

CURRICULUM VITAE

Marco Galvagno

(July 2026)

CURRENT ACADEMIC POSITION

Associate Professor of Management, University of Catania (2014–)

PREVIOUS POSITIONS

Assistant Professor of Management, University of Catania (2004–2013)

Post-doctoral Research Associate in Management, University of Catania (2002–2004)

Lecturer, University of Catania (2001–2004)

OTHER POSITIONS

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

Visiting Scholar at the Mays Business School at Texas A&M University, College Station, TX (US) (2000–2001)

EDUCATION

PhD in Business Economics and Management, University of Catania (1999–2002)

MSc in Business Economics, University of Catania (1997)

BSc in European Business, Leicester University (UK) (1995)

RESEARCH INTERESTS

Marketing, Consumer Behaviour, Value Co-creation, Digital Marketing, Tourism Marketing, Family Firms, Family Business Branding, Bibliometric Methods

EDITORIAL POSITIONS

Editorial board Member of *Strategic Change* (2022–)

Assistant Editor & Editorial Board Member, *Italian Journal of Marketing* (2020–2024)

Associate Editor & Editorial Board Member, *International Journal of Electronic Marketing and Retailing* (2014–2018)

Referee Board Member, *Sinergie - Italian Journal of Management* (2013–2024)

Guest Editor, Special Issue "Covid-19 and Marketing Research in Italy", *Italian Journal of Marketing* (2022)

Guest Editor, Special Issue "Advancements in Interactive Marketing and the IoT", *International Journal of Electronic Marketing and Retailing* (2017)

RESEARCH PROJECTS

PRINCIPAL INVESTIGATOR

"CO.META. – Consumer behaviour in the Metaverse", funded by University of Catania (2024–2025)

"CU.TE. – Digital Heritage Valorisation", funded by University of Catania (2020–2022)

"Store attachment and its role in the customer-retailer relationship", funded by University of Catania (2013)

"Affective customer attachment and private label attitudes", funded by University of Catania (2012)

PARTICIPANT

Research Group Member, SPOKE 9, within the PNRR project "Sicilian MicronanoTech Research and Innovation Centre – SAMOTHRACE" (2023–2026)

Research Group Member, EU VII Framework Program "FRIDA (*Fostering Regional Innovation and Development through Anchors and Networks*)" (2009–2012)

Research Group Member, National Research Project (PRIN 2007) "The role of dynamic capabilities in the research-science driven firms operating in the biotech industry" funded by the Italian Ministry of University and Research (2008–2010)

Research Group Member, National Research Project (PRIN 2001) "Immaterial resources: corporate culture, information systems and brand equity" funded by the Italian Ministry of University and Research (2002–2004)

PUBLICATIONS

Key Stats (Google scholar, updated on July 9st, 2026): Citations: 2,423; I-10 Index: 15; H-Index: 13.

RANKED PEER-REVIEWED JOURNALS

1. Galvagno, M., Bruni, R., & Chrimes, C. Innovation in Immersive Services: Motivational Drivers of Continued Metaverse Use through VR Headsets, *Journal of Innovation & Knowledge*, 101092. *Fascia A ANVUR – ABS 1 – Q1*
2. Miozza, M., Lombardo, S. M., Galvagno, M., & Magni, L. (2025). Bridging the digital divide in the pharmaceutical industry: A future research agenda. *Social Science & Medicine*, 118832. *Fascia A ANVUR – ABS 4 – Q1*
3. Bruni, R., & Galvagno, M. (2025). Virtual reality, authentic motivations: a classification of metaverse users based on VR/XR headset experience. *Electronic Commerce Research*, 26(2), 1989–2013. *Fascia A ANVUR – ABS 2 – Q1*
4. Picone, P.M., Galvagno, M., & Pisano, V. (2024). Hubris research in business: taking stock and moving forward. *Management Decision*, 62(1), 1–24. *Fascia A ANVUR – ABS 2 – Q1*
5. Galvagno, M., Pisano, V., & Strano, S.M. (2023). Family business branding from a signaling theory perspective: an integrative framework. *Journal of Product & Brand Management*, 32(5), 681–696. *Fascia A ANVUR – ABS 1 – Q1*
6. Giaccone, S.C., & Galvagno, M. (2023). Exploring the relationship between attendees' motivation, satisfaction and loyalty in the context of a home-grown festival. *Sinergie – Italian Journal of Management*, 43(3), 171–191. *Fascia A ANVUR – Q3*
7. Galvagno, M. (2022). The Italian contribution to the marketing literature. *Italian Journal of Marketing*, (1), 1–9. *Fascia A ANVUR – Q2*
8. Di Maria, E., Simoni, M., Pedeliento, G., & Galvagno, M. (2021). The long Covid effect in marketing and consumer research. *Italian Journal of Marketing*, 2021(4), 297–303. *Q2*
9. Galvagno, M., & Pisano, V. (2021). Building the genealogy of family business internationalization: a bibliometric mixed-method approach. *Scientometrics*, 126(1), 757–783. *Fascia A ANVUR – ABS 2 – Q1*
10. Giaccone, S.C., & Galvagno, M. (2021). Small-scale cultural festivals in Southern Europe: A motivation-based segmentation study. *European Journal of Tourism Research*, 29. *Q1*
11. Galvagno, M., & Giaccone, S.C. (2019). Mapping creative tourism research: Reviewing the field and outlining future directions. *Journal of Hospitality & Tourism Research*, 43(8), 1256–1280. *Fascia A ANVUR – ABS 2 – Q1*
12. Galvagno, M., & Pisano, V. (2017). Gli antecedenti della fiducia interpersonale nelle relazioni tra cliente e farmacista. *Micro & Macro Marketing*, 26(2), 229–246. *Q4*

