

## CV: Francesca De Canio

Updates: *October 2025*

*Web of Science ResearcherID:* AAU-8002-2020.

*Scholar:* <https://scholar.google.it/citations?hl=it&user=UqEAWHwAAAAJ>

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### ***Actual Job Position***

***Associate Professor in Marketing and Management*** at the Department of Life Science – University of Modena and Reggio Emilia (IT).

***Achievement of the National Scientific Qualification (ASN) for the competition sector 13 / B2 - Economics and Business Management - Band II (Associate Professor) - I quarter 2021-2023 - CALL D.D. 553/2021 (valid from 31.01.2022 to 31.01.2031).***

### ***Previous jobs***

***Assistant Professor in Marketing and Management*** at the Department of Life Science – University of Modena and Reggio Emilia (IT).  
From 01/10/2022 to 30/09/2025.

***Research Fellow*** at the Department of Economics Marco Biagi – University of Modena and Reggio Emilia (IT).  
Project title: “New measurement and communication tools for circular value chains in the ceramic sector”  
From 16/01/2022 to 30/09/2022.

***Research Fellow*** at the Department of Economics Marco Biagi – University of Modena and Reggio Emilia (IT).  
Project title: “Enhancing the Mountain Product and its Territory”.  
From 01/11/2020 to 31/10/2021.

***Research Fellow*** at the Department of Economics Marco Biagi – University of Modena and Reggio Emilia (IT).  
Project title: “New digital tools for the creation of the customer experience at a distance: promoting the typical food of Modena with virtual and augmented reality”  
From 01/11/2019 to 31/10/2020.

**Research Fellow** at the Department of Economics Marco Biagi – University of Modena and Reggio Emilia (IT).

Project title: “The role of e-commerce and mobile technologies in the multi-channel and omnichannel companies’ strategies”.

From 16/09/2018 to 15/09/2019.

### **Education details**

**Ph.D.** in “Economics and Management of Innovation and Sustainability”, XXIX cycle (2014-2016), University of Ferrara (IT). Thesis title: “Shopping across channels: the role of Need for Touch”. Viva: 6 April 2017.

**Doctor Europaeus** Doctor Europaeus for the experiences of visiting Ph.D. students abroad and the PhD thesis written in English, entitled: "Shopping across channels: the role of Need for Touch". The additional Doctor Europeus certification was issued by the Teaching Body of the Research Doctorate in Economics and Management of Innovation and Sustainability, Cycle XXIX, on 4 June 2018.

**Master's Degree** in International Management, Department of Economics Marco Biagi – University of Modena and Reggio Emilia (IT).

Thesis title: "The impact of the Country Image and of the Country of Origin on customer purchasing choices" discussed on 11 December 2009, vote: 108/110.

### **Training and courses**

- Summer School in Panel Model – Prof. Bruno e Prof. Montalto – Università della Calabria (IT), 31 August – 4 September 2020.
- Qualitative Comparative Analysis – Prof. Russo, Prof.ssa Confente e Prof. Scarpi – Università di Verona (IT), 7 June 2019.
- Summer School in Mediation and Moderation, Prof. Miceli e Prof. De Luca – Università della Calabria (IT), 12-16 September 2016.
- Advanced Quantitative Research, Prof. Hand e Prof. Kalafatis – Kingston Business School (UK), March - June 2016.
- Advanced Qualitative Research, Prof. Gourlay, Prof. Morgan e Prof. Harries – Kingston Business School (UK), March - June 2016.
- Summer School in Structural Equation Modelling – Advanced, Prof. Miceli e Prof. Marzocchi – Università della Calabria (IT), 7-11 September 2015.
- Nuevas fronteras de investigación en la empresa: Data Mining y Neurociencia, Prof. Bigné Alcañiz – Universidad de Sevilla (ES), 2015.
- Seminario sobre profundización y avances recientes en la técnica PLS, Prof. Roldàn e Prof. Cepeda – Fundación Camillo Prado - Madrid (ES), 14 December 2015.
- Summer School in Structural Equation Modelling – Entry level, Prof. Miceli e Prof.ssa Raimondo – Università della Calabria (IT), 1-5 September 2014.
- Summer School SIM on Research Methods, Prof. Cristini, – Università di Urbino (IT), 3-5 July 2014.

