers and suppliers to build innovative trans-national services, in order to turn large data volumes into semantically interoperable data assets and knowledge.
- 2010 SETTIMO PROGRAMMA QUADRO, Title "SME AND ACADEMIA PARTNERSHIP TO ADDRESS DIGITAL MOBILITY BARRIER ISSUES FOR SMES IN LOGISTIC AND SUPPLY CHAIN TECHNOLOGIES" 7PQ -FP7-PEOPLE-2011-IAPP collaboration to the project "L-SABER PROJECT" con Staffordshire, Tecnhnology Transfer Center OY, I-Sware, Advel Lt, Intercity Express Ltd, Hangartner Terminal Srl.

MEMBERSHIP IN ACADEMICS & PROFESSIONAL ASSOCIATIONS:

Società Italiana di Marketing (SIM), Società Italiana di Management

REFEREE

For the following Journals:

Journal of Business Research, Journal of Business Logistics, Journal of Travel Research, Journal of Hospitality and Tourism Management, Industrial Marketing Management, Journal of Interactive Marketing, Supply Chain Management, an international journal, Journal of Marketing Theory and Practice, Journal of Air Transport Management, International Journal of Quality and Service Science, Mercati e Competitività, Piccola Impresa, Small Enterprise.

For the following Conferences:

World Marketing Congress, European Marketing Association (EMAC), European Conference on Social Media, EuroMed Conference, INEKA Conference, Convegno della Società italiana di Marketing, itAIS Conference.

EDITORIAL ADVISORY BOARD /COMMITTEE and CO/TRACK CHAIRS:

- - Committee member of European Conference on Social Media
- - Track Chair at the European Conference on Social Media in 2016
- - Editorial Board Member of Mega Journal of Business
- - Track Chair at the International Conference on Marketing Studies in 2012

TEACHING

- Since 2011 She teaches Advanced Destination Marketing at the University of Verona
- Since 2014 She also teaches in MBA classes Digital Marketing.
- Since 2019 She teaches Strategic Marketing at the University of Verona.
- She also teaches Digital Marketing in Master programs and Research Design and Organization in Doctoral Programs.

SERVICE ACTIVITIES (for University of Verona)

- From 2008 to 2010 she has been ph.D students' representative for the Business Administration PHD program.
- Since 2007 she is MBA students' representative for the LogiMaster- Supply chain Management Master at the University of Verona.

MAIN PUBLICATIONS

Books

1. RUSSO I., CONFENTE I., (2017). Customer Loyalty and Supply Chain Management, pp. 1- 123. Routledge, Oxon OX. ISBN: 978-1-138-06084-5.
2. CONFENTE I., Il Word of Mouth: l'evoluzione del comportamento del consumatore nell'era digitale, Milano, Giuffrè Editore, 2012, pp. 1-216, ISBN 881417492X.

Book chapters

3. CONFENTE, I., VIGOLO, V., & BRUNETTI, F. (2020). The Role of WOM in Affecting the Intention to Purchase Online: A Comparison Among Traditional vs. Electronic WOM in the Tourism Industry. In *Exploring the Power of Electronic Word-of-Mouth in the Services Industry* (pp. 317-333). IGI Global.
4. CONFENTE, I. & SIGNORI, P. (2018). Mila: Leveraging social media for market research. In Tuten, T. and Solomon, M. (2018), *Social Media Marketing*, Third Edition. London, UK: Sage.
5. RUSSO, I.; GAUDENZI, B.; CONFENTE, I.; SIGNORI, P., La qualità del servizio logistico: riflessioni e prospettive future Scritti seri e semiseri in onore di Claudio Baccarani , 2018 , pp. 300-320, Cedam.
6. CONFENTE I., SIGNORI P. (2016). Creating value within the dairy supply chain. In: I. Confente P. Signori. (a cura di): M. Sargiacomo, *Accounting and Management of the Agribusiness Industry*. p. 159-188, McGraw-Hill Education, ISBN: 9781526818959.
7. COBELLI, N., CONFENTE, I., RUSSO, I., (2015). Entrepreneurial Initiatives, Organizational Performance and Value Co-Creation: Evidence from a Business-to-Business Context Entrepreneurial Challenges in the 21st Century: Creating Stakeholder Value Co-creation , Palgrave, pp. 155-177.
8. CAPITELLO R., AGNOLI L., CONFENTE I., BENVENUTI P. PISCOLLA I., (2016). A National Effort to Promote Wine Tourism in Italy in: *Best Practices in Global Wine Tourism*, NY: Miranda Press, from Gourmand International Book Awards. Editors: Liz Thach & Steve Charters. 2017 Winner Best Wine Tourism Book in the USA –
9. SIGNORI P., CONFENTE I., Cap.2. L'approccio all'innovazione logistica dell'impresa del Metadistretto logistico Veneto. I risultati dell'indagine, in *LOGISTCS IMPROVE*. Le vie

