

# Curriculum vitae

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Antonella Garofano is currently Assistant Professor in Management at the Department of Economics of University of Campania "L. Vanvitelli". She teaches Marketing at the bachelor's degree program in Business Administration and Strategic Marketing and Business models at the master's degree program in Economics and Management. As a researcher, her main interests include business longevity, heritage marketing, corporate entrepreneurship. Her works on these and other topics have been published on national and international journals. She participated to several research projects publicly funded or sponsored by private organizations. Over the last years, she has presented numerous papers at national and international conferences, such as the *Global Marketing Conference*, the *Euram-European Academy of Management annual conference*, the *ICSB- International Council for Small Business annual conference*, the *Rent Conference*, the *SIM - Italian Marketing Association annual conference*, the *SIMA - Italian Management Association annual conference*.

## Education and specialization courses

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January 2017	Winter school of the Italian Association of Business organization on Narratives in Organizational Research, Faculty of Economics, University of Rome "La Sapienza"
Mar. 2011 - Dec. 2014	Phd in Analysis of Economic and Social Systems, University of Sannio
May 2014	Eden Doctoral Seminar on Entrepreneurship, Hanken School of Economics, Helsinki, Finland
August 2014	European Summer School on Entrepreneurship, Sten K. Johnson Centre for Entrepreneurship, Lund University, Sweden
May 2013	Eden Doctoral Seminar on Qualitative Business Research, European Institute for Advanced Studies in Management (EIASM), Bruxelles, Belgium
Jan. 2008 - July 2008	Master course in Advanced Finance, IPE Business School, Naples
June 2007 - Aug. 2007	International higher education program "The Global Village for Future Leaders of Business and Industry", Iacocca Institute of Lehigh University, Pennsylvania, USA
Jan. 2005 - Jan. 2007	Master's degree in Economics and Management, University of Sannio Final evaluation 110/110 <i>cum laude</i>
Sept. 2000 - Nov. 2004	Bachelor's degree in Business Economics, University of Sannio Final evaluation 110/110 <i>cum laude</i>

## Academic work experience

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Dec. 2018 - present	Assistant Professor in Management at the Department of Economics of University of Campania "L. Vanvitelli"
2014 - 2018	Postdoctoral researcher at the Department of Law, Economics, Management and Quantitative Methods of University of Sannio. Research topics: business longevity in traditional sectors; strategic orientation and performance of Italian corporate museums; market analysis and targeting strategies for quality wines produced with local grapes
Dec. 2009 - Feb. 2011	Research fellow in the project "Techframe - Technical assistance interventions for start-up companies operating in sectors with high technological impact", University of Sannio
Apr. 2009 - Sept. 2009	Research fellow in the project "The revitalization of historic city centers: a model of customer satisfaction", University of Sannio

## Teaching experience

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2019 - present	Marketing course at the bachelor's degree program in Business Administration; Strategic marketing and Business models course at the master's degree program in Economics and Management, Department of Economics, University of Campania "L. Vanvitelli"
2018 - 2019	Territorial Marketing course at the bachelor's degree programs in Business Economics and Business Administration, Department of Economics, University of Campania "L. Vanvitelli"
2017 - 2018	Lecturer of Business Planning, Department of Law, Economics, Management and Quantitative Methods, University of Sannio
2016 - 2017	Lecturer of Economics and Business Management, University of International Studies of Rome
2015 - 2017	Lecturer of Tourism Marketing, Department of Law, Economics, Management and Quantitative Methods, University of Sannio
2013 - 2018	Lecturer of Cultural Heritage Marketing, University Suor Orsola Benincasa, Naples
2009 - 2017	Teaching assistant for the courses of Marketing, Business Strategy, Corporate Strategy, Department of Law, Economics, Management and Quantitative Methods, University of Sannio

## Main publications

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- GAROFANO A. (2019). "Il Caso Pastificio Di Martino e Antonio Amato. Individuare nuovi approcci al cliente attraverso il food retail", Società Italiana Marketing, <http://www.premiomarketing.com/sp/il-caso-2020>, ISBN 978-88-943918-1-7.
- RIVIEZZO A., GAROFANO A., NAPOLITANO M.R. (2019). "Exploiting corporate heritage to enhance corporate culture and corporate entrepreneurship", In: Proceedings of Rent Conference XXXIII "*Embracing uncertainty: entrepreneurship as a key capability for the 21st century*", Berlin, 27-29 november 2019.

