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Current position

Associate Professor of Management

Career

2014 Associate Professor of Management

2004 Assistant Professor of Management

2003 Research Fellow in Management, University of Catania, Italy

2002 Lecturer, University of Catania, Italy

Other Positions

2010 - *Visiting Research Fellow* at the Grenoble Graduate School of Business, Grenoble, (F)

2001 - *Visiting Scholar* at the Mays Business School at Texas A&M University, College Station, TX (US)

Education

2002 Ph.D. in Business Economics and Management, University of Catania

1997 Master Degree in Business Economics, University of Catania

1995 Diploma in European Business, Northampton University (UK)

Research interests

My research interests centre on three main and distinct streams. One stream is based on marketing and consumer behaviour. These studies examine the role of affection and attachment to stores, co-creation, consumer resistance, and creative tourism. The second stream is based on competitive dynamics, firm's cooperative strategy and innovation and examines the technological positioning of competitors and its interaction with firm strategy and performance. The third stream is about the evolution of the different theories and paradigms in the field of business and management through bibliometric methods.

Researches in progress

Co-creation

Store attachment
Interpersonal trust in commercial relationships
Bibliometric analysis
Internationalization of Family Business
Creative Tourism

Research Projects

- 2009-2011 Researcher for “FRIDA (*Fostering Regional Innovation and Development through Anchors and Networks*). EU VII Framework Program – Theme 8: Socioeconomic Sciences and Humanities.
- 2008-2010 “*The role of dynamic capabilities in the research-science driven firms operating in the biotech industry. PRIN Project (2007) funded by the Italian Ministry of Education, University and Research.*”

Teaching

- *Digital Marketing & Service Design* (taught in Italian)
Graduate course (9 credits), University of Catania
From 2015 to present
- *Marketing* (taught in Italian)
Undergraduate course (9 credits), University of Catania
From 2005 to present
- *Entrepreneurship* (taught in Italian)
Graduate course (9 credits), University of Catania
2014
- *Retail Management* (taught in Italian)
Graduate course (6 credits), University of Catania
2010
- *Strategic Management* (taught in Italian)
Ph.D. in Business Economics and Management, University of Catania
2004-2008
- *Research Methods* (taught in English)
Ph.D. in Economics and Management, University of Catania
2012- 2013
- *Marketing* (taught in Italian and in English)
Master in Marketing Management, University of Catania
MBA for SME’s, University of Catania
Master in Sports Management, University of Catania
2011-2013

Editorial Activity

Assistant Editor of the *Italian Journal of Marketing*
Member of the editorial board of *International Journal of Markets and Business Systems*

Regular or/and ad-hoc reviewer for:

European Journal of Marketing - Psychology & Marketing - Journal of Business Venturing -
International Journal of Hospitality Management - Industrial & Corporate Change - Regional
Studies - Industrial Marketing Management - Baltic Journal of Management - Journal of
Management and Governance - International Journal of E-Services and Mobile Applications

Affiliations

EMAC (European Marketing Academy)
Simktg (Italian Society of Marketing)
SIMA (Italian Society of Management)

Publications

2019 – “Mapping creative tourism research: reviewing the field and outlining future directions”. *Journal of Hospitality & Tourism Research*, doi: 1096348019862030 (with S.C. Giaccone) [5YIF: 4.117 - 1YIF: 2.849]

2019 – “Developing the genealogy of family business internationalization literature: Review and research agenda”. *The Academy of Management Proceedings*, Online ISSN: 2151-6561 (with V. Pisano).

2019 – “Reputazione e brand come “risorse chiave” per le strategie di diversificazione delle imprese familiari” Faraci R., Pisano V. (edited by) *Le strategie di diversificazione nelle imprese familiari*, Torino: G. Giappichelli, pp. 183-200 (with S.C. Giaccone).

2018 – “Events and territorial attractiveness: the ‘Etna Comics’ experience” in Racca M.G., Culasso F., Cantino V. (edited by) *Smart Tourism*, Milano: McGraw-Hill education, pp. 327-341. ISBN: 9788838695025 (with S.C. Giaccone).

2017 – “Bibliometric literature review: An opportunity for marketing scholars”. *Mercati & Competitività*, n. 4, pp. 7-15. ISSN: 112-4228, doi: 10.3280/MC2017-004001.

2017 – “Competere attraverso il turismo creativo: un’analisi delle preferenze verso la Sicilia”. *Sinergie*, 103 (May-Aug), pp. 299-318. ISSN: 0393-5108, doi: 10.7433/s103.2017.15 (with S.C. Giaccone and E. Di Mauro)

2017 – *Il Turismo Creativo. Fondamenti teorici ed esperienze di valorizzazione del territorio*, Torino: G. Giappichelli, pp. 1-170 (with S.C. Giaccone).

2017 – “Gli antecedenti della fiducia interpersonale nelle relazioni tra cliente e farmacista”. *Micro & Macro Marketing*, Vol. 22, n. 2, pp. 229-246 (with V. Pisano).