dell'innovazione per il miglioramento dell'efficienza organizzativa nelle imprese del Metadistretto logistico Veneto, QuiEdit, Verona, 2009.

Journals

10. CONFENTE, I., SCARPI, D. (2021). Achieving Environmentally Responsible Behavior for Tourists and Residents. A Norm Activation Theory, *Journal of Travel Research*, 60 (6), 1196-1212.
11. CONFENTE, I., RUSSO, I., PEINKOFER, S., & FRANKEL, R. (2021). The challenge of remanufactured products: the role of returns policy and channel structure to reduce consumers' perceived risk. *International Journal of Physical Distribution & Logistics Management*.
12. CONFENTE, I., & KUCHARSKA, W. (2021). Company versus consumer performance: does brand community identification foster brand loyalty and the consumer's personal brand?. *Journal of Brand Management*, 28(1), 8-31.
13. SCARPI, D., RUSSO, I., CONFENTE, I., HAZEN, B.T. (2021). Antecedents to consumer intention to switch to food waste bioplastic products: a configuration analysis, *Industrial Marketing Management*, 93, 578-590.
14. GAUDENZI, B., CONFENTE, I., RUSSO, I. (2020). Logistics Service Quality and Customer Satisfaction in B2B relationships: A Qualitative Comparative Analysis approach, *The TQM Journal*,
15. KUCHARSKA, W.; CONFENTE, I.; BRUNETTI, F. (2020). The power of personal brand authenticity and identification: top celebrity players' contribution to loyalty towards football, *Journal of Product & Brand Management*.
16. CONFENTE I., SCARPI D., RUSSO I., (2020) Marketing a new generation of bio-plastics products from urban waste: the role of green self-identity, self-congruity, and perceived value; *Journal of Business Research*, 112, 431-439.
17. BRUNETTI, F., CONFENTE, I., & KAUFMANN, H. R. (2019). The human dimension of a brand influences brand equity: an empirical examination in the context of a luxury and a convenience brand. *Journal of Brand Management*, 26(6), 634-645.
18. HAZEN B., RUSSO I., & CONFENTE I. (2019). Circular Economy: Recent Technology Management Considerations, *Johnson Matthey Technology Review*.

