

# ANNAMARIA TUAN

## Curriculum Vitae

### Office:

Dipartimento di Management  
Università di Bologna  
Via Capo di Lucca, 34  
40126 Bologna

### Contacts

E-mail: [annamaria.tuan@unibo.it](mailto:annamaria.tuan@unibo.it)

Skype: annamariatuan

### CURRENT POSITION

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2020 **Junior Assistant Professor (RTD-A SECS-P/08)** - *Department of Management, University of Bologna*

### PREVIOUS ACADEMIC POSITION

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2019 - 2020 **Research fellow** - *Department of Management, University of Bologna*

Project: Relationship Management and Corporate Social Responsibility

2020 **Adjunct Professor** - *Department of Economics, University of Bologna*

2016 – 2018 **Junior Assistant Professor (RTD-A SECS-P/08)** - *Department of Economics and Management, University of Pisa*

2015 **Research fellow** - *Department of Economics and Management, University of Pisa*

Project: Corporate Social Responsibility and Cause Related Marketing in Emerging Market Multinationals Investing in Europe

### PREVIOUS EMPLOYMENT

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2009 – 2011 **Coworking manager at Coworking Space Udine**

Some responsibilities included: managing/planning professional, social, and educational events among coworkers and with companies; customer service/support for members; management of the workspace; management of social media channels.

### EDUCATION

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2012 – 2014 **PhD in Business Studies** - *Department of Economics and Statistics, University of Udine*

Title of the thesis: Bridging the gap between Social Media Marketing and Corporate Social Responsibility Communication

Supervisor: Prof. Andrea Moretti (defended 17<sup>th</sup> April 2015)

01/02/2014 - 31/05/2014 **Visiting period cbsCSR Corporate Social Responsibility Center**

*Copenhagen Business School - Department of Intercultural Communication and Management*

Supervisors: Prof. Mette Morsing and Prof. Lars Thøger Christensen

2006 – 2009 **Master's degree in Business Administration (Economia Aziendale)** - *Department of Economics and Statistics – University of Udine*

Title of the master thesis: The innovation process in traditional businesses. The employee engagement.

Supervisor: Prof. Daniel Pittino Mark: 110/110 cum laude

2003 – 2006 **Degree in Business Administration (Economia Aziendale)**- *Department of Economics and Statistics – University of Udine*

Title of the thesis: Il Marketing esperienziale, caso studio Swarowsky.  
Supervisor: Prof.ssa Marina Chiarvesio  
Mark: 109/110 cum laude

1998 – 2003 **Diploma Liceo Linguistico**  
*Liceo Linguistico G. D'Annunzio – Gorizia, Italy*  
Voto: 100/100

## **NATIONAL SCIENTIFIC QUALIFICATION**

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23/12/2019: National scientific qualification (ASN) as Associate Professor in Management (13/B2 – Economia e Gestione delle Imprese)

## **TEACHING ACTIVITY**

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### **Academic courses**

2020-2021 *International Marketing in Tourism* (in English)  
Bachelor in Economics of Tourism – Curriculum International Tourism and Leisure Industries  
Department of Economics, University of Bologna – Rimini Campus

*Value Pricing Laboratory* (in English)  
Master of Science in Service Management  
Department of Management, University of Bologna – Rimini Campus

2019 - 2020 *International Marketing in Tourism* (in English)  
Bachelor in Economics of Tourism – Curriculum International Tourism and Leisure Industries  
Department of Economics, University of Bologna – Rimini Campus

2016 – 2018 *Relationship Marketing and Social Media Marketing* (in Italian)  
Master of Science in Marketing and Market Research  
Department of Economics and Management, University of Pisa

2016 – 2018 *Social Media Marketing* (in English)  
Department of Economics and Management, University of Pisa

## **PUBLICATIONS**

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### **Journal articles**

1. Visentin M., Tuan A. (2020). Belly bands as a visual cue: Assessing its impact on consumers' in-store responses, *Journal of Retailing and Consumer Services*, online first, doi: <https://doi.org/10.1016/j.jretconser.2020.102359>
2. Giuliani E., Tuan A., Calvimontes A. (2020), Creating Shared Value Meets Human Rights: A Sense-Making Perspective in Small-Scale Firms, *Journal of Business Ethics*, online first, <https://doi.org/10.1007/s10551-020-04511-7>
3. Colucci M., TUAN A., Visentin M. (2020). An empirical investigation of the drivers of CSR talk and walk in the fashion industry. *Journal of Cleaner Production*, vol. 248, pp. 1-8. doi: 10.1016/j.jclepro.2019.119200
4. Aleti T., Pallant I. J., TUAN A., van Laer T. (2019). Tweeting with the stars. Automated text