- RIVIEZZO A., GAROFANO A., NAPOLITANO M.R. (Eds.) (2019), Proceedings of the ESU 2019 Conference and Doctoral Programme on Entrepreneurship, Naples 8-14 September, ISBN 979-12-200-5309-9.
- GAROFANO A., (2018). L'anima del vino tra cultura d'impresa e identità territoriale. Il caso La Guardiense. Napoli: Editoriale Scientifica. ISBN: 978-88-9391-351-5
- NAPOLITANO M.R., RIVIEZZO A., GAROFANO A. (2018). Heritage Marketing. Come aprire lo scrigno e trovare un tesoro. Napoli: Editoriale Scientifica. ISBN: 978-88-9391-248-8
- RIVIEZZO A., GAROFANO A. (2018). Accessing external networks: the role of firm's resources and entrepreneurial orientation. INTERNATIONAL JOURNAL OF ENTREPRENEURSHIP AND SMALL BUSINESS, ISSN: 1476-1297
- RIVIEZZO A., GAROFANO A. (2017). Linking SMEs' strategic orientation and international performance: insights from an empirical investigation in Italy. In: SANTOS S.C., CAETANO A., MITCHELL C., LANDSTROM H., FAYOLLE A. (Editors). The Emergence of Entrepreneurial Behaviour. Intention, Education and Orientation. p. 223-259, Cheltenham: Edward Elgar Publishing, Inc., ISBN: 978-1-78643-442-5
- GAROFANO A., RIVIEZZO A., NAPOLITANO M.R. (2017). Heritage marketing nelle imprese longeve italiane: una visione processuale. In: Proceedings XIV Convegno annuale della Società Italiana Marketing: "Il Marketing di successo. Imprese, enti e persone", Università degli Studi di Bergamo, Bergamo, 26-27 October 2017. ISBN: 978-88-907662-9-9
- GAROFANO A., RIVIEZZO A., NAPOLITANO M.R. (2017). From industrial heritage to living industry tourism. An explorative study in Italy. In: Jiménez Cabellero J.L, González Rodríguez M.R., Simonetti B., Squillante M. (editors). Proceedings book II International Conference on Tourism Dynamics and Trends, Universidad de Sevilla, 26-29 June 2017. pp. 210-230, ISBN: 978-84-946883-2-4
- RIVIEZZO A., GAROFANO A., GRANATA J., KAKAVAND S. (2017). Using terroir to exploit local identity and cultural heritage in marketing strategies: An exploratory study among Italian and French wine producers. PLACE BRANDING AND PUBLIC DIPLOMACY, vol. 13, p. 136-149, ISSN: 1751-8040
- NAPOLITANO M.R., GAROFANO A., RIVIEZZO A. (2017). Il ruolo del marketing nelle imprese 3M. I tratti distintivi dell'orientamento al mercato. In: IZZO F. (editor). Il mestiere di crescere. Strategie e performance delle medie imprese industriali nel Mezzogiorno. p. 203-236, NAPOLI: Editoriale Scientifica, ISBN: 978-88-6342-923-7
- RIVIEZZO A., GAROFANO A., NAPOLITANO M.R. (2017). Il ruolo del marketing nelle imprese 3M. Intensità e antecedenti dell'orientamento al mercato. In: IZZO F. (editor). Il mestiere di crescere. Strategie e performance delle medie imprese industriali nel Mezzogiorno. p. 237-260, NAPOLI: Editoriale Scientifica, ISBN: 978-88-6342-923-7
- RIVIEZZO A., GAROFANO A., D'AVINO A., NAPOLITANO M.R. (2017). Old soul, young spirit. Assessing entrepreneurial orientation within long-lived firms. In: Conference Proceedings 15th International Entrepreneurship Forum (IEF) Conference: "The Globalisation and Internationalisation of SMEs and New Ventures", Venezia, 14-16 December 2016, Vol. 2: Research and Reflective Papers, pp. 374-383. ISSN 2222 - 7318
- RIVIEZZO A., GAROFANO A., NAPOLITANO M.R. (2016). "Il tempo è lo specchio dell'eternità". Strategie e strumenti di heritage marketing nelle imprese longeve italiane. IL CAPITALE CULTURALE. Studies on the Value of Cultural Heritage, XIII, pp. 497-523, ISSN: 2039-2362
- GAROFANO A., RIVIEZZO A. (2016). Il terroir come leva per valorizzare l'identità culturale locale. Un'indagine tra i produttori vitivinicoli del Sannio. In.: NAPOLITANO MR, MARINO V (eds.). Cultural Heritage e Made in Italy. Casi ed esperienze di marketing internazionale, NAPOLI: Editoriale Scientifica, pp. 251-274, ISBN: 978-88-6342-856-8
- RIVIEZZO A., GAROFANO A., NAPOLITANO MR (2016). Heritage Marketing: una possibilità davvero sfruttata dalle imprese storiche italiane? In: Proceedings XIII Convegno annuale della Società Italiana Marketing: "Marketing & Retail nei mercati che cambiano", Università di Cassino e del Lazio Meridionale, Cassino, 20-21 Ottobre 2016. ISBN: 978-88-907662-6-8
- RIVIEZZO A., GAROFANO A., NAPOLITANO M.R. (2016). Market orientation: how to assess it? An empirical investigation within Italian medium-sized firms. In: Conference Proceedings "15th International Marketing Trends Conference", Venezia, 21-23 January, ISBN: 978-2-9532811-2-7
- RIVIEZZO A., GAROFANO A., MARINO V., NAPOLITANO M.R. (2015). "C'era una volta...". Racconti d'impresе storiche della manifattura campana. SINERGIE ITALIAN JOURNAL OF MANAGEMENT, Vol. 33, n. 98, pp. 81-103, ISSN: 0393-5108

