

**FORMATO EUROPEO
PER IL CURRICULUM
VITAE**



PERSONAL INFORMATION

Name

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WORK EXPERIENCE

• Dates

2016- Current

•University

University of Udine

• Role

Associate Professor in Management (Disciplinary Scientific Sector: 13/B2) Department of Economics and Statistics.

Qualified for full Professorship in "Management"

SSD

(Scientific Disciplinary Sector: SECS P/08- 13/B2).

2021-Current

University of Udine

Professor in course of "Marketing", 9 CFU. Bachelor Degree in Business Administration and Management.

2021-Current

University of Udine

Professor in course of "Marketing", 9 CFU . Master Degree in Business Administration and Management.

2019-2022

University of Udine

Professor in course of "Tourism Management", 9-12 CFU. Bachelor Degree in Sciences and Techniques of Cultural Tourism.

2018 – 2022

University of Udine

Professor in course of "Advanced Tourism Marketing", 6 CFU. Master Degree in Cultural and Event Management.

2018 – 2021

University of Udine

Professor in course of “Research Tools for Marketing”, 6 CFU. Master Degree in International Marketing, Management and Organization.

2016-2018

University of Udine

Professor in course of “Marketing”, 6 CFU. Bachelor Degree in Public Relations.

2014 – 2022

University of Udine

Professor in course of “Cultural Tourism Marketing”, 9-12 CFU. Bachelor Degree in Cultural Tourism Management.

2012 – 2013

University of Udine

Professor in course of “Customer Satisfaction”, 5 CFU. Bachelor Degree in Food Technology.

2009 – 2011

University of Udine

Professor in course of “Marketing”, 4 CFU. Master Degree in Agricultural Science.

2009 – 2010

University of Udine

Professor in course of “Agri-food Markets Marketing”, 4 CFU. Master Degree in Agricultural Science.

2009 – 2016

University of Udine

Professor in course of “Marketing”, 6 CFU. Master Degree in Agricultural Science.

2008 – 2016

University of Udine

Professor in course of “Business Management” 4 CFU. Bachelor Degree in Agricultural Science.

2007 – 2010

University of Udine

Professor in course of “Marketing and Business Strategies in the primary sector”, 4 CFU. Master Degree in Animal Nutrition and Aquaculture.

2007 – 2008

University of Udine

Professor in course of “Business Management” 4 CFU. Bachelor Degree in Agricultural Science.

2005 – 2010

University of Udine

Professor in course of “Livestock Products Marketing” 4 CFU. Master Degree in Animal Nutrition.

2004 – 2010

University of Udine

Professor in course of “Corporate Culture” 1 CFU. Bachelor Degree in Veterinary Health, Hygiene and Animal Production.

2002 – 2009

University of Udine

Professor in course of “Corporate Culture” 2 CFU. Bachelor Degree in Agriculture Science.

EDUCATION AND TRAINING

- Dates
- University
- Title of qualification awarded

2016

University of Mississippi, USA "Collaborative Institutional Training Initiative" certified (CITI PROGRAM)

2003

University of Udine

Researcher in "Management" - permanent position (Scientific Disciplinary Sector: SECS P/08)
Department of Biology and Agro-industrial Business

2000

University of Padua

Postdoctoral fellowship winner, Faculty of Statistics

2000

University Ca' Foscari of Venice

PhD Department of Statistics

1999

University Ca' Foscari of Venice

Research Fellowship. Department of Statistics

1997

Course of Methodologies for Statistics and Environmental and Business Data Analysis"

1995

University of Venice Ca' Foscari

Master Degree in Management Science.

Mother tongue

ITALIAN

Other languages

- Reading
- Writing
- Self-assessment

ENGLISH

EXCELLENT

EXCELLENT

EXCELLENT

**INSTITUTIONAL POSITIONS HELD
IN UNIVERSITY**

2021– Current

Director of the Master School in “Administration and Management of Sport Enterprises”
University of Udine (I and II level)

2022 – Current

Delegate of DIES Director for Communication

2021 – Current

PhD Board member in “Accounting and management,” University of Udine and University of
Verona

2020-2022

Delegate of DIES Director for Knowledge Transfer Board – University of Udine

2020-2022

Vice Director at the Department of Economics and Statistics - University of Udine.

2020-2022

University of Udine Representative at the Smart Specialisation Strategy Focus Group (S3), for
the Friuli Venezia Giulia “Tourism” Focus Group.

