

Marco Galvagno, Ph.D.  
Department of Economics and Business  
University of Catania  
Corso Italia, 55  
95129  
Catania - Italy  
tel. +39 095 7537644  
fax. +39 095 7537510  
[mgalvagno@unict.it](mailto:mgalvagno@unict.it)

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#### Current position

Associate Professor of Marketing

#### Career

2014 Associate Professor of Management  
2004 Assistant Professor of Management  
2003 Research Fellow in Management, University of Catania, Italy  
2002 Lecturer, University of Catania, Italy

#### Education

2002 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)

#### Visiting

2010 - *Visiting Research Fellow* at the Grenoble Graduate School of Business, Grenoble, (F)  
2001 - *Visiting Scholar* at the Mays Business School at Texas A&M University, College Station, TX (US)

#### Research interests

My research interests center on three main and distinct streams. One stream is based on marketing and consumer behavior. These studies examine the role of affection and attachment to stores, anti-consumption behavior and customer value co-creation. The second stream is based on competitive dynamics, firm's cooperative strategy and innovation and examines the technological positioning of competitors and its interaction with firm strategy and performance. The third stream is about the evolution of the different theories and paradigms in the field of business through bibliometric methods.

#### Researches in progress

Co-creation  
Store attachment  
Second-hand shopping  
Anti-consumption and consumer resistance  
Interpersonal trust in commercial relationships  
Bibliometric analysis  
Customer loyalty  
Competitive Strategy

#### 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 "The role of dynamic capabilities in the research-science driven firms operating in the biotech industry. PRIN Project (2007) funded by the Italian Ministry of Education, University and Research.

### Teaching

- *Entrepreneurship* (taught in Italian)  
Graduate course (9 credits), University of Catania  
2014
- *Marketing* (taught in Italian)  
Undergraduate course (9 credits), University of Catania  
From 2005 to present
- *Retail Management* (taught in Italian)  
Graduate course (6 credits), University of Catania  
2010
- *Strategic Management* (taught in Italian)  
Ph.D. in Business Economics and Management, University of Catania  
2004-2008
- *Research Methods* (taught in English)  
Ph.D. in Economics and Management, University of Catania  
2012- 2013
- *Marketing* (taught in Italian and in English)  
Master in Marketing Management, University of Catania  
MBA for SME's, University of Catania  
Master in Sports Management, University of Catania  
2011-2013

### Editorial Activity

Associate Editor of International Journal of Electronic Marketing and Retailing.

Member of the editorial board of Business System Review.

Reviewer for *Journal of Business Venturing*, *Baltic Journal of Management*, *Journal of Management and Governance*, *International Journal of E-Services and Mobile Applications*, *Business System Review* and several Italian Journals.

Ad-hoc reviewer for *Industrial Marketing Management*, *Industrial & Corporate Change*

### Affiliations

ACR (*Association for Consumer Research*)

AIB (*Academy of International Business*)

EMAC (*European Marketing Academy*)

Simktg (*Società Italiana di Marketing*)

### Software

SPSS, STATA, LISREL, E-Views, Latent Gold, UCINET

Microsoft Office

### Publications

2015 "Second-hand shopping. Analisi delle motivazioni d'acquisto e implicazioni per la distribuzione", in  *Mercati & Competitività*, n. 1, pp.123-147 (with S.C. Giaccone)

2014 "The Theory of Value Co-creation: A Systematic Literature Review" *Managing Service Quality*, Vol. 24, 6, pp. 643-683 (with D. Dall'i)

2013 "L'influenza dell'età e della dimensione sul grado di internazionalizzazione: una verifica empirica sulle piccole e medie imprese alimentari italiane", *Finanza, Marketing e Produzione*, XXXI, 4, 2013, pp. 41-58 (with F. Garraffo, A. De Joannon and M. Monachella)

2012 "Le caratteristiche dell'impresa biotech dotata di capacità dinamiche. Buttà C. (ed.) *Capacità Dinamica e Imprese Biotech. Strategie e Assetti Competitivi*. Torino: Giappichelli (pp. 39-73) (with V. Pisano)

2012 "Analysing the Intellectual Structure of E-Service Research", *International Journal Of E-Services & Mobile Applications*, vol. 4, p. 19-36, (with M.C. Di Guardo and F. Cabiddu)

2012 "Regional Innovation Systems: A Literature Review", *Business Systems Review*, vol. 1, pp. 139-156 (with G.M. D'Allura, and A. Mocciaro Li Destri)

