

CURRICULUM VITAE ET STUDIORUM

Marcello Atzeni

Date and place of birth: 12 July 1981, Oristano, OR, Italy
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BIO

I achieved my Phd in Marketing at University of Cagliari in 2016, discussing my doctoral research on authenticity in tourism destinations. My research activities were developed by using both qualitative methods (e.g. laddering approach; repertory test) and quantitative methods (cluster analysis, factor analysis, SEM, etc.) and mixed methods. My research interests include tourism marketing, cultural tourism, sport tourism and authenticity in tourism.

EDUCATION AND TITLES

2016	University of Cagliari Department of Economics and Business Research Ph.D. in Economics and Business	Cagliari (IT)
2014	University of Calabria Summer School in Structural Equation Modeling	Rende (IT)
2010	LUISS University M.Sc. in Marketing Management and Consumer Behavior (110/110 cum laude)	Roma (IT)

TUTORING ACTIVITIES

2012 - 2015	-Tourism Marketing (B.A.) (<i>Teaching Assistant</i>) Responsible Instructor: Prof. Giuseppe Melis Department of Business and Economics, University of Cagliari	Cagliari and Oristano (IT)
	-Organization of tourism and hospitality Industry (B.a.) (<i>Teaching Assistant</i>) Responsible Instructor: Prof. Dante Zaru Department of Business and Economics, University of Cagliari	
	-Marketing (B.A.) (<i>Teaching Assistant</i>) Responsible Instructor: Prof. Giuseppe Melis Department of Business and Economics, University of Cagliari	

TRAINING ACTIVITIES

2016	Teaching units "Tourism Marketing"; "Metodi statistici per le ricerche socio-economiche" – Evolvere S.r.l.	Gadoni (NU)
2014	Teaching units "Tourism Marketing" – Ial Sardegna	Olbia (OT)

2013	Teaching units “Marketing” – Lariso Soc. Coop	Nuoro (NU)
2013	Teaching units “Marketing dei prodotti agricoli”; “Principi di controllo di gestione” – Antea S.a.s.	Arborea (OR)

