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CONTACT

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BIOGRAPHY

Ass. Prof. Massimiliano Vesce is currently the associate professor in the University of Salerno, Italy. He is also the member of the scientific Committee of the PhD of Management & Information Technology (until 2017) and member of the Scientific Committee of the University Libraries (since 2018).

He hold the PhD in Public Management in the University of Salerno, Italy.

EDUCATION

2000: Ph.D., the University of Salerno, Italy
1994: B.A., the University of Salerno, Italy

TEACHING AREAS

- Management
- Leadership & Organizations
- Strategic Entrepreneurships

RESEARCH AREAS

- Entrepreneurship
- Family Businesses

PROFESSIONAL EXPERIENCES

2015 – : Associate Professor, the University of Salerno, Italy
2005 – 2015: Researcher, the University of Salerno, Italy
2001 – 2004: Researcher/Independent Consultant, the University of Salerno, Italy
1999 – 2000: Assistant Professor, the University of Salerno, Italy

SELECTED PUBLICATIONS

R., Feola, **M. Vesce**, E. Marinato, R. Parente, “Segmenting “Digital Investors”: Evidence from the Italian Equity Crowdfunding Market”, *Small Business Economics*, 2019, DOI: 10.1007/s11187-019-00265-3

E. Conti, **M. Vesce**, C. Crudele, T. Pencarelli, “Design-driven Innovation, Quality, and Customer Value in Manufacturing Companies”, *The TQM Journal*, 31 (6), pp. 968-986, 2019, DOI: 10.1108/TQM-01-2019-0032

M. Vescei, A. Botti, “Festival Quality, Theory of Planned Behavior and Revisiting Intention: Evidence from Local and Small Italian Culinary Festivals”, *Journal of Hospitality & Tourism Management*, 38 (March), pp. 5-15, 2019, DOI: 10.1016/j.jhtm.2018.10.003.

E. Gummesson, G. Doyle, A. Storlazzi, C. Annarumma, G. Favretto, A. Tommasetti, **M. Vescei**, “Health Myths and Service-Dominant Logic” in Adinolfi P., Borgonovi E. (Eds), *The Myths of Health Care. Towards New Models of Leadership and Management in the Healthcare Sector*, Springer, pp. 231-251, 2018, DOI 10.1007/978-3-319-53600-2_12

R. Parente, A. ElTarabishy, **M. Vescei**, A. Botti, “The Epistemology of Humane Entrepreneurship: Theory and Proposal for Future Research Agenda”, *Journal of Small Business Management*, 2018, DOI: <https://doi.org/10.1111/jsbm.12432>

A. Botti, **M. Vescei**, “Competing Value Framework and Public Administration: Managerial Insights, Theoretical Reflections and Practical Implications from Italy”, *International Business Research*, vol. 11(2), p. 147-160, 2018, ISSN: 1913-9004, doi: 10.5539/ibr.v11n2p147

F. Polese, A. Botti, M. Grimaldi, A. Monda, **M. Vescei**, “Social Innovation in Smart Tourism Ecosystems: How Technology and Institutions Shape Sustainable Value Co-creation”, *Sustainability*, vol. 10(1), p. 1-24, 2018, ISSN: 2071-1050, doi: 10.3390/su10010140

A. Tommasetti, O. Troisi, **M. Vescei**, “Measuring Customer Value Co-creation Behavior: Developing a Conceptual Model Based on Service-Dominant Logic”, *Journal of Service Theory and Practice*, vol. 27 issue 5, p. 930-950, 2017, ISSN: 2055-6225

A. Botti, M. Grimaldi, A. Tommasetti, O. Troisi, **M. Vescei**, “Modeling and Measuring the Consumer Activities Associated with Value Cocreation: An Exploratory Test in the Context of Education”, *Service Science*, vol. 9, n.1, p. 63-73, 2017, ISSN: 2164-3970, doi: <http://dx.doi.org/10.1287/serv.2016.0156>

C. De Maio, A. Tommasetti, O. Troisi, **M. Vescei**, G. Fenza, V. Loia, “Contextual Fuzzy-Based Decision Support System Through Opinion Analysis: A Case Study at University of the Salerno”, *International Journal of Information Technology & Decision Making*, vol. 15, N.5, p. 923-948, 2016, ISSN: 0219-6220, doi: 10.1142/S0219622016500231

A. Botti, S. De Falco, **M. Vescei**, “A Model of Analysis for the Evaluation of Tourist Destination Appeal: The Amalfi Coast. A Case Study”, *Enlightening Tourism. A Pathmaking Journal*, vol. 4, No 1, pp. 79-107, 2014, ISSN: 2174-548X.

M. Pellicano, **M. Vescei**, O. Troisi, “Cosimato S. Stakeholder Engagement and Co-Creation in Logistic Industry: The Emerging Influence of Service Science Perspective”, *Proceedings of the ICCMI 2014*, Περιλαμβάνει βιβλιογραφικές παραπομπές, pp. 282-288, 2014, ISBN: 978-960-287-145-4.

L. Velotti, A. Botti, **M. Vescei**, “Public-private partnerships and network governance. What Are the Challenges?”, *Public Performance & Management Review*, vol. 36, No. 2, p. 340-365, 2012, ISSN: 1530-9576.