

# Antonella Capriello

## *Curriculum vitae*

### BIO AND EDUCATION

She graduated in Economics and Commerce from the University of Turin in 1996; at the same University, she earned the title of Doctor of Philosophy in Business Administration in 2004. She is involved in international research networks in the field of tourism and marketing, being a part of the debate on the potentials of qualitative methods. The research activities include studies on networking processes in tourist destinations and event management, also as a Visiting Research Fellow at the Sheffield Hallam University, UK. She has collaborated with the Business Incubator of the University of Piemonte Orientale, resulting the winner of the START CUP - Piedmont Region - Tourism and Innovation Special Award in 2007 for the "Innoviaggiando" project, and in 2009 for the "GEO4MAP" project (in collaboration with the de Agostini Group). In 2009 she presented the results of such research activities during the Winter Camp of Asia University (Taichung, Taiwan) invited by prof. A.G. Woodside (Boston College, US) and as a keynote speaker at the conference Trends and Challenges of Tourism in The Eastern Mediterranean Region - International Conference at the University of Tirana, Albany. She published over 50 research papers, including articles in the Journal of Business Research and Tourism Management.

### UNIVERSITY CAREER

2016-	Associate Professor, University of Piemonte Orientale
2004-2016	Assistant Professor, University of Piemonte Orientale
2001 -2003	Research Assistant, University of Piemonte Orientale

### UNIVERSITY POSITIONS

2015-	Quality & Planning Advisor for BA in Tourism Marketing and Management, University of Piemonte Orientale
2011-2014	Member of Quality Assessment Committee for BA in Tourism Marketing and Management, University of Piemonte Orientale
2008-2001	Member of the International Relation Commission, Department of Economic and Business Studies, University of Piemonte Orientale

### SCIENTIFIC POSITIONS

2012-	Member of the Editorial Board of <i>Symphonya. Emerging Issues in Management</i>
2006-2012	Member of the Steering Committee of PhD in Marketing and Management – University of Milano Bicocca.
2012	Co-operation with the Italian Franchising Observatory in Italy, University of 'La Sapienza', Rome.
2010-2011	Associate Researcher of Italian Research Council, Research Institute for Service Activities, Naples, Italy

## MAIN FIELDS OF INTEREST

1. Tourism, Governance Model and Destination Marketing
2. Franchising and Growth Model
3. Entrepreneurship, Network and Tourism
4. Event Planning and Management
5. Marketing, New media and Tourism

## CURRENT ISSUES OF RESEARCH

### 1. Global Medical Tourism

The research project aims to explore the potentials of Global Medical Tourism, to increase the international visibility of medical care centers and to consolidate their own reputation and leadership in science and technology. The project is instrumental to catalyze infrastructural investments in identified areas, with a view to relaunch and redevelop tourist destinations.

### 2. Franchising

The research project aims at analyzing franchisees' business approaches in selecting franchisors; the study is addressed at studying the franchising formula for business growth and at investing the condition for reducing the operational risk condition in the analyzed process. The key factors adopted in the evaluation approaches are functional to innovate recruitment policies and to define the labor market policies in order to support entrepreneurship in the service sector.

### 3. Social Entrepreneurship and Tourism

The research project aims to investigate the social role of the tourism entrepreneurs in the preservation of local heritage and of intangible assets by combining the achievement of social mission with the development of innovative recreational activities. The study bridges a gap in the tourism literature, focusing on the role of social entrepreneurs in resource-constrained environments and identifying the contribution to tourist destination development.

## TOP FIVE PAPERS

1. CAPRIELLO A., MASON P.R., DAVIS B., CROTTS J. C. (2013). Farm tourism experiences in travel reviews: a cross-comparison of three alternative methods. *JOURNAL OF BUSINESS RESEARCH*, vol. 66 p. 778-785, ISSN: 0148-2963
2. CAPRIELLO A (2012). Participatory Action Research for Stakeholder Collaboration: Lessons from a rural area in Piedmont, Italy. In: (a cura di): K. Hyde, A. Woodside & C. Ryan, *Field Guide for Case Study Research in Tourism, Hospitality, and Leisure*. vol. 6, p. 323-343, Bingley:Emerald Group Publishing Limited, ISBN: 9781780527420, doi: 10.1108/S1871-3173(2012)0000006021
3. ABRATE A., CAPRIELLO A., FRAQUELLI G. (2011). When quality signals talk: evidence from the Turin hotel industry. *TOURISM MANAGEMENT*, vol. 32, p. 912-921, ISSN: 0261-5177, doi:10.1016/j.tourman.2010.08.006
4. CAPRIELLO A., ROTHERHAM I.D. (2011). Building a preliminary model of event management for rural communities. *JOURNAL OF HOSPITALITY MARKETING & MANAGEMENT*, vol. 20, p. 246-264, ISSN: 1936-8631, doi: 10.1080/19368623.2011.562411 (Best Paper in Event Management)
5. CAPRIELLO A., ROTHERHAM I.D. (2009). Il ruolo dei network per le imprese turistiche familiari: uno studio preliminare sulle attrazioni nell'area rurale del Sussex, Inghilterra. *ECONOMIA E DIRITTO DEL TERZIARIO*, vol. 1, p. 135-153, ISSN: 1593-9464, doi: 10.3280/ED2009-001006. (Young Research Award from the Italian Academy of Management)

## AWARDS

1. National Research Council for the research contribution "When quality signals talk: Evidence from the Turin hotel industry", published on *TOURISM MANAGEMENT* (co-authors: G. Abrate, G. Fraquelli) from the Editorial Committee HIGHLIGHTS, as an Associate Researcher at the Service Research Institute (Italian National Research Council).
2. Best Paper Award in Event Tourism for the research contribution "Stakeholders, Social Networks and Cultural Events: the Rural Area between Orta and Maggiore Lakes" (co - autore: I.D. Rotherham) at The *International Tourism Conference Cultural & Tourism Event. Issue & Debates* 5-9 November 2008 (Alanya, Turkey).
3. The 30th Award from the Italian Academy of Management (Premio 30° AIDEA Milano Cattolica 07 - Dinamiche di sviluppo e di internazionalizzazione del Family Business - Milano, 18-19 Ottobre), as a young researcher for the research contribution "Politiche turistiche, network e family business: il caso delle attrazioni rurali nel Sussex, Gran Bretagna" (co-author: I.D. Rotherham).