

Elisa Martinelli

Curriculum Vitae

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Elisa Martinelli is Full Professor of Management (SSD: ECON 07/A Economia e Gestione delle imprese) at the Department of Economics Marco Biagi of the University of Modena and Reggio Emilia (UNIMORE), where she teaches “Management” at the first year of the undergraduate degree course in Business Economics and Management (CLEAM), “Trade Marketing and Sales Management” as well as “Meet the Managers”, both at the 2nd year of the Master Degree in International Management (IM). She is also teacher in the module “Distribution and Trade Marketing in the ceramic tiles sector” in the Master in “Enterprise and Technology in Ceramics” at the Department of Engineering Enzo Ferrari.

After graduating with Laude at the Faculty of Economics and Business at the University of Modena, she obtained the Ph.D. in “Financial Institutions and Enterprise”, XII cycle, at the University of Pisa in 2000. Then, she joined UNIMORE as an assistant professor in 2001, where she was then promoted to Associate Professor in 2015 and to Full Professor in 2021.

She held the role of Research Fellow at the Institute for Retail Studies, University of Stirling (Stirling - Scotland, UK) in 2013.

Currently, she holds the following departmental positions:

- ✓ Member of the Academic Council of the PhD in “Labor, Development and Innovation” FMB-UNIMORE;
- ✓ Head of the Double Degree in “International Marketing” between UNIMORE and the University of Applied Sciences in Augsburg (Germany), Head of the Double Degree in “International Economics and Marketing” between UNIMORE and Jaume I University in Castellon (Spain), Head of the Double Degrees at the undergraduate (Economia e Marketing Internazionale) and graduate level (International Management) with the University of Applied Sciences (Bochum, Germania), Head of the Double Degrees with the University of Angers (France);
- ✓ Member of the management team of the International Management Master Degree Course.

She is Vice-Head of the Master in “Food&Wine Tourism” offered by the Department of Life Sciences (UNIMORE)

She is a member of the following leading scientific academies:

- ✓ SIM (Società Italiana di Marketing),
- ✓ SIMA (Società Italiana di Management),

- ✓ AIDEA “Accademia Italiana di Economia Aziendale”,
- ✓ EURAM (European Academy of Management),
- ✓ BAM (British Academy of Management).

She is also a member of the editorial board of the Journal “Corporate Governance and Research & Development Studies” and of the Micro&MacroMarketing Journal.

She is a member of the scientific editorial board of the book series “Marketing and Management” published by G. Giappichelli.

Her research is aimed at studying both marketing - such as consumer buying behavior, local foods and EU quality labels - and management topics, such as organizational & enterprise resilience, disaster management and dynamic capabilities. She also deals with channel and retail management, Consumer Based Brand Equity (CBBE) and private labels, as well as the Country of Origin Effect. On these topics she is author of more than one hundred and fifty publications at national and international level, in leading journals such as the following: Entrepreneurship & Regional Development, Journal of Retailing and Consumer Services, The Service Industries Journal, International Journal of Retail & Distribution Management, International Review of Retail, Distribution and Consumer Research, International Journal of Entrepreneurial Behavior & Research, International Journal of Contemporary Hospitality Management, Journal of International Consumer Marketing, Food Research International and the British Food Journal. The contextualization of the studies carried out is wide: FMCG (fast moving consumer goods), agri-food and catering, clothing, ceramic tiles.