- RIVIEZZO A., GAROFANO A., NAPOLITANO M.R., MARINO V. (2015). “Moving forward or running to stand still? Exploring the nature and the role of family firms’ strategic orientation”. *JOURNAL OF FAMILY BUSINESS STRATEGY*, Vol. 6, n. 3, pp. 190-205, ISSN: 1877-8585
- RIVIEZZO A., SKIPPARI M., GAROFANO A. (2015). Who wants to live forever: exploring 30 years of research on business longevity. *BUSINESS HISTORY*, Vol. 57, n. 7, pp. 970-987, ISSN: 0007-6791
- RIVIEZZO A., NAPOLITANO M.R., GAROFANO A. (2015). From words to deeds: are Italian universities changing their discursive practices to promote entrepreneurship? In: FAYOLLE A., KYRO P., LIÑÁN F. (Editors). *Developing, shaping and growing entrepreneurship*, p. 126-153, CHELTENHAM: Edgar Elgar Publishing, ISBN 978-1-78471-357-7.
- NAPOLITANO M.R., MARINO V., RIVIEZZO A., GAROFANO A. (2014). Orientamento strategico e longevità nelle imprese familiari. In: FERRANDINO V., NAPOLITANO MR (eds.). *Storia d’impresa e imprese storiche. Una visione diacronica*, pp. 357-378, MILANO: Franco Angeli, ISBN 978-88-917-1173-1.
- RIVIEZZO A., DE NISCO A., GAROFANO A. (2014). Understanding Wine Purchase and Consumption Behavior: A Market Segmentation Proposal. *INTERNATIONAL JOURNAL OF SALES AND MARKETING MANAGEMENT*, vol. 3, n. 1, p. 11-24, ISSN: 2319-4898.
- GAROFANO A., RIVIEZZO A. (2013). A Shared History for a Shared Project: Using Storytelling and Collaborative Relationships to Launch a New Product. *INTERNATIONAL JOURNAL OF BUSINESS AND GENERAL MANAGEMENT*, vol. 2, n. 5, p. 57-64, ISSN: 2319-2267.
- RIVIEZZO A., GAROFANO A. (2013). Assessing SMEs international performance: the role of different strategic orientations, entrepreneur’s characteristics and environmental conditions . In: Conference Proceedings “RENT XXVII - RESEARCH IN ENTREPRENEURSHIP AND SMALL BUSINESS”. Vilnius, 20-22 November 2013, ISSN: 2219-5572.
- RIVIEZZO A., NAPOLITANO M.R., GAROFANO A. (2013). Entrepreneurial Orientation and Market Orientation in SMEs: an explorative study. In: FAYOLLE A., KYRÖ P., METS T., VENESAAR U. (Editors). *Conceptual Richness and Methodological Diversity in Entrepreneurship Research*. p. 197-231, CHELTENHAM: Edgar Elgar Publishing, ISBN: 978-1-78254-730-3
- GAROFANO A. (2012), “Rapporti con la distribuzione e strategia multibrand. Il caso Mataluni” (coaut. De Nisco A.); “Franchising e comunicazione integrata di marketing. Il caso Carpisa” (coaut. De Nisco A.); “Product placement ed event marketing per lo sviluppo dell’identità di marca (coaut. Fortuna D.); “Community market e cooptation. Il caso Microgame-People’s Poker” (coaut. De Nisco A.) in Napolitano M.R., De Nisco A. (eds.), *Eccellenze del made in Italy. Casi di marketing di medie imprese italiane*, MCGraw-Hill, ISBN: 978-88-568-4503-7.
- NAPOLITANO M.R., GAROFANO A. (2011), “L’analisi competitiva: modelli e strumenti”, in Sicca L. (editor) *Strategie competitive. Concetti e strumenti di analisi*, Cedam, pp. 181-244, ISBN: 978-88-13-30820-9.
- RIVIEZZO A., GAROFANO A. (2011), “Rifocalizzazione strategica e processi acquisitivi: il caso Visiant”, in Riviezzo A., Napolitano M.R., Maggiore G., *Acquisizioni ad alta intensità di conoscenza. Un’analisi interpretativa basata su casi di successo nel settore IT*, Franco Angeli, ISBN: 978-88-568-4503-7.
- GAROFANO A. (2008), “Il caso di Reading: il monitoraggio del piano strategico”, in Napolitano M.R., Riviezzo A., *Marketing e gestione strategica dei centri urbani. Teoria, metodologia ed esperienze*, Franco Angeli, pp. 254-266, ISBN: 978-88-464-9828-1.

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