2016 – Lambin J. Jaques, “Market-driven management. Marketing strategico e operativo”. 7a edizione (edited by Galvagno Marco and Tesser Emanuela), Milano: The McGraw-Hill Companies.

2015 “Second-hand shopping. Analisi delle motivazioni d’acquisto e implicazioni per la distribuzione”. *Mercati & Competitività*, n. 1, pp.123-147 (with S.C. Giaccone)

2014 “The Theory of Value Co-creation: A Systematic Literature Review”. *Journal of Service Theory and Practice* (formerly *Managing Service Quality*), Vol. 24, 6, pp. 643-683 (with D. Dalli) [5YIF: 2.485 - 1YIF: 2.363]

2013 “L’influenza dell’età e della dimensione sul grado di internazionalizzazione: una verifica empirica sulle piccole e medie imprese alimentari italiane”, *Finanza, Marketing e Produzione*, XXXI, 4, 2013, pp. 41-58 (with F. Garraffo, A. De Joannon and M. Monachella)

2012 “Le caratteristiche dell'impresa biotech dotata di capacità dinamiche. Buttà C. (edited by) *Capacità Dinamica e Imprese Biotech. Strategie e Assetti Competitivi*. Torino: Giappichelli (pp. 39-73) (with V. Pisano)

2012 "Analysing the Intellectual Structure of E-Service Research". *International Journal Of E-Services & Mobile Applications*, vol. 4, p. 19-36, (with M.C. Di Guardo and F. Cabiddu)

2012 “Regional Innovation Systems: A Literature Review”. *Business Systems Review*, vol. 1, pp. 139-156 (with G.M. D’Allura, and A. Mocchiari Li Destri)

2011 “The intellectual structure of the anti-consumption and consumer resistance field: An author co-citation analysis”. *European Journal of Marketing*, Vol. 45, iss. 11/12 pp. 1688-1701 [5YIF: 2.549 - 1YIF: 1.716]

2010 - "The intellectual structure of the anti-consumption and consumer resistance field: An author co-citation analysis". In Lee SW Michael, D. Roux, H. Cherrier, B. Cova (eds.) *Anti-consumption and Consumer Resistance: Concepts, concerns, conflicts, and convergence*. Published by The University of Auckland Business School - Private Bag 92019, Auckland 1142, New Zealand

2010 “Information Systems and Service Research: a co-citation analysis”. *Management of the Interconnected World*, Springer, pp. 437-444 (con M.C. Di Guardo)

2010 “The promise of coopetition as a stream of research in strategic management”. In Dagnino G.B., S. Castaldo, F. Le Roy, S. Yami (edited by) *Coopetition. Winning Strategies for the 21st Century*, Edward Elgar Publishing Cheltenham, UK, pp. 40-57 (with F. Garraffo)

2007 “La struttura della distribuzione moderna nella provincia di Catania”. In Cirelli C. (edited by), *Gli spazi del commercio nei processi di trasformazione urbana*, Patron Editore, Bologna, pp. 257-283 (with M. Romano)

2007 “La fedeltà nelle relazioni tra impresa e mercato fondamenti concettuali ed implicazioni manageriali”, edited with Faraci R. e Giaccone S.C., Giappichelli, Torino

2007 “Le prospettive teoriche nell’analisi delle relazioni di fedeltà dei clienti”, in Faraci R., Galvagno M., Giaccone S.C. (edited by) *La fedeltà nelle relazioni tra impresa e mercato fondamenti concettuali ed implicazioni manageriali*, Giappichelli, Torino

2007 “La fedeltà nel software e servizi informatici: alcune evidenze empiriche” in Faraci R., Galvagno M., Giaccone S.C. (edited by) *La fedeltà nelle relazioni tra impresa e mercato fondamenti concettuali ed implicazioni manageriali*, Giappichelli, Torino (with S.C. Giaccone)

2007, "La struttura della distribuzione moderna nella provincia di Catania" in Cirelli C. (edited by), *Gli spazi del commercio nei processi di trasformazione urbana*, Patron Editore, Bologna (with M. Romano)

2006, “Il fabbisogno di ICT delle PMI siciliane”. *Sinergie-Rapporti di Ricerca*, n.22 (with R.

Faraci)

2005, “On the relationship between knowledge, networks, and local context”, in Capasso A., G.B. Dagnino, A. Lanza (edited by) “Strategic Capabilities and Knowledge Transfer Within and Between Organizations”, Edward Elgar, Cheltenham, UK (with C.M. Di Guardo)

2004, “La coesistenza fra tecnologie: definizione ed elementi costitutivi”, *Sinergie*, n.65 (with R. Faraci)

2002, “Governance and control for firms in transition”, Schillaci C.E., R. Faraci (edited by), *The Ownership and Governance of Firms in Transition: the Italian Experience*, Giappichelli Editore, Torino (with A.A. Cannella)

2001 “La convergenza tecnologica nel settore dell’Information & Communication Technology”, Doctoral Dissertation

Conference proceedings

2019 – LXXIX Academy of Management (AOM) Annual Conference, Boston, Aug. 9-13. “Developing the genealogy of family business internationalization literature: Review and research agenda” (with V. Pisano).