**Language Certificates**

- First Certificate in English (B2) – Università di Ferrara (IT), November 2016.
- Curso de Espanol como lengua extranjera, grado intermedio (Sobresaliente 9/10) – Universidad de Zaragoza (ES), 20 March 2009.

## RESEARCH ACTIVITY

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### *Main Research Topics*

The research activity is aimed at studying both marketing and management issues. In particular, the research activity focuses on consumer behaviour, particularly regarding purchasing and consumption choices in multichannel and / or immersive / augmented and gamified contexts. The research focuses on studying the impact that new technologies are taking on the transformation of business-to-business, business-to-consumer, consumer-to-consumer and human-machine interaction. The latest behavioural trends of customers are also analysed with a view to sustainability in the sharing economy processes - with a particular focus on collaborative consumption models - and in the new trends in vegetarian and vegan food consumption. The research activity also deals with revenue management by identifying resilient tactics and strategies in crisis contexts.

The main areas of application in which research activity has been developed and applied are distribution, food, tourism and catering.

Please refer to the publications section on the website page for an updated list of publications: <https://personale.unimore.it/rubrica/pubblicazioni/fdecanio>

### **List of Grants and Awards**

1. Best Paper Award – Italian Journal of Marketing, 2023, 18/10/2024, with the article titled “Reopening after the pandemic: leveraging the destination image to offset the negative effects of perceived risk” - Italian Journal of Marketing 2023 (2), 99-118. Authors: De Canio Francesca, Martinelli Elisa, and Viglia Giampaolo.
2. Grant AFM-SIM 2024 best international research proposal titled “Understanding consumers’ perception of bioplastics: A mixed-method approach to explore consumers’ perceptions and switching behaviours towards bioplastic food packaging”. Research members: De Canio Francesca, Lombart Cindy e Untilov Olga.
3. Best Paper Award – Sinergie-Sima Management Conference, LUM University and University of Bari, 29th-30th June 2023 with the article titled “Are consumers’ food purchase intentions impacted by blockchain technology?”, authors: Martinelli Elisa, De Canio Francesca.
4. Best Referee Award ITJM 2020 –Italian Journal of Marketing.
5. Best paper Award in the 20ieth International Marketing Trends Conference – 14-16 January 2021, paper title: “The retailer as a brand: awareness, equity and customer loyalty”, authors: Martinelli Elisa, De Canio Francesca.
6. Best Paper Award in the Sinergie-Sima Management Conference 2020 - Pisa (IT), University of Pisa - Sant’Anna School of Advanced Studies 7-8 September 2020, paper title: “Does country image impact retail brand equity? A multi-cue analysis”, authors: Martinelli Elisa, De Canio Francesca.
7. Finalist on the three best papers published in the Journal “Mercati & Competitività” (ISSN 1972-4861) in 2018, paper title: “Is the collaborative consumption the new buying? Social and economic aspects influencing collaborative consumption”, authors: De Canio Francesca, Pellegrini Davide, Martinelli Elisa.