She got some important prizes and awards, such as the followings:

- 1) Award given by “The Royal Society of Edinburgh – Caledonian Research Foundation” in relation to the competitive call 2013 CRF/RSE European Visiting Research Fellowships – Visits from Europe to Scotland;
- 2) Best paper award given by the International Marketing Trends Conference 2015 held in Paris (F) on the 23-24 January 2015 with the paper titled: “Premium Private labels and store loyalty”;
- 3) Best paper Award at the annual conference Sinergie-Sima 2018, held in Venice on the 14th-15th June 2018 with the paper titled: “Disastri naturali e resilienza d’impresa. Uno studio applicativo nel retail”;
- 4) Best paper Award granted at the 20ieth International Marketing Trends Conference - January 14-16 2021 with the paper titled: “The retailer as a brand: awareness, equity and customer loyalty”, Martinelli Elisa, De Canio Francesca;
- 5) Best paper Award granted at the annual conference Sinergie-Sima 2020 - Pisa (I), University of Pisa - Sant’Anna School of Advanced Studies 7-8 September 2020 with the paper titled: “Does country image impact retail brand equity? A multi-cue analysis”, autori: Martinelli Elisa, De Canio Francesca;
- 6) Procurement and Supply Management Excellence Award, for the category “Business continuity and supply chain management”, 1° october 2020 - CPO Lounge Community ADACI (Associazione Italiana Acquisti e Supply Management), Elisa Martinelli, Federica Dallanocce e Giampiero Carozza for the work "Esperienza di Amadori nella gestione del rischio Covid 19";

- 7) Best paper Award granted by the Sinergie-Sima Management Conference 2023 - Bari (I), June 29-30, 2023 - Paper titled: “Are consumers’ food purchase intentions impacted by blockchain technology?”, authors: Martinelli Elisa, De Canio Francesca.
- 8) Best Paper award 2023 of the *Italian Journal of Marketing* for the paper: De Canio F., Martinelli E., Viglia G. “Reopening after the pandemic: leveraging the destination image to offset the negative effects of perceived risk”;
- 9) Marketing Trends Awards 2025, recognition given by the Scientific Committee of the International Marketing Trends Conference to honour researchers for their overall achievements in the fields of Marketing Trends.
- 10) IFSAM certificate of Appreciation - April 4th, 2025

She acts as a reviewer for many ranked journals (i.e.: JRCS, IJRDM, BFJ, IRRDCR, JMM, P&M, IJCHM, Sinergie Italian Journal of Management, Italian Journal of Marketing, Micro&Macro Marketing, etc.) and conferences (EMAC, EURAM, IMTC, etc)

She is a member of the Board of Directors of the Italian Society of Management (SIMA) since June 2025, where she is responsible for the SIMA SIGs.

She is coordinator of the scientific committee of the Sinergie-Sima Conference for the period 2025-2028.

She is the local referral for the Italian Marketing Society (SIM).

She chairs the Retailing and E-Commerce Track - International Marketing Trends Conference since 2021 (ongoing)

She is a member of Madeint - Research Center on Made in Italy set up at the University of International Studies of Rome (UNINT).

She currently holds the role of PTO (Presidential Team Office) Advisor in IFSAM (starting from Feb 4, 2025) and she’s SIMA rep in IFSAM General Assembly.

She is a member of the Evaluation Team in support of the "Trade and Services Authority" of the Emilia Romagna Region as an “Expert of Contributions to the Trade and Services Industries” in relation to the seismic events of 20 and 29 May 2012.

She is a member of the Surveillance Committee on PR FESR Emilia-Romagna 2021-2027.

Former Roles:

- ✓ Coordinator of the "Retailing & Service Management" Special Interest Group of the Italian Society of Management (SIMA) 2022- 2025; previously, co-coordinator of the same SIG (November 2020 – November 2022);
- ✓ Departmental Delegate for International relations (till December 2025),
- ✓ Member of the ExCom of the DEMB (till November 2025),
- ✓ member of the UNIMORE Board of Directors from 2010 to 2012,

- ✓ member of the UNIMORE Academic Senate in the period 2012/2015
- ✓ Head of the Master Degree in International Management for 2 mandates (Nov 2017- Oct 2023)
- ✓ Deputy Secretary - IFSAM (International Federation of Scholarly Associations of Management (Febr 2021-April 2022).
- ✓ Secretary General of IFSAM (International Federation of Scholarly Associations of Management) from April 2022 till the end of 2024.