13. Giaccone, S.C., Galvagno, M., & Di Mauro, E. (2017). Competere attraverso il turismo creativo: un'analisi delle preferenze verso la Sicilia. *Sinergie – Italian Journal of Management*, 103, pp. 299–318. Q3
14. Galvagno, M., & Dalli, D. (2014). Theory of value co-creation: a systematic literature review. *Managing Service Quality* (now *Journal of Service Theory and Practice*), 24(6), 643–683. Fascia A ANVUR – ABS 1 – Q1
15. Di Guardo, M.C., Galvagno, M., & Cabiddu, F. (2012). Analysing the Intellectual Structure of E-Service Research. *International Journal of E-Services and Mobile Applications*, 4(2), pp. 19–36. Q3
16. Galvagno, M. (2011). The intellectual structure of the anti-consumption and consumer resistance field: an author co-citation analysis. *European Journal of Marketing*, 45(11/12), 1688–1701. Fascia A ANVUR – ABS 3 – Q1

OTHER PEER-REVIEWED JOURNALS

17. Galvagno, M. (2017). Bibliometric literature review: An opportunity for marketing scholars. *Mercati & Competitività*, n. 4, pp. 7–15.
18. Galvagno, M., & Giaccone, S.C. (2015). Second-hand shopping: analisi delle motivazioni d'acquisto e implicazioni per la distribuzione. *Mercati e Competitività*, 1, pp. 123–147.
19. Galvagno, M., Garraffo, F., De Joannon, A., & Monachella, M. (2013). L'influenza dell'età e della dimensione sul grado di internazionalizzazione. *Finanza, Marketing e Produzione*, XXXI, 4, pp. 41–58.
20. D'Allura, G.M., Galvagno, M., & Mocciano Li Destri, A. (2012). Regional Innovation Systems: A Literature Review. *Business Systems Review*, vol. 1, pp. 139–156.
21. Galvagno, M. (2011). Anti-consumption research. Analisi bibliometrica della letteratura internazionale. *Mercati & Competitività*, n. 2, pp. 55–75.
22. Galvagno, M., & Romano, M. (2009). Lo sviluppo della grande distribuzione nella prospettiva della Multiple Point Competition. *Annali della Facoltà di Economia dell'Università di Catania*, vol. 55, pp. 93–125.
23. Galvagno, M., & Faraci, R. (2004). La coesistenza fra tecnologie: definizione ed elementi costitutivi. *Sinergie*, n. 65, pp. 207–225.

