

Marco Galvagno, Ph.D.

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Current position

Assistant Professor of Management (*Ricercatore with tenure*)

Education

2001 Ph.D. in Business Economics and Management, University of Catania
1997 Master Degree in Business Economics, University of Catania
1995 Diploma in European Business, Northampton University (UK)

Experiences

2009 Summer School, Structural Equation Modeling - University of Calabria
2009 Summer School, Event History & Survival Analysis – University of Bologna
2007 Summer School, Multivariate Statistics - University of Calabria

Visiting

Visiting Research fellow at Grenoble Graduate School of Business, Grenoble, (F)
Visiting Scholar at the Mays Business School at Texas A&M University, College Station, TX (US)

Research interests

Marco's research interests centre on two principal streams. One stream is based on marketing and consumer behaviour. His research examines the role of affection and attachment to stores, factors affecting store brands purchasing and consumer resistance. The second stream is based on industrial dynamics, firm's competitive strategy and innovation and studies the technological positioning of competitors and its interaction with firm strategy, performance and the process of industry convergence.

Researches in progress

Store attachment
Customer-store affection and store brands
Second-hand shopping
Interpersonal trust in commercial relationships
Anti-consumption and Consumer Resistance
Bibliometric analysis
Coopetitive Strategy
Customer Loyalty

Publications

"Analysing the Intellectual Structure of E-service Research", *International Journal of E-Services and Mobile Applications*, accepted for publication (With M.C. Di Guardo and F. Cabiddu)

"The intellectual structure of the anticonsumption and consumer resistance field: An author co-citation analysis", *European Journal of Marketing*, accepted for publication

2011 "Anti-consumption research. Analisi bibliometrica della letteratura internazionale (Anti-consumption research. A bibliometric analysis of the literature)" in *Mercati & Competitività* n. 2, p. 55-75

2010 "Information Systems and Service Research: a co-citation analysis". In AA.VV. (eds.) *Achieving fusion in the interconnected world: exploring the connection between organizations and technology*, Springer, pp. 445-452 (with Chiara M. Di Guardo)

2010 "The promise of coopetition as a stream of research in strategic management". In Dagnino G.B., S. Castaldo, F. Le Roy, S. Yami (eds.) *Coopetition. Winning Strategies for the 21st Century*, Edward Elgar Publishing Cheltenham, UK, pp. 40-57 (with Francesco Garraffo)

2007 "La struttura della distribuzione moderna nella provincia di Catania". In Cirelli C. (ed.), *Gli spazi del commercio nei processi di trasformazione urbana*, Patron Editore, Bologna, pp. 257-283 (with Marco Romano)

2007 "La fedeltà nelle relazioni tra impresa e mercato fondamenti concettuali ed implicazioni manageriali", (edited with Rosario Faraci & Sonai C. Giaccone), Giappichelli, Torino.

2007 "Le prospettive teoriche nell'analisi delle relazioni di fedeltà dei clienti", in Faraci R., Galvagno M., Giaccone S.C. (edited by) "La fedeltà nelle relazioni tra impresa e mercato fondamenti concettuali ed implicazioni manageriali", Giappichelli, Torino.

2007 "La fedeltà nel software e servizi informatici: alcune evidenze empiriche" in Faraci R., Galvagno M., Giaccone S.C. (edited by) "La fedeltà nelle relazioni tra impresa e mercato fondamenti concettuali ed implicazioni manageriali", Giappichelli, Torino (with Sonia C. Giaccone).

2007, "La struttura della distribuzione moderna nella provincia di Catania" in Cirelli C.(edited by), "Gli spazi del commercio nei processi di trasformazione urbana" Patron Editore, Bologna (with Marco Romano).

2006, "Il fabbisogno di ICT delle PMI siciliane", *Sinergie-Rapporti di ricerca*, n.22 (with Rosario Faraci).

2005, "On the relationship between knowledge, networks, and local context", in Capasso A., G.B. Dagnino, A. Lanza (edited by) "Strategic Capabilities and Knowledge Transfer Within and Between Organizations", Edward Elgar, Cheltenham, UK (with Chiara M. Di Guardo).

2004, "La coesistenza fra tecnologie: definizione ed elementi costitutivi", *Sinergie*, n.65 (with Rosario Faraci).

2002, "Governance and control for firms in transition", in Schillaci C.E., R. Faraci, "The Ownership and Governance of Firms in Transition: the Italian Experience" (edited by), Giappichelli Editore, Torino (with Albert A. Cannella).

2001 "La convergenza tecnologica nel settore dell'Information & Communication Technology", Doctoral Dissertation.