19. CONFENTE, I., SICILIANO, G. G., GAUDENZI, B., & EICKHOFF, M. (2019). Effects of data breaches from user-generated content: A corporate reputation analysis. *European Management Journal*, 37(4), 492-504.
20. RUSSO, I., CONFENTE, I., SCARPI, D., & HAZEN, B. T. (2019). From trash to treasure: The impact of consumer perception of bio-waste products in closed-loop supply chains. *Journal of Cleaner Production*, 218, 966-974.
21. RUSSO, I.; CONFENTE, I. (2019). From dataset to qualitative comparative analysis (QCA)—Challenges and tricky points: A research note on contrarian case analysis and data calibration *Australasian Marketing Journal*, 27(2), 129-135.
22. RUSSO, I., CONFENTE, I., GLIGOR, D., & COBELLI, N. (2019). A roadmap for applying qualitative comparative analysis in supply chain research: The reverse supply chain case. *International Journal of Physical Distribution & Logistics Management*, 49(1), 99-120.
23. CONFENTE, I., & RUSSO, I. (2018). Qualitative Comparative Analysis (QCA): A useful methodological tool for research in the social sciences. An example from the online word-of-mouth context. *Mercati e Competitività*, pp. 87-108.
24. KUCHARSKA, W., FLISIKOWSKI, K., & CONFENTE, I. (2018). Do global brands contribute to the economy of their country of origin? A dynamic spatial approach. *Journal of Product & Brand Management*, 27(7), 768-780.
25. RUSSO, I., CONFENTE, I., & MASORGO, N. (2019, January). E-Logistics Service Quality In The Digital Era: Key Drivers For Gaining Customer Satisfaction And Loyalty. *Skyline Business Journal*, 14(1), 49-60.
26. CONFENTE, I., & VIGOLO, V. (2018). "Online travel behaviour across cohorts: The impact of social influences and attitude on hotel booking intention". *International Journal of Tourism Research*.
27. SANCHEZ-CASADO, N., CONFENTE, I., BRUNETTI, F. (2018). "The role of brand pages on building brand equity and loyalty through relational benefits", *Journal of Marketing Theory and Practice*, 26(3), 289-308.
28. RUSSO, I., CONFENTE, I., GLIGOR, D. M., & COBELLI, N. (2017). The combined effect of product returns experience and switching costs on B2B customer re-purchase intent. *Journal of Business & Industrial Marketing*, 32(5).
29. RUSSO I., CONFENTE I., OMAR A. (2017). The role of facilitators as partial signalers in the context of value perception. *International Journal of Quality and Service Sciences*, vol. 9, p. 1-39, ISSN: 1756-669X.
30. RUSSO, I., CONFENTE, I., GLIGOR, D.M., AUTRY, C.W., (2016) Russo Ivan, Confente Ilenia, Gligor M. David, Autry W. Chad (2016). To be or not to be (loyal): Is there a recipe for customer loyalty in the B2B context?. *Journal of Business Research*, vol. 69, p. 888-896. ISSN: 0148-2963, doi: <http://dx.doi.org/10.1016/j.jbusres.2015.07.002>

31. CONFENTE I., (2015) "Twenty-Five Years of Word-of-Mouth Studies: A Critical Review of Tourism Research", *The International Journal of Tourism Research*, vol.17, n.16, pp. 613-624.
32. CONFENTE, I., BURATTI, A. AND RUSSO, I. (2015) "The role of servitisation for small firms: drivers versus barriers", *Int. J. Entrepreneurship and Small Business*, Vol. 26, p. 312-331.
33. GAUDENZI B., CONFENTE I., CHRISTOPHER M., (2015) "Managing Reputational Risk: insights from an European survey", *Corporate Reputation Review*, Vol. 18(4).
34. CONFENTE, I., RUSSO, I. (2015) "After sales service as a driver for word of mouth and customer satisfaction: insights from the automotive industry", *International Journal of Management Cases*. vol.17, p. 59-72.
35. SIGNORI P., CONFENTE I., (2014), "Consumer's e-signals Prism analysis: impact and implications for corporate communication strategy", *Sinergie Journal*, vol. 93, 2014 , pp. 175-191.
36. RUSSO I., CONFENTE I., OMAR A., (2013), "Understanding the Value Drivers for Intermediaries: An Exploratory Study in the Heating Industry", *Contemporary Management Research* , vol. 9 , n. 1, pp. 67-71.
37. SIGNORI P., CONFENTE I., (2011), "Il marketing territoriale tra Industry Co-opetition e Societing. Un progetto sperimentale nell'agroalimentare", Vol.3, *Mercati e Competitività, Rivista della Società Italiana di Marketing*.

Conference Proceedings

38. CONFENTE, I., RUSSO, I., PEINKOFER, S.T., FRANKEL, R., (2019). "Is there the right channel and return policy to foster remanufactured product sales? An experimental study", *Marketing 4.0. Le sfide della multicanalità, XVI SIM Conference*, Piacenza, 24-25 Ottobre 2019.
39. CONFENTE, I., SCARPI, D., RUSSO, I (2019). Marketing a new generation of bioplastics products from urban waste: the role of green self-identity, self congruity, and perceived value. Proceeding of INEKA Conference 2019 "Knowledge, business, and innovation. economies and sustainability of future growth", University of Verona, Verona, 11-13 June.
40. CONFENTE, I., RUSSO, I., SCARPI D. (2019). One man's trash is another's treasure: configurations for consumers' adoption of bio-plastic products using Qualitative Comparative Analysis, *INFORMS - Marketing Science Conference*, Roma (*Abstract*).
41. RUSSO, I., CONFENTE, I., MASORGO, N. (2018). E-Logistics Service Quality In The Digital Era: Key Drivers For Gaining Customer Satisfaction And Loyalty. In *The 7th International Research Symposium of the SGBED*.