8. Finalist on the three best papers published in the Journal “Mercati & Competitività” (ISSN 1972-4861) in 2017, paper title: “Beyond the mobile versus PC dichotomy: profiling online shoppers based on device usage”, authors: De Canio Francesca, Ieva Marco, Ziliani Cristina.
9. Best Thesis Award – Best PhD thesis in the Doctoral Course “Economic and Management of Innovation and Sustainability”, University of Ferrara.
10. Ph.D. Erasmus Fellowship as visiting PhD student – provided by the Tucep institution, for the international research activity carried out at the Kingston Business School (UK) from 1 March 2016 to 31 August 2016 (6 months).
11. IUSS Study Abroad scholarship – provided by IUSS institution (University of Ferrara), for the research activity carried out at the Universidad de Sevilla (ES) from 15 September to 14 October 2015 (1 month).
12. Selected PhD thesis - Transatlantic Doctoral Conference - London Business School (UK) 7 - 9 May 2015.
13. Leonardo da Vinci Scholarship - Q.U.A.T.T.R.O. provided by the University of Modena and Reggio Emilia (IT) for postgraduate professional activity carried out in the UK from 17 May to 01 October 2010.

## ***Memberships***

### **Membership**

- SIM, "Società Italiana di Marketing" [Since 20 may 2014].
- SIMA, “Società Italiana di Management” [Since 23 March 2017].
- AIDEA, “Accademia Italiana di Economia Aziendale” [Since 1 January 2018].
- Academy of Marketing UK [1<sup>st</sup> January – 31<sup>st</sup> December 2018].
- EURAM, “European Academy of Management” [From 16 April 2019 to 31 December 2020].

***Member of the Junior Faculty Climber Community*** Italian Society of Marketing (SIM) [Since 9 December 2020 to date].

## ***Journal and conference editorial boards and reference activities***

***Associate Editor Italian Journal of Marketing since 15<sup>th</sup> June 2023***  
<https://www.springer.com/journal/43039/editors>

***Session Chair in the R&D Management Conference 2023 – Seville (ES) – 17<sup>th</sup> – 21<sup>st</sup> June 2023.***

***Session Chair in the NB&PL (National Brand & Private Label) 2019 Sixth International Conference – Barcelona (ES) – 12<sup>th</sup> – 14<sup>th</sup> June 2019.***

### **Referee for reputed Journals**

In the WOS personal page, it is presented an updated list of my referee activity (120 Verified Reviews – main metrics: <https://www.webofscience.com/wos/author/record/AAU-8002-2020>)

### **Visiting period**

- Post-doc visiting researcher at the Universidad Pablo de Olavide in Sevilla (ES) - Departamento de Organizacion de Empresas y Marketing.  
Project title: "Sensorial Marketing Methods in the Multichannel Retailing", from 10 April to 4 August 2017. Supervisor: Prof. Maria Fuentes-Blasco.
- Ph.D. visiting student at the Kingston Business School (UK) - Faculty of Business and Social Sciences, Department of Strategy, Marketing and Innovation, from 1 March to 30 September 2016. Supervisor: Prof. Francesca Dall'Olmo Riley.
- Ph.D. visiting student at the Universidad de Sevilla (ES) - Facultad de Ciencias Economicas y Empresariales, Departamento de Administracion de Empresas y Comercializacion e Investigacion de Mercados (Marketing), from 15 September 2015 to 25 February 2016. Supervisor: Prof. Manuel Jesus Sanchez-Franco.

### **TEACHING ACTIVITY**

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Professor of “Farm management and business development” Master Degree Course in Integrated sustainability of Agricultural Systems - Department of Life Science - University of Modena and Reggio Emilia (IT) - A.A. 2022/23 - 2023/24.

Professor of “Business management and pharmacy management” Master Course in Farmacy - Department of Life Science - University of Modena and Reggio Emilia (IT) - A.A. 2023/24.

Professor of “Valuations for agro-rural areas” Master Degree Course in Integrated sustainability of Agricultural Systems - Department of life Science - University of Modena and Reggio Emilia (IT) - A.A. 2022/23.

Adjunct Professor of “Economics and Business Management” Degree Course in Economics and International Marketing of the Department of Economics Marco Biagi University of Modena and Reggio Emilia (IT) - A.A. 2021/22; 2020/21; 2019/20.

Adjunct Professor of “International Marketing” Degree Course in Economics and Business Management at the Faculty of Economics of the University of International Studies of Rome (IT). A.A. 2019/20. Course taught in English.