BOOKS AND BOOKS CHAPTERS (SELECTED)

24. Schillaci, C.E., & Galvagno, M. (2023). Eco-ansia e generazione Z. In AA.VV. *Abitare il Cambiamento*. Milano: Egea, pp. 100–103.
25. Giaccone, S.C., & Galvagno, M. (2019). Reputazione e brand come 'risorse chiave' per le strategie di diversificazione delle imprese familiari. In Faraci R., Pisano V. (Eds.), *Le strategie di diversificazione nelle imprese familiari*. Torino: G. Giappichelli, pp. 183–200.
26. Giaccone, S.C., & Galvagno, M. (2018). Events and territorial attractiveness: the 'Etna Comics' experience. In Racca M.G. et al. (Eds.), *Smart Tourism*. Milano: McGraw-Hill, pp. 327–341.
27. Galvagno, M., & Giaccone, S.C. (2017). *Il Turismo Creativo. Fondamenti teorici ed esperienze di valorizzazione del territorio*. Torino: G. Giappichelli.
28. Galvagno, M., & Garraffo, F. (2010). The promise of coopetition as a stream of research in strategic management. In Dagnino G.B. et al. (Eds.), *Coopetition: Winning Strategies for the 21st Century*. Cheltenham: Edward Elgar, pp. 40–57.

29. Di Guardo, M.C., & Galvagno, M. (2005). On the relationship between knowledge, networks, and local context. In Capasso A. et al. (Eds.), *Strategic Capabilities and Knowledge Transfer*. Cheltenham: Edward Elgar, pp. 176–195.
30. Cannella, A.A., & Galvagno, M. (2002). Governance and control for firms in transition. In Schillaci C.E., Faraci R. (Eds.), *The Ownership and Governance of Firms in Transition: The Italian Experience*. Torino: G. Giappichelli, pp. 23–46.

EDITED BOOKS

31. Lambin, J.J., Tesser, E., & Galvagno, M. (Eds.) (2012, 2016). *Market-driven management. Marketing strategico e operativo* (6th ed., 7th ed.). Milano: McGraw-Hill.
32. Faraci, R., Galvagno, M., & Giaccone, S.C. (Eds.) (2007). *La fedeltà nelle relazioni tra impresa e mercato*. Torino: G. Giappichelli.

ARTICLES UNDER REVIEW

Cavaliere, M., Galvagno M., Giaccone, S.C., Rizzo, I. Combining TripAdvisor Reviews and Official Statistics to Value Visitors' Preferences on Italian Archaeological Sites (Submitted to *Journal of Cultural Economics*)

Bruni, R., Florek, M., Galvagno, M., Lewcki, M. Defining place brand relationship quality (PBRQ): the role of citizens in place brand governance. Evidence from Poznań (Submitted to *Cities*)

AWARD

Best Paper Award *Italian Journal of Marketing* (2022)

Best Paper Award, *79th Annual Meeting of the Academy of Management* (2019)

Teaching Award from the University of Catania at the Graduate level (2014)

Winner of the EUDOKMA Scholarship at The European Doctoral School in Knowledge Management, ESADE Business School, Barcelona, Spain (2000)

MEMBER ACADEMIC SOCIETIES

European Marketing Academy (EMAC)

Academy of Management (AOM)

American Marketing Association (AMA)

Academy of Marketing Science (AMS)

Italian Society of Marketing (SIM)

Italian Society of Management (SIMA)

REVIEWER ACTIVITIES

AD-HOC REVIEWER FOR JOURNALS (SELECTED)

Psychology and Marketing, European Journal of Marketing, Journal of Business Venturing, Industrial Marketing Management, Regional Studies, International Journal of Hospitality Management, Management Decision, Scientometrics, Journal of Product and Brand Management, International Journal of Event and Festival Management, Current Issues in Tourism, Technology Analysis and Strategic Management, Consumer Behavior in Tourism and Hospitality, Journal of Management and Governance, Journal of Customer Behaviour

REVIEWER FOR CONFERENCES

Academy of Management (AOM), Strategic Management Society (SMS), European Academy of Marketing (EMAC), Academy of Marketing Science (AMS), Italian Marketing Society (SIM), Italian Society of Management (SIMA), International Family Enterprise Research Academy (IFERA)

TEACHING

Lecturer of Research Methods – PhD in Economics, Management and Decision Making (2025–)

Lecturer of Digital Marketing – MSc in Business Management (2015–)

Lecturer of Marketing – BSc in Business Administration (2005–)

Lecturer of Management – BSc in Business Administration (2019–2023)

Lecturer of Entrepreneurship – MSc in Business Management (2014)

Lecturer of Retail Management – MSc in Business Management (2010)

Lecturer of Research Methods – PhD in Business Administration (2012–2013)

Lecturer of Strategic Management – PhD in Business Administration (2004–2008)

CONFERENCE AND WORKSHOP ACTIVITY

“Assessing Place Image through AI-Based Analysis of Online Data” *The International Place Branding Association (IPBA) 10th Annual Conference*, Lisbon, October 2026 (with R. Bruni et al.).