42. BRUNETTI F., RUSSO I., CONFENTE I. (2018), How environmentally friendly is e-commerce? An exploration into young shoppers' perceptions and preferences, Excellence in Services 21th International Conference, Parigi.
43. RUSSO, I., CONFENTE, I., SCARPI, D., HAZEN, B. (2018, June). Consumers' Attitude and Intention to Purchase toward Bio-Based Products: An Abstract. In *Academy of Marketing Science World Marketing Congress* (pp. 499-500). Springer, Cham. (Abstract).
44. GAUDENZI B. CONFENTE I., RUSSO I. (2018). What are the right performance dimensions to gain customers' satisfaction? A configural approach in the logistics service provider context. *Excellence in Services 21th International Conference*, Parigi
45. KUCHARSKA, W., BRUNETTI, F., CONFENTE, I., MLADENOVIC, D. (2018). Celebrities' personal brand authenticity in social media: an application in the context of football top-players. The Robert Lewandowski case. In *Proceedings of the 5th European Conference on Social Media ECSM* (pp. 125-133).
46. CONFENTE I., BRUNETTI F. (2017). Brand co-creation in the value chain: evidence from a case-study in the cosmetic industry, contributo in atti di convegno Sinergie-SIMA "Value co-creation: management challenges for business and society", Napoli, 15-16 Giugno 2017.
47. CONFENTE I., CASADO N. S., BRUNETTI F. (2016). Does Social Media Influence Business Performance? The Impact of Relational Benefits on Repurchase Intention and WOM. In: *ECSM2016-Proceedings of the 3rd European Conference on Social Media*. p. 48-55, ISBN: 9781911218005, EM Normandie, Caen, France, 12-13 July 2016.
48. RUSSO I., GAUDENZI B., CONFENTE I., BORGHESI A., Order Placement And Distribution: Their Impact On Satisfaction And Word of Mouth , Atti di "8th Annual Conference of the EuroMed Academy of Business "Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment" , University of Verona , September 16-18, 2015 , 2015 , pp. 2476-2480.
49. RUSSO, I.; CONFENTE, I.; BORGHESI, A., Using big Data in the Supply Chain Context: Opportunities and Challenges in Proceedings of The 16th European Conference on Knowledge Management ECKM 2015, Udine , 3-4 September , 2015 , pp. 649-656.
50. CONFENTE, I.; RUSSO, I., Why do People Talk? A Comparison Between Offline WOM and Online WOM in Proceedings of the 2nd European Conference on Social Media 2015: ECSM 2015, School of Accounting and Administration at the Polytechnic Institute of Porto, Portugal , 9-10 July 2015 , 2015 , pp. 81-88.
51. RUSSO I.; CONFENTE I.; COBELLI N., Customer perceived value in business-to-business marketing: is it still enough? in The Future of Entrepreneurship , EuroMed Press , Atti di "7th Annual Conference of the EuroMed Academy of Business The Future of Entrepreneurship" , Kristiansand, Norway , September 18-19, 2014 , 2014 , pp. 1347-1357.