Adjunct Professor of “Economics and Management” Degree Course in Informatics at the Department of Engineering Enzo Ferrari - University of Modena and Reggio Emilia (IT) - A.A. 2018/19.

### **Seminars**

- A.A. 2021/2022: “Service Design and Retail Management” (4h), Master in “Retail and Brand Management” – Università di Parma (IT).
- A.A. 2021/2022: “Condizioni attuali e progettazione dello sviluppo turistico in Appennino” (2 days), in the School of Alta Formazione e Innovazione per lo Sviluppo Sostenibile dell’Appennino Al.Fo.n.Sa – Università di Modena e Reggio Emilia (IT).
- A.A. 2020/2021: “Turismo rurale esperienziale in Appennino” (2h), in the course "Nuovi orientamenti per l'incremento della redditività dell'agricoltura e zootecnia di montagna" – Università Cattolica del Sacro Cuore (Piacenza) (IT).
- A.A. 2020/2021: “Consumer Behaviour in Digital Revolution” (4h), Master in “Retail and Brand Management” – Università di Parma (IT).
- A.A. 2019/2020: “Consumer Behaviour in Digital Revolution” (4h), Master in “Retail and Brand Management” – Università di Parma (IT).
- A.A. 2019/2020: “The sharing economy and the digital revolution: an insight into changes in consumer habits” (2h) Department of Economics “Marco Biagi” – Università di Modena e Reggio Emilia (IT).
- A.A. 2018/2019: “Consumer Behaviour in Digital Revolution” (8h), Master in “Retail and Brand Management” – Università di Parma (IT).
- A.A. 2017/2018: “Consumer Behaviour in Digital Revolution (8h)”, Master in “Retail and Brand Management” – Università di Parma (IT).
- A.A. 2016/2017: “los márgenes y la rentabilidad de la tienda farmacéutica” (16h), course in Retail Management – Università di Siviglia (ES).
- A.A. 2015/2016: “Neuroshopping” (2h), degree course in “Marketing and Market Research” – Grado en Marketing e Investigación de Mercados – Università di Siviglia (ES).
- A.A. 2015/2016: “Web Communication - new management to improve customer loyalty” (8h), in the “Executive Program for Buyers” course – Università di Parma (IT).

### **Lectures in Doctoral Courses**

“Gamification and virtuality: how to improve food buying intentions through the digital tools (1 DFC)” – Research Doctorate in Food and Agricultural Science, Technology and Biotechnology (STEBa) – University of Modena and Reggio Emilia (IT). 10<sup>th</sup> May 2023.

“Stimulating food knowledge and buying intentions using virtual tours (1 DFC)” – Research Doctorate in Food and Agricultural Science, Technology and Biotechnology (STEBA) – University of Modena and Reggio Emilia (IT). 28<sup>th</sup> May 2021.

“Food Marketing Mix strategies in the Digital Era (1 DFC)” – Research Doctorate in Food and Agricultural Science, Technology and Biotechnology (STEBA) – University of Modena and Reggio Emilia (IT). 8<sup>th</sup> July 2021.

