

**Maria Rosaria
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Professor/Associate Professor/Assistant Professor of Management
S.S.D. SECS- P08

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Short Bio

Maria Rosaria Napolitano is Full Professor of Management at Parthenope University of Naples as of 28.12.2019. She is co-founder and Scientific Supervisor of Leaving Footprints Srl, academic spin-off focused on strategic marketing consulting.

She was Full Professor at the University of Sannio from 2005 where she was President of the Degree Program in Business Management, Coordinator of the PhD in Management and Local Development. She was Associate Professor, from 1st March 2001, and Researcher from 27th December 1995 at the University of Sannio. She carried out research activities for Stoà, School of Management, Naples (1991-1994).

Napolitano's research has focused on issues in Marketing, Tourism and Place Marketing, Business Longevity and Cultural Heritage, Mergers and Acquisitions and Corporate Culture, Entrepreneurship and Local Development. She is author and co-author of over 120 publications, including 18 books. Some of her researches have been published in top academic journals such as Managing Service Quality, European Journal of Tourism Research, Journal of Family Business Strategy, Place Branding and Public Diplomacy, Business History, European Management Journal, Technological Forecasting and Social Change.

She teaches PhD, advanced MBA and executive courses in Marketing – Strategic Marketing, Heritage Marketing, Customer Relationship Management, Service Marketing – and Strategy. She has also taught Cultural Heritage Marketing at Suor Orsola Benincasa University of Naples since 2011.

Graduate Education

I.T.P. at I.A.E., Aix en Provence – France	Business Faculty	1990	International Teachers Programme	1990
ISTAO - Istituto Adriano Olivetti	Business Administration	1988-89	MBA	1989
Federico II University of Naples	Business Faculty	1984-87	MSc	1987

Main research interests

- **Marketing:** Country Image, Destination Image and Cultural Heritage Image; Main antecedents and performance outcomes related to Entertainment Orientation; Customer Satisfaction and Customer Relationship Management
- **Tourism and Place Marketing:** Innovative approaches to the management of retail and consumer services in town centres; Tourism Image and Tourism Satisfaction, Industrial Heritage and Corporate Museums

- **Corporate Strategy:** Merger and Acquisition Strategies; Longevity Business, Heritage Strategies and Corporate Culture; Stakeholder Approach to Heritage Marketing Strategy
- **Entrepreneurship:** Market Orientation and Entrepreneurial Orientation; Entrepreneurial Universities and local development; Using Corporate Heritage to Enhance Corporate Culture and Entrepreneurship

Main teaching

Parthenope University of Naples	Customer Relationship Management	2018-19
	Service Marketing	2019 - to date
Suor Orsola Benincasa University of Naples	Adjunct Professor of Cultural Heritage Marketing	2010 - to date
University of Sannio, Benevento	Marketing	1992-2018
	Strategic Marketing	2002-2010
	Corporate Strategy	2002-2018
Federico II University of Naples	Adjunct Professor of: Industry Analysis and Marketing Research and Distribution	2004-2007 2001-2004

Honors and Awards:

Scientific Committee member of the International “ESU Conference on Entrepreneurship 2019”, Parthenope University of Naples, 8-14 September 2019

Winner of Best Paper Award, SIG Marketing Theory, “Heritage marketing nelle imprese longeve italiane: una visione processuale”, (with Riviezzo A., Garofano A.), XIV Annual Meeting Italian Society of Marketing, University of Bergamo 26-27 Ottobre 2017

Scientific Committee member of the XXXVIII National Conference AIDEA, Roma Tre University, 14-15 September 2017, Co-chair of the “Marketing challenges in the 21st century” session and chair of “Marketing and Societing”

Guest Editor for the Special Issue “The Great Beauty. The Role of Cultural Heritage and Place Identity in the International Marketing Strategies of Made in Italy”, (with De Nisco A.), *Place Branding and Public Diplomacy*, Volume 13, Issue 2, May 2017

Winner of Best Paper Award, SIG Tourism, Cultural and Arts Marketing, “Immagine Paese e Cultural Heritage. Proposta e validazione di una scala di misura formativa della cultural heritage image (CHEI)”, (with Mainolfi G., De Nisco A., Marino V.), XII Annual Meeting Italian Society of Marketing, University of Torino, 22-23 Ottobre 2017

Guest Editor for the Special Issue “Business Longevity”, (with Marino V., Ojala J.), *Business History*, Volume 57, n. 7, Routledge, 2015

Co-Chair of Organizing Committee, IX^o Annual Conference of the Italian Marketing Society, University of Sannio, Benevento 20-21 September 2012

Chair of Organizing Committee, International “European Summer University on Entrepreneurship Education and Research” (ESU), University of Sannio, 8-12 September 2009

Winner of Best Paper Award, “C’era una volta ... Racconti d'impresa storiche della manifattura campana” (with Riviezzo A., Garofano A., Marino V.), XXVI Annual Meeting of *Sinergie - Italian Journal of Management*, University of Cassino and Lazio Meridionale, 13-14 November 2014

Winner of Best Paper Award “Tourism Behavior at Time of the Euro Crisis. Effect of Economic Animosity and Nationalism on Destination Image and Receptivity” (with De Nisco A., Mainolfi G, Marino V.), 6th Consumer Behavior in Tourism Symposium (CBTS 2013), University of Bolzano, 4-7 December 2013

Winner of Best Paper Award, “Entertainment Orientation of Italian Shopping Centres. Antecedents and Performance” (with De Nisco A.), 12th International Conference on Retailing and Consumer Services Sciences (EIRASS), Orlando (Florida, USA), 21-25 June 2005

Research grants:

“TECHFRAME - Promotional actions and technical assistance for the start-up of companies operating in high-tech business sectors”, Scientific Director, €210.000, (2009-2011)

FIRB 2007-2008: “Study and development of intelligent techniques and methodologies for the creation of an advanced logistics platform for the control, maintenance and distribution of goods”, Scientific Director of the local unit, €133.424,00, (2008-2011)

“ENDEAVOUR: Entrepreneurial Development as a vehicle to promote European Higher Education”, Project Manager of Erasmus Mundus, Total amount: €460.078,00; DASES-Unisannio quota €164.052, (2006-2009)

Other relevant professional experiences:

Member of the Scientific Council of the project “Public Policy Networks and Development”, Network of Excellence between University, Research Centres and Enterprises, Campania Region, (2011-2013)

Marketing and Communication Director of the University of Sannio (2009-2013)

Member of the Board of Directors of University of Sannio (2010-13)

Member of the Board of Directors of Città della Scienza S.c.p.a, 2007