2017 – First International Conference Smart Tourism, Torino Nov. 23-24. “Events and territorial tourism attractiveness: the ‘Etna Comics’ experience” (with S.C. Giaccone).

2013 “The literature on co-creation. Bibliometric analysis and review” *AMA 2013 Summer Marketing Educators’ Conference, Boston, Aug. 9-11* (with D. Dalli)

2013 “Co-creation theory: the emergence of a field?” *Naples Forum of Service, Ischia, June 18-21* (with D. Dalli)

2013 “The rise and development of co-creation theory: the role of influential publications” *EMAC – European Academy of Marketing 42nd Annual Conference, Istanbul, June 4-7* (with D. Dalli)

2013 “The Effect of Negative Corporate Social Responsibility on Consumers’ Attitude Toward Waste Treatment Facilities” *Italian Marketing Society (SIM) 10th Annual Conference, Milan Oct. 3-4.* (with A. Distefano and V. Pisano)

2013 “The Role of Brand Quality in the Elicitation of Emotional Aspects in Young Consumer-Global Brand Relationships” *Italian Marketing Society (SIM) 10th Annual Conference, Milan Oct. 3-4.* (with A. Distefano, A. De Joannon and F. Garraffo)

2012 “L’influenza dell’età e della dimensione sul grado di internazionalizzazione: una verifica empirica sulle piccole e medie imprese alimentari italiane” *Italian Marketing Society (SIM) 9th*

Annual Conference, Benevento, Sept. 20-21. (with A. De Joannon, F. Garraffo e M. Monachella)

2011 “Il legame affettivo con il punto vendita. Può l’affetto del cliente influenzare l’atteggiamento nei confronti delle *Private Label*?” *Italian Marketing Society (SIM) 8th Annual Conference*, Sept. 22-23, Rome (with D. Barbagallo)

2011 “Store Attachment”. *X International Conference Marketing Trends*, ESCP Europe, Jan. 20-22, Paris.

2010 “L’attaccamento ai luoghi commerciali. Una ricerca esplorativa”, *Italian Marketing Society (SIM) 7th Annual Conference*, Sept. 23-24, Ancona, Italy

2010 “The Proliferation of Coopetition: An Event History Analysis of Antecedents at Firm-, Inter-firm-, and Industry-Level”, SMS (Strategic Management Society) Conference, Oct. 13-15, Rome (with F. Garraffo)

2010 “Dropping the Anchor in Regional Innovation and Development: Co-Citation Analysis and Conceptual Extension”, SMS (Strategic Management Society) Conference, Oct. 13-15, Rome (with G.B. Dagnino, R. Faraci, D. Baglieri, F. Garraffo)

2010 “Main Trends in the Study of Regional Innovation Systems: An Author Co-citation Analysis”, AoM (Academy of Management) Aug. 6-10, Montreal (with G.M. D’allura and A. Mocchiari Li Destri)

2010 “The Intellectual Structure of the Anticonsumption and Consumer Resistance field: An Author Co-citation Analysis”. ICAR/NACRE 2010 Proceedings. Anti-consumption and Consumer Resistance: Concepts, concerns, conflicts, and convergence. Euromed Management, Marseille, June 25-26

2010 “Main Trends in the Study of Regional Innovation Systems: An Author Co-citation Analysis”, AIB (UK & Ireland Chapter - 37th Annual Conference, 8-10 April 2010, Dublin (with G.M. D’allura and A. Mocchiari Li Destri)

2009 “Anticonsumption research. Analisi bibliometrica della letteratura internazionale”, Italian Marketing Society (SIM) 6th Annual Conference, Florence, Nov. 6-7

2009 “Information Systems and Service Research: a co-citation analysis”. itAIS 2009. VI Conference of the Italian Chapter of AIS – University of Sassari, Costa Smeralda, Italy, Oct. 2-3 (with M.C. Di Guardo)

2008 “Coopetition capabilities in action: the cases of wintel and mactel”. EIASM – 3rd Workshop on Coopetition. Universidad Carlos III de Madrid – Campus of Getafe, Madrid (E), Feb. 7-8 (with G.B. Dagnino and M.C. Di Guardo)

2007, “The promise of coopetition as a stream of research in strategic management”, presentato alla 7th Annual Conference EURAM – “Current Management Thinking: Drawing from Social Sciences and Humanities to Address Contemporary Challenges”, Paris, May 16-19 (with F. Garraffo)

2006 “Lo sviluppo della Grande Distribuzione nella prospettiva della Multiple-Point Competition”, *Italian Marketing Society (SIM) 3rd Annual Conference*, Parma, Nov. 24-25 (with M. Romano)

2006 “The Dynamic Capabilities View Of Coopetition: The Case Of Intel, Apple and Microsoft”, II EIASM Workshop on Coopetition, Bocconi University, Milan, Sept. 14-15 (with C.M. Di Guardo)