### List of main publications

1. De Canio, F., Viglia, G., & Lombart, C. (2024). Package-free products: How to improve pro-environmental buying behaviors among consumers. *Technological Forecasting and Social Change*, 198, 122995. <https://doi.org/10.1016/j.techfore.2023.122995>
2. Zerbini, C., De Canio, F., Martinelli, E., & Luceri, B. (2024). Are gluten-free products healthy for non-celiac consumers? How the perception of well-being moderates gluten-free addiction. *Food Quality and Preference*, 105183. <https://doi.org/10.1016/j.foodqual.2024.105183>
3. De Canio, F. (2023). Consumer willingness to pay more for pro-environmental packages: The moderating role of familiarity. *Journal of Environmental Management*, 339, 117828. <https://doi.org/10.1016/j.jenvman.2023.117828>
4. De Canio, F., Fuentes-Blasco, M., & Martinelli, E. (2023). Exploring channel switching in the aftermath of the Covid-19 pandemic: Are shoppers all driven by the same motivations?. *International Journal of Retail & Distribution Management*, 51 (12), 1656-1676. <https://doi.org/10.1108/IJRDM-10-2022-0414>
5. Peruzzini, M., Cavallaro, S., Grandi, F., Martinelli, E., & De Canio, F. (2023). Exploring how to use virtual tours to create an interactive customer remote experience. *Journal of Industrial Information Integration*, 35, 100509. <https://doi.org/10.1016/j.jii.2023.100509>
6. Tagliazucchi G., De Canio F., Martinelli E., Exploring perceived post-disaster performance in micro-businesses: how does entrepreneur psychological resilience matter?, *Entrepreneurship & Regional Development*, 35 (5-6), 445-459. <https://doi.org/10.1080/08985626.2023.2185687>
7. De Canio, F., Fuentes-Blasco, M. and Martinelli, E. (2022), "Extrinsic motivations behind mobile shopping: what drives regular and occasional shoppers?", *Journal of Retail & Distribution Management*, Vol. 50 No. 8/9, pp. 962-980. <https://doi.org/10.1108/IJRDM-10-2021-0489>
8. Martinelli, E., & De Canio, F. (2022). Non-vegan consumers buying vegan food: the moderating role of conformity. *British Food Journal*, 124(1),14-30. <https://doi.org/10.1108/BFJ-01-2021-0023>
9. De Canio, F., Martinelli, E., Peruzzini, M., & Cavallaro, S. (2022). Experiencing a Food Production Site Using Wearable Devices: The Indirect Impact of Immersion and Presence in VR Tours. *Sustainability*, 14(5), 3064; <https://doi.org/10.3390/su14053064>
10. De Canio, F., & Fuentes-Blasco, M. (2021). I need to touch it to buy it! How haptic information influences consumer shopping behavior across channels. *Journal of Retailing & Consumer Services*, 61, 102569. <https://doi.org/10.1016/j.jretconser.2021.102569>