2020-2022

Member of GEV (Group of Experts for Evaluation) for Area 13/b (Management. Recruitment
fields 13/B1, 13/B2, 13/B3, 13/B4, 13/B5, 13/C1) charged by ANVUR (National Agency for
University and Research System Assessment) to advise on the process “Evaluation of research
quality – Valutazione della Qualità della Ricerca” (VQR) for the years 2015-2019.

2019 – Current

Delegate of DIES Director for Communication and Third Mission.

2018 – 2021

Member of the Tourism and Territory Observatory (OSSTE) - University of Udine.

2017 – 2022

Member of the Commission for Teaching Services of Master Degree in Cultural and Events
Tourism.

2017-2018

Rector’s Delegate for Tourism - University of Udine

2016-2017

Rector’s Delegate for Sports - University of Udine

2016 – 2022

Member of the CIWE Research Group (Interdepartmental centre for Welfare research. University
of Udine.

2014 – Current

PhD Board member of “Managerial and Actuarial Science,” University of Udine and University of
Trieste.

2013-2014

PhD Board member of “Environment and Life”, University of Udine and University of Trieste

2011-2012

SCIENTIFIC PUBLICATIONS.

Research Projects and/or groups

PhD Board member of "Agricultural and environmental Science", University of Udine

2007-2010

PhD Board member of "Economy, Ecology and preservation of agricultural and landscape systems, University of Udine.

Author or co-author of over 190 management publications, full-length peer-reviewed papers, as well as books, books chapters and conference proceedings.

SELECTED RESEARCH PROJECTS

2022- Current

Coordinator of Work Package 1 "Customers' Satisfaction and information technologies of users' acceptance" Interdepartmental Research Project DIES- University of Udine Strategic Project "Governance and digitalization of public administration".

2021- Current

Member of the Research Project Team PRIN "Retail Industry Demand Estimation (R.I.D.E)".

2020

Member of the Research Project Team "Coaching Maps (C-MAP) Cooperation for innovation and the exchange of good practices: 2019 KA2. 2019-1-IE01-KA202-051400". Institute of technology Tralee, Ireland.

2020

Member of the Research Project Team "The enhancement of traditional regional agri-food products in a heritage marketing perspective". Interdepartmental Centre for the Development of the Language and Culture of Friuli (CIRF), University of Udine.

2019

Member of the Research Project Team "On the footprints of the Saint. Route of St. Anthony between Italy and Europe". Interdepartmental Centre for the Development of the Language and Culture of Friuli (CIRF), University of Udine

2019

Member of the Research Project Team "Innova-Fi – Financial Instruments for Innovation" PGI05374, Interreg Europe Program 2014-2020.

2019

Member of the Research Project Team PRID VQR "Gender funding discrimination in academic spin-off: a signalling effect approach (GenderFin)."

2017

Member of the Research Project Team PRID VQR "The microfoundations of systems of innovation. A multilevel analysis for a new policy approach."

2012-2013

Director of the Research Project Interreg IV Italia-Austria 2007-13 "Financial instruments to support the development of SMEs (FIDES)", FESR Project n. 6702.

2010-2012

Member of the Research Project Team PRIN 2008 "Innovation and globalization: of successful strategies for Italian enterprises in emerging markets - An intersectoral comparison".

RESEARCH PAPER AWARD

2021

Best Paper Award "A multi-method study to assess the impact of university activities on the community quality of life" co-authors: Riviezzo, A., Zamparo, G. & Napolitano, M. R. In XVIII

Annual Conference of the Italian Marketing Society, October 2021, Ancona, Italy.

2019

Best Paper Award. Paper titled "The Effect of Entrepreneurial Orientation on Family SMEs' Performance: The Moderating Role of Leverage and Ownership" co-authors: Floreani Josanco and Mario Minoja, 10th International Conference BAMDE "Entrepreneurship Theory and Practice: Present and Future", 10 - 13 June 2019, Varna, Bulgaria.

2018

Best Paper Award. Paper titled "Industrial tourism and corporate museums: an empirical investigation in Italy" co-authors: Angelo Riviezzo, Maria Rosaria Napolitano, and Antonella Garofano. 2nd International Conference on Tourism Dynamics and Trends, SISTUR Italian Tourism Science Society, 14 -16 November 2018, Benevento, Italy.

