

## CURRICULUM VITAE

### BARBARA MASIELLO

Associate Professor of Management  
Department of Architecture and Industrial Design  
University of Campania - Luigi Vanvitelli  
Via San Lorenzo - Abazia di San Lorenzo  
81031 - Aversa (CE)  
barbara.masiello@unicampania.it

Barbara Masiello is currently Ph.D., Associate Professor of Management at the Department of Architecture and Industrial Design of the University of Campania-Luigi Vanvitelli (Italy), where she teaches *New Product Development* and *Economic Evaluation of Product*. She also teaches *New Product Development* at the Department of Economics of the University of Campania-Luigi Vanvitelli (Italy).

She is member of the Entrepreneurship and Innovation Ph. D. teaching board (University of Campania Luigi Vanvitelli and University of Naples Parthenope).

Her current main research areas embrace: the processes of growth and internationalization of SMEs; networks of firms and social capital; entrepreneurship, regional development and local system marketing. Her works on these and other topics have been published on national and international journals, such as *International Small Business Journal*, *Journal of Small Business Management*, *Economie et Société*, *International Journal of Business and Globalization*, *International Journal of Management Cases*, *Event Management*, *Mercati & Competitività-The Journal of the Italian Marketing Association*, *Journal of Euromarketing*, and on books edited by national and international publisher, such as Edward Elgar, McGraw-Hill, Franco Angeli, Cedam.

Barbara Masiello presented several papers at international conferences, such as the *Innovation and Product Development Management Conference*, the *"ISBE-Institute for Small Business and Entrepreneurship" Conference*, the *RESER Conference*, the *European Management Conference*, the *Annual "SIM-Società Italiana Marketing Conference"*, *International CIRCLE Conference*, *Toulon/Verona Conference*, *Strategic Management Society Annual Conference*, *EURAM-European Academy of Management Annual Conference*.

She has also served as ad hoc peer reviewer for international journals of management, such as *Journal of Entrepreneurial Behaviour & Research*, *International Journal of Managing Projects in Business*, *Mercati & Competitività-The Journal of the Italian Marketing Association*, *Journal of Euromarketing*, *International Journal of Management Cases*.

She has participated to several research projects publicly funded on a competitive peer reviewed evaluation basis (PRIN) or sponsored by private organizations.

Barbara Masiello is member of ISBE, Reser, SIMA, SIM. In 2016, she was member of the Organizing Committee of the 13th International CIRCLE conference "New frontiers for management and marketing" held in Naples at both Parthenope and Campania-Luigi Vanvitelli Universities.

Barbara Masiello graduated in Business Management at the Second University of Naples with a final evaluation of 110/110 cum laude. She received her Doctoral Degree from the University Luiss-Guido Carli, Rome. In 2006, she was Visiting Ph.D. student at the Business School of the University of Warwick (UK). From 2008 to 2019 she was Assistant Professor of Management at the Department of Economics of the University of Campania-Luigi Vanvitelli. In 2010, she was Visiting Lecturer on "Innovation Networks, Knowledge Management and Social Capital" at the University of Ghent, Belgium (PhD Programme and Master in Economics and Business Administration, Prof. Clarysse). From 2010 to 2014, she was Associate Researcher at the National Research Council-IRAT (focused on service innovation). From 2010 to 2017, she was member of the Academic Commission "Start-Cup" entitled to select and support new business ideas for the development of innovative products or processes.

In 2014 she received an international acknowledgement as 2014 Winner of the Best paper award: "Second Biennial Donald Getz Award for Outstanding Research", Queen Margaret University of Edinburg and Event Management Journal, for the article "Strong Ties within Cultural Organization Event Networks and Local Development in a Tale of Three Festivals", 2012, Vol. 16 (3), pp. 223-244 (with F. Izzo and E. Bonetti). In the same year, she was selected as: finalist for the Best Paper Award of 37th ISBE-Institute for Small Business & Entrepreneurship Conference, Manchester, UK, 2014, for the conference article "No Small Business is an Island: International Strategies of Traditional SMEs and Social Networks" (with F. Izzo); and, finalist for the Best Paper Award of the XI Annual SIM Conference, 2014, with the paper "Co-creation in creative services: The role of client in advertising agencies' innovation", *Mercati e Competitività*, 2013, Vol. 2, pp. 131-155 (with F. Izzo and A. Marasco).