Conference proceedings

2011 "Il legame affettivo con il punto vendita. Può l'affetto del cliente influenzare l'atteggiamento nei confronti delle *Private Label*?" *Italian Marketing Society (SIM) 8th Annual Conference*, Rome, Sept. 22-23, 2011 (With D. Barbagallo)

2011 "L'attaccamento ai luoghi commerciali" 10th International Marketing Trends Conference, January 20th-22nd, Paris.

2010 "L'attaccamento ai luoghi commerciali. Una ricerca esplorativa" presented at Italian Marketing Society (SIM) 7th Annual Conference, September 23th-24th, Ancona.

2010 "The Proliferation of Coopetition: An Event History Analysis of Antecedents at Firm-, Inter-firm-, and Industry-Level". 30th Strategic Management Society (SMS) Conference, October 13th-15th Rome (with Francesco Garraffo).

2010 "Dropping the Anchor in Regional Innovation and Development: Co-Citation Analysis and Conceptual Extension", 30th Strategic Management Society (SMS) Conference, October 13th-15th Rome (with Giovanni B. Dagnino, Rosario Faraci, Daniela Baglieri, Francesco Garraffo).

2010 "Main Trends in the Study of Regional Innovation Systems: An Author Co-citation Analysis". Academy of Management (AoM) August 6th-10th Montreal (with Giorgia M. D'allura and Arabella Mocciaro Li Destri).

2010 "The Intellectual Structure of the Anticonsumption and Consumer Resistance field: An Author Co-citation Analysis". ICAR/NACRE 2010 Proceedings. Anti-consumption and Consumer Resistance: Concepts, concerns, conflicts, and convergence. Euromed Management, June 23th-25th, Marseille.

2010 "Main Trends in the Study of Regional Innovation Systems: An Author Co-citation Analysis". 37th Annual Conference of The Academy of International Business (UK & Ireland Chapter), April 8th -10th, Dublin (with Giorgia M. D'allura and Arabella Mocciaro Li Destri).

2009 "Anticonsumption research. Analisi bibliometrica della letteratura internazionale". Italian Marketing Society (SIM) 6th Annual Conference, November 6th-7th, Florence.

2009 "Information Systems and Service Research: a co-citation analysis". itAIS. VI Conference of the Italian Chapter of AIS – University of Sassari, October 2nd-3rd, Olbia, Costa Smeralda (with Chiara M. Di Guardo).

2008 "Coopetition capabilities in action: the cases of Wintel and Mactel". EIASM – 3rd Workshop on Coopetition. Universidad Carlos III de Madrid – Campus of Getafe, February 7th-8th, Madrid (with Giovanni B. Dagnino & Chiara M. Di Guardo).

2007, "The promise of coopetition as a stream of research in strategic management". 7th Annual Conference EURAM – "Current Management Thinking: Drawing from Social Sciences and Humanities to Address Contemporary Challenges", May 16th-19th, Paris (with Francesco Garraffo).

2006 "Lo sviluppo della Grande Distribuzione nella prospettiva della Multiple-Point

Competition". Italian Marketing Society (SIM) 3rd Annual Conference, November 24th–25th, Parma (with Marco Romano).

2006 "The Dynamic Capabilities View Of Coopetition: The Case Of Intel, Apple and Microsoft". 2nd EIASM Workshop on Coopetition, Bocconi University, September 14th–15th, Milan (with Chiara M. Di Guardo).

Research Projects

- 2009-2011 Researcher for "FRIDA (*Fostering Regional Innovation and Development through Anchors and Networks*). EU VII Framework Program – Theme 8: Socioeconomic Sciences and Humanities.
- 2008-2010 Researcher for "*The role of dynamic capabilities in the research-science driven firms operating in the biotech industry. PRIN Project funded by the Italian Ministry of Education, University and Research.*

Teaching

- *Retailing* (Logistics and Retail Management) (taught in Italian)
Graduate course (6 credits) School of Economics, University of Catania 2010-2011
- *Marketing* (taught in Italian)
Undergraduate course (9 Credits), School of Economics, University of Catania
2005 to present
- *Strategic Management* (taught in Italian)
Ph.D. in Business Economics and Management, University of Catania
2004-2008

Affiliations

ACR (*Association for Consumer Research*)
AIB (*Academy of International Business*)
Aidea Giovani (*Accademia Italiana di Economia Aziendale*)
AIB (*Academy of International Business*)
AoM (*Academy of Management*)
EMAC (*European Marketing Academy*)
EURAM (*European Academy of Management*)
Simktg (*Società Italiana di Marketing*)
SMS (*Strategic Management Society*)

Software

SPSS, STATA, LISREL, E-Views, Latent Gold, UCINET
ADOBE Photo Shop
Microsoft Office
Dreamweaver (for html editing)

Catania, September 2011