

# **ENRICA IANNUZZI**

## ***Curriculum vitae***

### **Place and date of birth**

Atripalda (Av), 02 October 1975

### **Academic and other qualifications**

Associate Professor

SECS-P/08 - Economics and Business Management

2007. PhD in Marketing and Communication, c/o University of Salerno, 5th cycle new series (2003-2006)- Title of thesis: "Analisi dei fattori determinanti la performance relazione: il ruolo della fiducia"

2006-2008. Research Assistant, Scientific Disciplinary Area of Reference: SECS-P/08 "Business Management", c/o University of Foggia, Faculty of Economics, Department of "Scienze economico-aziendali, giuridiche, merceologiche e geografiche" – Research title: "L'innovazione e il trasferimento di Know-how e l'ASV" – Referee: Prof. Piero Mastroberardino

2002. Degree with honours in Economics, in Marketing - Market Analysis, Prof. Sergio Barile. Title of thesis: "Franchising differentiation characteristics with reference to the relevance analysis model".

### **University role**

Associate Professor

### **Scientific-disciplinary sector**

*Business Management - SSD 13/B2 (SECS P/08)*

### **Department**

*Department of Economics*

### **E-mail address**

enrica.iannuzzi@unifg.it

### **Academic and institutional commitments**

- Since July 2023 - Department delegate to Quality Assurance
- To date Member of the Quality Assurance Group for the Bachelor of Business Administration, Department of Economics, University of Foggia

### **Current research interests and recent funded projects**

- Organisational theories - Neo-institutionalist approach
- Corporate governance, with particular reference to the tourism and cultural sector
- Analysis of intra- and inter-organisational relations
- Sector and supply chain analysis, with a focus on the agri-food sector
- Sustainability and sustainable development through higher education design

- Digital transformation and digitisation in socio-economic organisations

### Teaching assignments for the last three years

#### 2023-2024

- “Marketing” (8 cfu), Bachelor of Business Administration (L18), Department of Economics, University of Foggia
- “Strategic Management” (7 cfu), Master Degree Course in Science in Business Administration, Department of Economics, University of Foggia
- “Corporate Digitalization” (8 cfu), Master Degree Course in Digital Innovation and Communication (LM-91), Department of Economics, Management and Territory, University of Foggia

#### 2022-2023

- “Principi di Marketing” (8 cfu), Bachelor of Business Administration (L18), Department of Economics, University of Foggia
- “Strategic Management” (7 cfu), Master Degree Course in Business Administration, Department of Economics, University of Foggia

#### 2021-2022

- “Business Management” (8 cfu), Bachelor of Science in Business Administration, Department of Economics, University of Foggia
- “Corporate Digitalization” (8 cfu), Master Degree Course in Marketing Management (LM-77), Department of Economics, Management and Territory, University of Foggia

### Main scientific publications in the last five years

Fanizza, F., Iannuzzi, E., & Nigro, C. (2023). Il ruolo delle Università nella sfida della Digital Transformation. Focus sui processi di ibridazione e isomorfismo. In *SFIDE E OPPORTUNITÀ DELLA DIGITAL REVOLUTION. Imprese, università e civil society* (pp. 65-93). FrancoAngeli.

Nigro C., Iannuzzi E., *Le sfide dell'innovazione nella Digital Era. Spunti di riflessione sugli aspetti economici, sociali e organizzativi*, Edizioni Scientifiche Italiane (ESI), 2022

Nigro, C., Iannuzzi, E., Santo, N., & Sisto, R. (2023). Food delivery, ghost kitchens and virtual restaurants: temporary or long-lasting game changers?, in *British Food Journal*, 125(6), 2217-2233

Nigro, C., Iannuzzi, E., Spallone, S. (2021). Towards a motivational model to understand the managerial coping with sustainability issues into the university system, Conference Proceedings *Excellence in Services*, 24th International Conference, University of Salerno. Salerno (Italy), 1, 2 and 3 September 2021

Nigro, C., Iannuzzi, E. (2020). Riflessioni sulla fiducia nelle dinamiche relazionali tra attori sociali, in *Rivista di Studi Manageriali (RiSMa)*, 2(2), 105-116

Lombardi, M., Lopolito, A., Andriano, A. M., Prosperi, M., Stasi, A., & Iannuzzi, E. (2020). Network impact of social innovation initiatives in marginalised rural communities. *Social Networks*, 63, 11-20.

Di Nauta, P., Iannuzzi, E., Milone, M., & Nigro, C. (2020). The impact of the sustainability principles on the strategic planning and reporting of universities. An exploratory study on a qualified Italian sample. *Sustainability*, 12(18), 7269.

Iannuzzi, E., Sisto, R., & Nigro, C. (2019). The willingness to consume insect-based food: An empirical research on Italian consumers. *Agricultural Economics*, 65(10), 454-462.