52. BURATTI A; CONFENTE I., Drivers e barriere della servitization: uno studio esplorativo nel settore calzaturiero in Atti di ""Food marketing. Mercati, filiere, sostenibilità e strategie di marca"" , Università degli Studi di Modena e Reggio Emilia, Modena , 18-19 settembre 2014 , 2014 , pp. 1-7.
53. CONFENTE I., BURATTI A., From product to service: exploring the main barriers of the servitization for the Italian footwear manufacturing companies. in Managing the “Intangibles”: Business and Entrepreneurship Perspectives in a Global Context , Atti di "International conference of the society for Global Business & Economic Development" , Università Politecnica delle Marche, Ancona , July, 16-18 2014 , 2014 , pp. 918-926.
54. CONFENTE I., ZARDINI A., MOLA L., IT Based Communication in Professional Service Firms: the Long and Winding Road, in Proceedings of the European Conference on Social Media University of Brighton UK 10-11 July 2014, Reading, pp. 94-102.
55. RUSSO I., GAUDENZI B., CONFENTE I., BORGHESI A., Logistics service quality: searching for new drivers of 3PL customers’ satisfaction in Proceedings of 4st International Conference on Logistics, Informatics and Service Science, Springer Berlin Heidelberg, Berkeley, California, USA & Beijing, China, 23-26 July, 2014, , 2014 , pp. 1-10.
56. GAUDENZI, B. RUSSO, I., CONFENTE, I. BORGHESI, A. Misurare la qualità del servizio dell’operatore logistico nella supply chain alimentare: risultati di un’indagine empirica, Atti di "Food marketing. Mercati, filiere, sostenibilità e strategie di marca", Università degli Studi di Modena e Reggio Emilia, Modena , 18-19 settembre 2014 , 2014.
57. RUSSO I., CONFENTE I., COBELLI N., Searching for value drivers in the Business-to-Business marketing: the perception of healthcare professionals in Paradigm shifts & Interactions , Atti di "43rd Annual Conference EMAC (European Marketing Academy) Paradigm shifts & Interactions" , Valencia , 3-6 June , 2014 , pp. 104-114.
58. CONFENTE I., RUSSO I., The trigger for positive word of mouth in the after sales service , Atti di "The 13th International Conference of the Society for Global Business & Economic Development" , Ancona , 16-18th July , 2014 , pp. 991-1002.
59. RUSSO I., CONFENTE I. OMAR A., “Service supply chains intermediation: the middle men perspective”, Atti di "20th International Annual EurOMA Conference: "Operations Management: At the Heart of the Recovery", Dublin , 7th-12th June, 2013, pp. 1-10.
60. GAUDENZI, B., CONFENTE, I. Reputational risk management: is it important for corporate strategy?, Atti di "British Academy of Management", Liverpool, September 2013, 10th-12th , 2013 , pp. 1-10.
61. CONFENTE I., ZARDINI A., MOLA L., BORGHESI A., “ICT e comunicazione nei servizi professionali: aspetti critici e opportunità”, in “Smart Life dall’innovazione tecnologica al

mercato, Convegno nazionale Società Italiana di Marketing”, Milano, Università degli Studi di Milano-Bicocca, 3-4 ottobre 2013.

62. VIGOLO V., CONFENTE I., Older Tourists: An Exploratory Study on Online Behaviour Information and Communication Technologies in Tourism 2014, Cham Heidelberg New York Dordrecht London , Springer International Publishing , 2013.
63. RUSSO I., CONFENTE I. OMAR A., “Value drivers for intermediaries in the business to business context: an exploratory study”. ICMS2012, International Conference on Marketing Studies, Bangkok, Agosto 17-19, 2012.
64. SIGNORI P., CONFENTE I., “Online communities effects on communication process. New tools for communication audit.”, International Marketing Trends Conference, Paris, January 20th-22nd 2011.
65. CONFENTE I., “Word of Mouth in the tourism industry: an empirical investigation of Service experience”, Proceedings 14th Toulon-Verona/ICQSS Conference “Excellence in services” at then University of Alicante, Spain, on September 2011, 1st-3rd.
66. SIGNORI P.; CONFENTE I., “Consumer’s E-signals prism analysis: impact and implications for corporate communication strategy”, Atti di "Governance d'impresa e Comunicazione Strategica. Is communication taking over?, IULM, Milano , 10-11 Novembre 2011 , 2011.
67. CONFENTE I., RUSSO I., “Green Logistics in Italy: New challenge for sustainable development”, Atti di "12th International QMOD and Toulon-Verona Conference on Quality and Service Sciences (ICQSS)" , University of Verona , 2009 August 27-29 , 2009 ,a cura di J. J. Dahlgaard, C. Baccarani.

Altre pubblicazioni

68. RUSSO I.- CONFENTE I., “Campioni nascosti. Come le piccole e medie imprese hanno conquistato il mondo, per replicare le strategie vincenti” (recensione).

Verona, January 2022