- analysis on the effect of celebrity social media communications on consumer word of mouth. *Journal of Interactive Marketing*, vol. 48, pp. 17-32. doi: 10.1016/j.intmar.2019.03.003
5. Corciolani M., Nieri F., TUAN A. (2020). Does involvement in corporate social irresponsibility affect the linguistic features of corporate social responsibility reports?, *Corporate Social Responsibility & Environmental Management*, vol. 27, pp. 670-680. doi: doi.org/10.1002/csr.1832
  6. D'Acunto D., TUAN A., Dalli D., Viglia G., Okumus F. (2019). Do consumers care about CSR in their online reviews? An empirical analysis, *International Journal of Hospitality Management*, online first, pp. 1 – 9, ISSN: 0278-4319, doi: 10.1016/j.ijhm.2019.102342
  7. TUAN, A., Dalli, D., Gandolfo, A., & Gravina, A. (2019). Theories and methods in CSRC research: a systematic literature review. *Corporate Communications: An International Journal*. vol. 24 issue: 2, pp. 212-231, DOI: 10.1108/CCIJ-11-2017-0112
  8. TUAN A., Grandi S. (2019). Emerging trends in qualitative research. A focus on Social Media. *Mercati & Competitività*, vol. 4, pp. 17-26, DOI: 10.3280/MC2018-004002
  9. TUAN A. (2018). Mobile marketing e nuove tendenze di consumo. *Micro & Macro Marketing*, vol. 2, pp. 223-244, ISSN: 1121-4228, DOI: 10.1431/90505
  10. Dalli D., TUAN A., D'Acunto D. (2018). How online reviewers and actual customers evaluate their shopping experiences. Evidence from an international retail chain. *Mercati & Competitività*, vol. 3, pp. 163-180, DOI: 10.3280/MC2018-003009
  11. TUAN A., Moretti A. (2017). Engaging consumers on social media: empirical evidence from the communications analysis of a CSR oriented company. *International Journal of Technology Marketing*, vol. 12, p. 180-205, ISSN: 1741-878X, DOI: 10.1504/IJTMKT.2017.083371
  12. Moretti A, TUAN A. (2014). Social media marketing and relationship marketing: revolution or evolution? A first step analysis. *Sinergie*, vol. 93; p. 115-137, ISSN: 0393-5108, DOI: 10.7433/s93.2014.08

### **Books**

TUAN ANNAMARIA (2019). *La comunicazione della CSR nell'era digitale. Prospettive teoriche ed evidenze empiriche*, Roma, Aracne Editore, ISBN: 978-88-255-2738-4, pp. 152

### **Book Chapters**

D'Acunto D., TUAN A., Dalli D. (2019). Are Online Reviews Helpful for Consumers?: Big Data Evidence from Services Industry. In: **Exploring the Power of Electronic Word-of-Mouth in the Services Industry**, IGI Global, pp. 198 - 216

### **Conference Proceedings (with ISBN)**

1. Di Domenico G., TUAN A., Visentin M. (2020) Privacy concerns and conspiracy theories: how do they spread on Twitter? **XVII SIM Conference**, Castellanza, 29-30 October 2020, ISBN 978-88-943918-4-8
2. TUAN A., Kumar A., Dalli D., Leeflang P.S.H. (2020). Brand competition on social media: investigating direct and indirect effects of FGC on sales. Proceedings of the **European Marketing Academy**, 49th, (63713), Budapest, 26-29 May 2020, ISSN 2709-1589
3. Visentin M., TUAN A. (2020). Feeling free: the effect of a hotel self-perceived gay-friendliness on its intention to escape from online travel booking agents. Proceedings of the **European Marketing Academy**, 49th, (63197) Budapest, 26-29 May 2020, ISSN 2709-1589
1. Colucci M., TUAN A., Visentin M. (2019). All that glitters is not gold: walking and talking CSR in the fashion industry. **CSR Communication Conference – Conference Proceedings**, Stockholm 18-20 September 2019, pp. 172 – 179, ISBN 978-961-235-889-1.
2. Corciolani M., Nieri F., TUAN A. (2019). Corporate social irresponsibility and the linguistic features of CSR reports. **CSR Communication Conference – Conference Proceedings**, Stockholm 18-20 September 2019, p. 255, ISBN 978-961-235-889-1.