2018

Lytras Best Paper Award. Paper titled "Conceptualizing Triathlon Sport Event Travellers' Behaviour", co-authors: Andrea Moretti and Francesco Raggiotto, TOURMAN 2018 2nd International Scientific Conference: In search of excellence in tourism, travel and hospitality Conference, Rhodes, 25 – 28 October 2018, Rhodes Island, Greece.

2018

Best Paper Award 2018. Paper titled "A qualitative comparative analysis (QCA) of satisfaction toward extreme sporting Events", co-authors: Daniele Scarpi, Gabriele Pizzi and Raggiotto Francesco. 'Australasian Marketing Journal (AMJ).

2017

Best Title Award. Paper titled "Consumer motivation in Italian tattoo exhibitions. The role of materialism" co-authors: Andrea Moretti and Francesco Raggiotto. 10th "International Conference of International Institute of Academic Cooperation, IIOAC, 10 May 2017, Rashit, Iran.

2016

Best Selected Paper Award. Paper titled "Social Network Analysis in Cultural Tourism Organizations. Methodological and Managerial issues of text analysis approach of Heritage Festivals", co-authors: Andrea Moretti and Francesco Raggiotto. XXVIII° Sinergie Italian Management Society Conference, June 2016, Udine, Italy.

2014

Best Thematic Paper Award. Paper titled "An ugly store in a beautiful place? Exploring the effect of store interior and urban design on consumers' inferences and store patronage intentions", co-authors: Alessandro De Nisco. 13th International Conference of the Society for Global Business & Economic Development, Managing the "Intangibles": Business and Entrepreneurship Perspectives in a Global Context, Università Politecnica delle Marche, 16 -18 July 2014, Ancona, Italy.

RECENT CONFERENCES

2022

Mason, M. C., Zamparo, G., Saleem, S. & Umar, R. M. (2022,). An understanding of napkin recycling behavior: the role of consumer self-identity, generation, and attitude, 17th International Conference of the Academy of Global Business Research and Practice (AGBRP), Dubai, 20-22 December

2022

Zamparo, G., Fronzetti Colladon, A., Mason, M. C. & Petruzzellis, L. (2022). As technology gets be Digital Free Tourism. XIX Annual Conference of Italian Marketing Society, Salerno, 20-21 October 2022.

2022

Cappiello, G., Zamparo, G. & Mason, M. C. (2022). The role of place attachment in promoting and communicating values in local sports events. Annual Conference of Italian Marketing Society,

Salerno, 20-21 October 2022.

2022

Massara, F., Zamparo, G. & Mason, M. C. (2022). Improving Retail Service Performance in Tough Times: A Colloquium on European Research in Retailing, Zagreb, 8 - 9 September 2022.

2022

Mason, M. C., Zamparo, G. & Pauluzzo, R. (2022) The ageing tsunami in the self-service economy: evidence from Italian retail banking. Sinergie-SIMA Management Conference, Milano, 10-11 June 2022.

2021

Mason, M. C., Garofano, A., Riviezzo, A., Zamparo, G. & Napolitano, M. R. (2021). Do what you can, with what you have: Entrepreneurial orientation and bricolage within artistic-artisan firms. In Sinergie-SIMA Management Conference, Palermo, 10-11 June 2021.

2021

Riviezzo, A., Mason, M. C., Zamparo, G. & Napolitano, M. R. (2021). The Impact of Corporate Museums' Website Features on Visitors' Intentions. Conference on Competitive Renaissance through Digital Transformation, Pavia, 18-19 February 2021.

2020

Zamparo, G., Mason, M. C., Moretti, A. & Nassivera, F. (2020). Consumer's attitude toward farmed fish fed with insect-based flours. In Global Marketing Conference, Seoul, 5-8 November 2020.

2019

Mason, M. C., Ciani S., De Nisco, A., Napolitano M. R., & Oduro S. (2019). A Segmentation Approach to Country Image. A study on Perception of Italy across seven Emerging Markets. Forum on Service, Ischia, Naples, 4-7 June 2019.

2018

Floreani, J., Mason, M. C., & Minoja M. (2019). The Effect of EO on Family Firms' Performance: The Moderating Role of Leverage and Ownership. 79th Annual Meeting of the Academy of Management, Boston, Massachusetts, United States, 9-13 August 2019

2018

De Nisco, A., Napolitano, M. R., Mason, M. C., & Viglia G., (2018). Country image as segmentation tool in the emerging markets: evidence from Italy. Global Marketing Conference at Tokyo, Tokyo 26-29 July 2018.

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Udine, 15/04/2023

PRIVACY

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Udine, 15/04/2023