“Immersive Virtual Reality, EEG Engagement and Baseline Destination Imagery in Tourism Consumer Behaviour” *Italian Marketing Society (SIM) 23rd Annual Conference*, Rimini, September 2026 (with R. Bruni et al.).

“From Localness to Trust: A Dual-Path Framework of Consumer Responses to Local Food Products” *Italian Marketing Society (SIM) 23rd Annual Conference*, Rimini, Sept. 2026 (with L. Zocco).

“Un framework tridimensionale per la progettazione degli assistenti virtuali nei contesti di vendita” *Italian Marketing Society (SIM) 23rd Annual Conference*, Rimini, Sept. 2026 (with S.C. Giaccone et al.).

“Real or Virtual? A Neuroscientific Exploration of Digital Cultural Experiences” *23rd International Conference on Cultural Economics*, Rotterdam, June 2025 (with R. Bruni et al.).

“Future intention to use Metaverse with VR headsets: Integrating self-determination theory and theory of planned behaviour”, *European Marketing Academy 54th Annual Conference*, Madrid, May 2025 (with R. Bruni).

“Intention to use metaverse in the future: integrating self-determination theory and theory of planned behaviour” *Italian Marketing Society (SIM) 21st Annual Conference*, Milan, October 2024 (with R. Bruni).

“Why Being Good Matters: The Impact of CSR and Family Business Brand on Organizational Attractiveness” *Academy of Management 84th Annual Meeting*, Chicago, August 2024 (with Various authors).

“Are Influencers New “Members” of the Family? An Experimental Study on Their Role in Family Business Brand Communication” *Italian Marketing Society (SIM) 20th Annual Conference*, Florence, October 2023 (with S.M. Lombardo).

“Why Being Good Matters: CSR and Family Business Brands on Organizational Attractiveness”, *IFERA Annual Conference*, Krakow, July 2023. (with S. Strano et al.)

“The impact of a YouTube channel's characteristics on followers' behavioral intentions”, *AMS World Congress*, Canterbury (UK), July 2023 (with S.M. Lombardo).

“Feminist perspective in management. A bibliometric analysis and literature review”, *Sinergie-SIMA Management Conference*, Bari, June 2023 (with C.E. Schillaci).

“L'impatto delle caratteristiche di un canale Youtube sulle intenzioni comportamentali dei follower: il ruolo mediatore della qualità della relazione” *Italian Marketing Society (SIM) 19th Annual Conference*, Salerno, October 2022 (with S.M. Lombardo).

"Family Firm Branding: a Mixed Method Literature Review", *Academy of Management 82nd Annual Conference*, Seattle, August 2022. (with V. Pisano & S.M. Strano).

"La relazione tra motivazioni, soddisfazione e intenzione di ritorno dei partecipanti ad un festival locale: prime evidenze empiriche dalla Sicilia" *Italian Marketing Society (SIM) 17th Annual Conference*, Castellanza (VA), October 2020 (with S.C. Giaccone).

"Developing the genealogy of family business internationalization literature: Review and research agenda". *Academy of Management 79th Annual Conference*, Boston, August 2019 (with V. Pisano).

"Valorizzazione delle tradizioni locali e attrattività turistica: la Festa del Maiorchino a Novara di Sicilia" – *Sinergie- SIMA Management Conference*, Rome, June 2019 (with S.C. Giaccone).

"Events and territorial tourism attractiveness: the 'Etna Comics' experience". *1st International Conference Smart Tourism*, Turin, November 2017 (with S.C. Giaccone).

"The Effect of Negative Corporate Social Responsibility on Consumers' Attitude Toward Waste Treatment Facilities" *Italian Marketing Society (SIM) 10th Annual Conference*, Milan, October 2013 (with A. Distefano and V. Pisano).

"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, October 2013 (with A. Distefano et al.).

"The literature on co-creation. Bibliometric analysis and review" *American Marketing Association, Summer Marketing Educators' Conference*, Boston, August 2013 (with D. Dallì).

"Co-creation theory: the emergence of a field?" *Naples Forum of Service*, Ischia, June 2013 (with D. Dallì).