PUBLICATIONS

- 2018**
- Atzeni, M., Del Chiappa, G., & Melis, G. (2018). La definizione del concetto di autenticità nelle destinazioni turistiche. *Micro & Macro Marketing*, 27(1), 85-108.
- Del Chiappa, G., Melis, G., & Marcello, A. (2018). Turismo crocieristico e percezioni della popolazione residente: i risultati di un’analisi cluster. *SINERGIE*, 35(104), 135-154.
- Pinna, M., Del Chiappa, G., & Atzeni, M. (2018). Emotions and satisfaction at the hospital: A comparison between public and private health providers in Italy. *International Journal of Pharmaceutical and Healthcare Marketing Vol.12(2)*, 126-145.
- 2017**
- Pinna, M., Del Chiappa, G., & Atzeni, M. (2017). Do Consumers Really Care about Food Quality Labels?. *Quality-access to success*, 18(160).
- Del Chiappa, G., Melis, G., e Atzeni, M. (2017). User-Generated Content and Its Influence on Tourists' Choices: How Do the Spanish Make Hotel Reservations Online?. In *Handbook of Research on Holistic Optimization Techniques in the Hospitality, Tourism, and Travel Industry* (pp. 168-190). IGI Global. Doi: 10.4018/978-1-5225-1054-3.ch007.
- Atzeni M., Del Chiappa G. e Melis G. Destination authenticity: developing and testing a measurement scale. In *Proceedings of the IX Annual Conference of Società Italiana di Marketing (SIM) “Il Marketing di successo. Imprese, enti e persone, 26-27 Ottobre 2017, Bergamo*. [ISBN978-88-907662-9-9](#). [Article in Conference Proceedings].
- Del Chiappa, G. Sini, L. Atzeni, M. Analysing motivations driving Italians to use Airbnb: a factor-cluster approach. In *Proceedings of the IX Annual Conference of Società Italiana di Marketing (SIM) “Il Marketing di successo. Imprese, enti e persone, 26-27 Ottobre 2017, Bergamo*. [ISBN978-88-907662-9-9](#). [Article in Conference Proceedings].
- Del Chiappa, G., Usai, S. Cocco, A. e Atzeni, M. Sostenibilità e competitività delle destinazioni turistiche: la visione degli operatori Turistici. In *Proceedings of the IX Annual Conference of Società Italiana di Marketing (SIM) “Il Marketing di successo. Imprese, enti e persone, 26-27 Ottobre 2017, Bergamo*. [ISBN978-88-907662-9-9](#). [Article in Conference Proceedings].
- 2016**
- Del Chiappa, G., Atzeni M., & Ghasemi V (2016). "Community-based collaborative tourism planning in islands: A cluster analysis in the context of Costa Smeralda." *Journal of destination marketing & management* Vol. 8(1); 41:48
- Del Chiappa, G. & Atzeni, M. (2016) “The role of emotions in a sport event experience”. *Tourismos*, 11(5).
- Del Chiappa G., Pinna M., Atzeni M. (2016). Young tourists’ perceptions of hotel disintermediation. Evidence from Italy. In Vasant P., “Holistic Optimization Techniques in the Hospitality, Tourism and Travel Industry”. IGI Global, Hershey, Pennsylvania (USA) [Book Chapter].
- Del Chiappa G., Pinna M., Atzeni M. (2016). Barriers to Responsible Tourist behavior: a cluster analysis in the context of Italy. In Camilleri A., “CSR 2.0 and the New Era of Corporate Citizenship”. IGI Global, Hershey, Pennsylvania (USA) [Book Chapter].
- Pinna M., Atzeni M., Del Chiappa G. (2016). Comparing patient satisfaction in public and private hospitals. In J.C. Andreani & U. Collesei (Eds). *Proceedings of the XV International Conference Marketing Trends, 2016, Paris-Venice: Venice - Marketing Trends Association*. (ISBN 978-2-9532811-2-7) [Article in Conference Proceedings].

- Giacomo Del Chiappa, Šárka Velčovská & Marcello Atzeni (2016). Hotel Disintermediation and User Generated Content in the Czech Republic: Perceptions of Students from Generation Y, in M. Kozack and N. Kozack (Eds.). *Tourist Behavior. International Perspectives*. Newcastle, UK: Cambridge Scholars Publishing.
- 2015** Del Chiappa, G., Melis, G. & Atzeni, M. Driving first time spectators and repeat spectators to cultural events: "Sa Sartiglia" Carnival, Sardinia (Italy). In Pesonen, J. & Komppula, R. (Eds). *Tourism Engagement: co-creating weel-being. Proceedings of the 6th Advances in Tourism Marketing Conference*, Joensuu, Finland, 8-10-2015, pp. 152-156. ISBN: 978-952-61-1861-1
- Del Chiappa, G., Ghasemi, V. Atzeni, M. A community-based collaborative approach to policymaking in islands: a cluster analysis in the context of Costa Smeralda. In Pesonen, J. & Komppula, R. (Eds). *Tourism Engagement: co-creating weel-being. Proceedings of the 6th Advances in Tourism Marketing Conference*, Joensuu, Finland, 8-10-2015, pp. 157-160. ISBN: 978-952-61-1861-1
- Del Chiappa, G. and Atzeni, M. Collaborative policy making: a community-based perspective in the context of Sardinia's Maddalena Archipelago, Italy. In Gursoy, D., Saayman, M. and Sotiriadis, M. (Ed.), *Collaboration in Tourism Businesses and Destinations: A Handbook*, Bingley: Emerald. ISBN: 9781783508112.
- Melis G., Atzeni M., Pettinao D., & Cabiddu F., Emotions in cultural events: a cluster analysis. XII Annual Conference of the Italian Marketing Association, University of Torino, 22-23 October 2015 [Article in Conference Proceedings].
- 2014** Del Chiappa, G., Melis, G. e Atzeni, M. Le emozioni come variabile di segmentazione e fattore di moderazione della soddisfazione in ambito museale, *Mercati & Competitività*, 4, 19-38.
- Melis G., Carrus P.P., Atzeni M., Marras F., - "La percezione della territorializzazione di una marca – Il caso Ichnusa" XI Annual Conference of the Italian Marketing Association, University of Modena, 22-23 October 2014 [Article in Conference Proceedings].
- 2013** Del Chiappa G., Melis G., Atzeni M. - "Cruise tourism Impact – A cluster Analysis" – Paper presentato al Consumer Behavior in Tourism Symposium 2013 – Brunick - Brunico
- Pettinao D., Atzeni M., Melis G. - "La rilevanza delle variabili di contesto, motivazionali e socio-demografiche nel livello di soddisfazione dei partecipanti ad un evento culturale: il caso Sartiglia" X Annual Conference of the Italian Marketing Association, University of Milano "Bicocca", 21-22 October 2013 [Article in Conference Proceedings].