11. Martinelli, E. and De Canio, F. (2021), "Purchasing veg private labels? A comparison between occasional and regular buyers", *Journal of Retailing and Consumer Services*, 63, 102748. <https://doi.org/10.1016/j.jretconser.2021.102748>
12. Viglia G., De Canio, F., Stoppani, A. Invernizzi A.C., & Cerutti S. (2021) Adopting revenue management strategies and data sharing to cope with crises, *Journal of Business Research*, 137, 336-344, <https://doi.org/10.1016/j.jbusres.2021.08.049>
13. De Canio, F., Fuentes-Blasco, M., & Martinelli, E. (2021). Engaging shoppers through mobile apps: the role of gamification. *International Journal of Retail & Distribution Management*, 9(7), 919-940. <https://doi.org/10.1108/IJRDM-09-2020-0360>
14. De Canio, F., Martinelli, E., & Endrighi, E. (2021). Enhancing consumers' pro-environmental purchase intentions: the moderating role of environmental concern. *International Journal of Retail & Distribution Management*, 49 (9), 1312- 1329. <https://doi.org/10.1108/IJRDM-08-2020-0301>
15. Piga, C. A., Abrate, G., Viglia, G., & De Canio, F. (2021). How the hospitality industry reacts to COVID-19: structural, managerial and tactical factors. *Journal of Revenue and Pricing Management*, 1-14. <https://doi.org/10.1057/s41272-021-00359-2>
16. De Canio, F., & Martinelli, E. (2021). EU quality label vs Organic food products: A multigroup structural equation modeling to assess consumers' intention to buy in light of sustainable motives. *Food Research International*, 139, 109846. <https://doi.org/10.1016/j.foodres.2020.109846>
17. Martinelli, E. and De Canio, F. (2021), "Country image dimensions and retail brand equity. A multi-cue analysis", *Sinergie Italian Journal of Management*, 39(2), 17-36. ISSN 0393-5108; DOI 10.7433/s115.2021.02.
18. De Canio, F., Martinelli, E., Peruzzini, M., & Marchi, G. (2021). The use of virtual tours to stimulate consumers' buying and visit intentions: an application to the Parmigiano Reggiano cheese. *Italian Journal of Marketing*, 3, 209-226. <https://doi.org/10.1007/s43039-021-00034-9>
19. Martinelli, E., De Canio, F., & Nardin, G. (2021). Perché consumare cibo vegano? Una scelta etica e spirituale, non salutistica. *Micro & Macro Marketing*, 3, 397-416. ISSN:1121-4228. DOI: 10.1431/97445.
20. De Canio, F., Nieto-García, M., Martinelli, E., & Pellegrini, D. (2020). The motives behind consumers' intention to use peer-to-peer accommodation: an fsQCA application. *International Journal of Contemporary Hospitality Management*, 32(9), 2969-2989. <https://doi.org/10.1108/IJCHM-02-2020-0142>
21. De Canio, F., Sanchez-Franco M.J., & Martinelli, E., (2020). Exploring the main drivers influencing brand loyalty to motorway services areas in Italy. *Italian Journal of Marketing*, 2, 1-17. <https://doi.org/10.1007/s43039-020-00011-8>
22. Martinelli, E., & De Canio, F. (2019). Italian Restaurants in Danish Consumers' Perceptions: A Multi-Cue Analysis in a Product Country Image Perspective. *International Journal of Business Management*, 14(12), 36-46. ISSN 1833-3850. doi:10.5539/ijbm.v14n9p36.
23. Martinelli, E., De Canio, F., & Tagliazucchi G. (2019). Bouncing back from a sudden-onset extreme event: exploring retail enterprises' resilience capacity. *The International Review of Retail, Distribution and Consumer Research*, 29(5), 568-581. <https://doi.org/10.1080/09593969.2019.1664614>.

24. Martinelli, E., & De Canio, F. (2019). Premium Private Labels Products: Drivers of Consumers' Intention to Buy. *International Journal of Business Management*, 14(9), 36-46. ISSN 1833-3850. doi:10.5539/ijbm.v14n9p36
25. Martinelli, E., & De Canio, F. (2019). Eating in an Italian restaurant? The role of Country Image in driving Spanish customers' attitude and intention to patronize an ethnic restaurant. *Mercati e Competitività*, 2, 83-104. ISSN: 1826-7386.
26. Ieva M., De Canio F., & Ziliani C. (2018). Daily Deal Shoppers: What Drives Social Couponing? *Journal of Retailing and Consumer Services*, 40, 299-303. ISSN 0969-6989. <https://doi.org/10.1016/j.jretconser.2017.03.005>
27. Martinelli, E., & De Canio, F. (2018). Retail brand equity: un'analisi customer based. *Micro & Macro Marketing*, 3, 397-416. ISSN: 1121-4228. DOI: 10.1431/91413.
28. De Canio, F., Pellegrini, D., & Martinelli, E. (2018). Is the collaborative consumption the new buying? Social and economic aspects influencing collaborative consumption. *Mercati e Competitività*, 1, 19-38. ISSN: 1972-4861. DOI: 10.3280/MC2018-001003
29. De Canio F., Ieva M., & Ziliani C. (2017). Single-device versus Multi-device: profiling online shoppers based on device usage. *Mercati e Competitività*, 2, 99-121. ISSN: 1972-4861.
30. De Canio F., Pellegrini D., & Aramendia-Muneta E. (2016). The Smartphoners: Consumer Segmentation by Smartphone Usage. *Mercati e Competitività*, 1, 123-144. ISSN: 1972-4861. DOI: 10.3280/MC2016-001007.