3. Missaghi K., TUAN A., Visentin M. (2019). Taking millennials to the cinema: will they behave more responsibly?, **Proceedings XVI^ SIM Conference - Marketing 4.0: le sfide della multicanalità**, 2019, pp. 1 – 5, ISBN 978-88-943918-3-1
4. Giuliani E., Humphreys A., Dalli D., TUAN A., Corciolani M. (2018). Strategic CSR framing by firms in emerging markets. **Academy of Management Proceedings**, vol. 2018, n. 1 <https://doi.org/10.5465/AMBPP.2018.15922abstract>
5. TUAN A., Dalli D., Kumar A. (2018), Consumers like and follow. Do they actually impact sales?, **EMAC Conference**, Glasgow, 29 May - 2 June 2018, ISBN: 978-82-8247-284-5
6. TUAN A., Dalli D., Gandolfo A., Gravina A. (2017). Theories and methods in CSR communication studies. A systematic review. In: **CSR Communication Conference - Conference Proceedings**. Vienna, 21-23 September 2017
7. TUAN, A. (2017). Moving beyond CSR: The rise of the benefit corporations' movement. In: Referred Electronic Conference Proceedings del convegno **Sinergie - SIMA** "Value co-creation: management challenges for business and society. ISBN: 97888907394-9-1, Napoli, 15-16 giugno 2017, DOI: 10.7433/SRECPEA.2017.37
8. TUAN, A., Dalli, D., Corciolani, M., Gandolfo, A (2016). Communicating CSR: A selective empirical review of theories and methods. Work in progress. In: Proceedings: Marketing & Retail nei mercati che cambiano **XIII Convegno Annuale della Società Italiana Marketing - Cassino**, 20 - 21 Ottobre 2016. p. 1-8, PARMA: Società Italiana Marketing, ISBN: 978-88-907662-6-8, Cassino, 20/10/2016-21/10/2016
9. TUAN A., Corciolani, M., Dalli, D., Gandolfo, A. (2015) "Emerging economy multinational firms: Discovering topics and trends through the automatic content analysis of CSR and Annual reports", **XII Convegno Annuale della Società Italiana Marketing**, Torino, 22-23 Ottobre, ISBN 978-88-907662-4-4.
10. TUAN, A., Corciolani, M., Dalli, D., Gandolfo, A. (2015) "Corporate Social Responsibility disclosure in Emerging Countries. Evidence from a content analysis of Chinese CSR and Annual Reports", 6th **EMAC Regional Conference**, WU Vienna, Austria, September 16-18, ISBN 978-3-200-04265-0.
11. TUAN A., Moretti A. (2015). Social Media and CSR Communication: an empirical analysis of organizational and managerial issues. The 8th annual **EUROMED Academy of Business Conference**, Verona, 16-18 September 2015, ISBN: 978-9963-711-37-6
12. TUAN A., Moretti A. (2015). Sensemaking and sensegiving in CSR Communication and Social Media Management: a case study, **XXXVII Convegno Nazionale AIDEA Sviluppo, sostenibilità e competitività delle aziende: il contributo degli economisti aziendali**. Piacenza, 10-11-12 settembre 2015, Università Cattolica del Sacro Cuore Piacenza
13. Moretti A, TUAN A. (2014). The Social Media Manager as a Reputation's Gatekeeper: an Analysis from the New Institutional Theory Perspective. In: Proceedings of the **13th International Conference of the Society for Global Business and Economic Development (SGBED) Managing the "Intangibles": Business and Entrepreneurship Perspectives in a Global Context**. Ancona, 16-18 July 2014, p. 1267-1281, ISBN/ISSN: 978-88-907795-7-2
14. Moretti A, TUAN A. (2013). Social Media as a laboratory of value creation in the CSR Field. In: Atti del **X Convegno Annuale della Società Italiana Marketing**. Milano, 3 - 4 October 2013, ISBN 9788890766213
15. Moretti A, TUAN A. (2013). Social Media Marketing and Relationship Marketing: revolution or evolution? A first step analysis. In: Atti del **Convegno SINERGIE**. Università Politecnica delle Marche (Ancona), 24-25 October 2013, ISBN/ISSN: 978-88-907394-3-9, doi: 10.7433/SRECP.2013.16

## **AWARDS**

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**Academy of Marketing Science-SIM Research Grant 2020** - *True lies: Why do people share hoaxes, memes, conspiracy theories, and fake reviews?* with Marco Visentin

**Grant SIM 2020** “Chi diffonde le fake news su marche italiane? Un modello predittivo basato sulla prossimità sociale e culturale degli utenti social” with Marco Visentin (University of Bologna) and Luigi Piper (University of Salento) – Grant funded by Società Italiana Marketing <http://www.simktg.it/sp/bandi-borse-e-premi.3sp>

**Best paper session** “Internet & Digital Marketing” SIM Conference 2017 for the paper “*Consumers like and follow on social media. Do they actually impact sales.*”

**PhD Award UniUD** 2016 for the best PhD Dissertation in the economic-law category defended in 2015 at University of Udine

## **AFFILIATIONS TO SCIENTIFIC ASSOCIATIONS AND SOCIETIES**

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2013 – **Società Italiana Marketing (SIM)** – from September 2014 member of the SIM Junior Committee  
2016- **Società Italiana Management (SIMA)**  
2016 – **European Marketing Academy (EMAC)**

## **MEMBER OF THE EDITORIAL BOARD**

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Italian Journal of Marketing

## **REVIEWER FOR THE FOLLOWING JOURNALS AND CONFERENCES**

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Business&Society  
Corporate Communications: an international Journal  
Italian Journal of Marketing  
Journal of Product and Brand Management  
Journal of Business Ethics  
Psychology & Marketing  
Tourism Management  
EMAC

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Bologna, December 3 2020

*Signature*  
Annamaria Tuan