"The rise and development of co-creation theory: the role of influential publications" *European Academy of Marketing 42nd Annual Conference*, Istanbul, June 2013 (with D. Dallì).

"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, September 2012 (with A. De Joannon et al.).

"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*, Rome, September 2011 (with D. Barbagallo).

"Store Attachment". *X International Conference Marketing Trends*, Paris, January 2011.

"The Proliferation of Coopetition: An Event History Analysis of Antecedents at Firm-, Inter-firm-, and Industry-Level", *Strategic Management Society Conference*, Rome, October 2010 (with F. Garraffo).

"Dropping the Anchor in Regional Innovation and Development: Co-Citation Analysis and Conceptual Extension", *Strategic Management Society Conference*, Rome, October 2010 (with G.B. Dagnino et al.).

"L'attaccamento ai luoghi commerciali. Una ricerca esplorativa", *Italian Marketing Society (SIM) 7th Annual Conference*, Ancona, September 2010.

"Main Trends in the Study of Regional Innovation Systems: An Author Co-citation Analysis", *Academy of Management 70th Annual Conference*, Montreal, August 2010 (with G.M. D'allura and A. Mocchiari Li Destri).

"The Intellectual Structure of the Anticonsumption and Consumer Resistance field: An Author Co-citation Analysis". *ICAR/NACRE 2010 Anti-consumption and Consumer Resistance: Concepts, concerns, conflicts, and convergence*, Marseille, June 2010.

"Main Trends in the Study of Regional Innovation Systems: An Author Co-citation Analysis", *Academy of International Business (UK & Ireland Chapter) - 37th Annual Conference*, Dublin, April 2010 (with G.M. D'allura and A. Mocchiari Li Destri).

"Anticonsumption research. Analisi bibliometrica della letteratura internazionale", *Italian Marketing Society (SIM) 6th Annual Conference*, Florence, November 2009.

"Information Systems and Service Research: a co-citation analysis". *itAIS 2009. VI Conference of the Italian Chapter of AIS* – Costa Smeralda, October 2009 (with M.C. Di Guardo).

"Coopetition capabilities in action: the cases of Wintel and Mactel". *EIASM – 3rd Workshop on Coopetition*, Madrid, February 2008 (with G.B. Dagnino and M.C. Di Guardo).

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

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

"The Dynamic Capabilities View of Coopetition: The Case of Intel, Apple and Microsoft", *II EIASM Workshop on Coopetition*, Bocconi University, Milan, September 2006 (with C.M. Di Guardo).

INSTITUTIONAL SERVICE

Curriculum Coordinator, MSc in Business Management (LM-77), University of Catania (2023–)

Head of Department's Delegate for Quality Assurance, Dept. of Economics and Business, University of Catania (2021–)

Member, Doctoral College, PhD in Economics, Management and Decision Making, University of Catania (2020–)

Head of Department's Delegate for Accreditation Monitoring and Strategic Plan, Dept. of Economics and Business, University of Catania (November 2019–)

Head of Department's Delegate for Student Orientation, Dept. of Economics and Business, University of Catania (2018–)

Head of Department's Delegate for Accreditation Monitoring and Strategic Plan, Dept. of Economics and Business, University of Catania (November 2019–)

Rector's Delegate for University Promotion and Marketing, University of Catania (2019–2025)

Member of the Joint Faculty-Student Departmental Committee for Teaching, Department of Economics and Business, University of Catania (2020–2024)

Member of the Advisory Board and Head of Teaching Activities, Contamination Lab, University of Catania (2014–2023)

Member, Doctoral College, PhD in Economics, Management and Statistics, University of Messina (2014–2019)

Member, Doctoral College, PhD in Economics and Management, University of Catania (2010–2012)

MENTORING ACTIVITIES

Supervisor of 7 PhD students (2010–)

Supervisor of more than 800 BSc and MSc theses at University of Catania (2000–)

SOFTWARE AND DIGITAL SKILLS

Statistical: SPSS, AMOS, LISREL, UCINET, VOSViewer, Bibliometrix, E-Views, Latent Gold

Office & web: Microsoft Office, Google Workspace, WordPress

Certifications: Certified LEGO® Serious Play® Facilitator and Workshop Designer (2015)

PERSONAL INFORMATION

Citizenship: ITALIAN; DATE OF BIRTH: NOVEMBER 20, 1971.