2011 "The intellectual structure of the anti-consumption and consumer resistance field: An author co-citation analysis", *European Journal of Marketing*, Vol. 45, iss. 11/12 pp. 1688-1701

2010 - "The intellectual structure of the anti-consumption and consumer resistance field: An author co-citation analysis". In Lee SW Michael, D. Roux, H. Cherrier, B. Cova (eds.) *Anti-consumption and Consumer Resistance: Concepts, concerns, conflicts, and convergence*. Published by The University of Auckland Business School - Private Bag 92019, Auckland 1142, New Zealand

2010 "Information Systems and Service Research: a co-citation analysis". In AA.VV. (a cura di) *Management of the Interconnected World*, Springer, pp. 437-444 (con M.C. 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 F. 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 M. Romano)

2007 "La fedeltà nelle relazioni tra impresa e mercato fondamenti concettuali ed implicazioni manageriali", eds. with Faraci R. e Giaccone S.C., Giappichelli, Torino

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

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 (with M. Romano)

2006, "Il fabbisogno di ICT delle PMI siciliane", *Sinergie-Rapporti di ricerca*, n.22 (with R. 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 C.M. Di Guardo)

2004, "La coesistenza fra tecnologie: definizione ed elementi costitutivi", *Sinergie*, n.65 (with R. 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* (ed.), Giappichelli Editore, Torino (with A.A. Cannella)

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

#### Conference proceedings

2013 "The literature on co-creation. Bibliometric analysis and review" *AMA 2013 Summer Marketing Educators' Conference, Boston, Aug. 9-11* (with D. Dallì)

2013 "Co-creation theory: the emergence of a field?" *Naples Forum of Service*, Ischia, June 18-21 (with D. Dallì)

2013 "The rise and development of co-creation theory: the role of influential publications" *EMAC – European Academy of Marketing 42<sup>nd</sup> Annual Conference*, Istanbul, June 4-7 (with D. Dallì)

2013 "The Effect of Negative Corporate Social Responsibility on Consumers' Attitude Toward Waste Treatment Facilities" *Italian Marketing Society (SIM) 10<sup>th</sup> Annual Conference*, Milan Oct. 3-4. (with A. Distefano and V. Pisano)

2013 "The Role of Brand Quality in the Elicitation of Emotional Aspects in Young Consumer-Global Brand Relationships" *Italian Marketing Society (SIM) 10<sup>th</sup> Annual Conference*, Milan Oct. 3-4. (with A. Distefano, A. De Joannon and F. Garraffo)

2012 "L'influenza dell'età e della dimensione sul grado di internazionalizzazione: una verifica empirica sulle piccole e medie imprese alimentari italiane" *Italian Marketing Society (SIM) 9<sup>th</sup> Annual Conference*, Benevento, Sept. 20-21. (with A. De Joannon, F. Garraffo e M. Monachella)

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) 8<sup>th</sup> Annual Conference*, Sept. 22-23, Rome (with D. Barbagallo)

2011 "Store Attachment". X *International Conference Marketing Trends*, ESCP Europe, Jan. 20-22, Paris.

2010 "L'attaccamento ai luoghi commerciali. Una ricerca esplorativa", *Italian Marketing Society (SIM) 7<sup>th</sup> Annual Conference*, Sept. 23-24, Ancona, Italy

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

2010 "Dropping the Anchor in Regional Innovation and Development: Co-Citation Analysis and Conceptual Extension", SMS (Strategic Management Society) Conference, Oct. 13-15, Rome (with G.B. Dagnino, R. Faraci, D. Baglieri, F. Garraffo)

2010 "Main Trends in the Study of Regional Innovation Systems: An Author Co-citation Analysis", AoM (Academy of Management) Aug. 6-10, Montreal (with G.M. D'allura and A. 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, Marseille, June 25-26

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

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

2009 "Information Systems and Service Research: a co-citation analysis". itAIS 2009. VI Conference of the Italian Chapter of AIS – University of Sassari, Costa Smeralda, Italy, Oct. 2-3 (with M.C. 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, Madrid (E), Feb. 7-8 (with G.B. Dagnino and M.C. Di Guardo)

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

2006 "Lo sviluppo della Grande Distribuzione nella prospettiva della Multiple-Point Competition", *Italian Marketing Society (SIM) 3<sup>rd</sup> Annual Conference*, Parma, Nov. 24-25 (with M. Romano)

2006 "The Dynamic Capabilities View Of Coopetition: The Case Of Intel, Apple and Microsoft", II EIASM Workshop on Coopetition, Bocconi University, Milan, Sept. 14-15 (with C.M. Di Guardo)