WORKING PAPER - PRESENTATIONS

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|-------------|---|-----------------|
| 2017 | ITALIAN MARKETING ASSOCIATION
Presenter: Atzeni M.
Destination authenticity: developing and testing a measurement scale | Bergamo
(IT) |
| 2015 | ADVANCES IN TOURISM AND MARKETING CONFERENCE
Presenter: Del Chiappa G. & Atzeni M.
Driving first time spectators and repeat spectators to cultural events: "Sa Sartiglia" Carnival, Sardinia (Italy). | Joensuu
(FI) |
| | ADVANCES IN TOURISM AND MARKETING CONFERENCE
Presenter: Del Chiappa G. & Atzeni M.
A community-based collaborative approach to policymaking in islands: a cluster analysis in the context of Costa Smeralda. | Joensuu
(FI) |
| | ITALIAN MARKETING ASSOCIATION
Presenter: Atzeni M.
Emotions in cultural events: a cluster analysis . | Turin
(IT) |
| 2014 | ITALIAN MARKETING ASSOCIATION
Presenter: Atzeni M.
La percezione della territorializzazione di una marca – Il caso Ichnusa | Modena
(IT) |

2013	ITALIAN MARKETING ASSOCIATION Presenter: Atzeni M. La rilevanza delle variabili di contesto, motivazionali e socio-demografiche nel livello di soddisfazione dei partecipanti ad un evento culturale: il caso Sartiglia	Milan (IT)
	CONSUMER BEHAVIOR IN TOURISM SYMPOSIUM Presenter: Atzeni M. Cruise tourism Impact – A cluster Analysis	Brunick (IT)

WORKING PAPERS - CURRENTLY SUBMITTED OR UNDER REVISION

Pinna M., Del Chiappa G., Atzeni M. (xxxx). **Emotions and satisfaction at the hospital. A comparison between public and private providers in Italy.** *International Journal of Pharmaceutical and Healthcare Marketing* (Manuscript ID IJPHM-07-2016-0037) [Journal Article].

Pinna M., Del Chiappa G., Atzeni M. (xxxx). **Do consumers really care about food quality labels?** *Journal of food products marketing* (Manuscript ID WFPM-2016-0056) [Journal Article].

RESEARCH GRANTS AND SCHOLARSHIPS

2012 -2015 (2 years)	University of Cagliari and Sassari Research Scholarship Research Project: Monitoring and evaluation the economic impact of cultural and sport events on the local and regional economy
2012 - 2014	University of Cagliari Research Scholarship Research Project: Fabrica Europa 2020 - Developing Innovation in the Agricultural Sector
2012 - 2015	University of Cagliari Doctoral Scholarship Research Project: Authenticity in tourist destination: a consumer based model to measure and study the degree of authenticity of a tourist destination

PERSONAL SKILLS

Languages	Italian - Mother tongue English – Independent user French - Independent user
Computer skills	Statistical Software (R-Cran, SPSS, Lisrlel, Ladderux, Stata)

ADDITIONAL INFORMATION

2013 - until now	Italian Marketing Association (SIM) affiliation
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