

CURRICULUM VITAE – RICCARDO SPINELLI

(SHORT – UPDATED 25TH JULY, 2025)

POSITION

Associate Professor in Management at the Department of Economics and Business Studies of the University of Genoa (Italy) (from 1st November 2017).

Previously, Assistant Professor in Management at the Department of Economics and Business Studies of the University of Genoa (Italy) (from 1st November 2010).

RESEARCH ACTIVITIES

My research interests include tourism management and marketing; nautical tourism; sustainable tourism; sustainability communication; international strategies and marketing; the relationship between the development of e-business and the internationalization of firms; the application of IT in SMEs.

I have been responsible for a research project on the role of ICT in the internationalization processes of firms, funded by the Italian National Research Council (CNR) and of other projects – funded by public and private entities – on ICT and small business, management of tourist ports, and ESG-based decision support systems. I have joined several research groups funded by the European Union, the University of Genoa, the Italian Ministry of University and Research, local authorities and bank foundations on: global strategies, SMEs structure and strategies, tourism industry, Internet marketing and foreign trade, IT systems in logistics chains, third sector organizations.

I regularly perform consultancy and research activity for the Regional Government and for private entities.

TEACHING ACTIVITIES

I teach tourism marketing, management & marketing of tourism destinations, international management & marketing, business ethics & CSR, and e-business in undergraduate and postgraduate Business Administration and Tourism programs. I have also taught in several vocational education programs on firm internationalization and tourism management.

Postgraduate programs (“Master”) [selected]

Economia e gestione dei processi di globalizzazione, con particolare riferimento al settore dei servizi [Global management, with focus on service industries] (by University of Genoa, Universidad Católica Sedes Sapientiae of Lima-Perù, University of Trento-Italy, Libera Università di Lingue e Comunicazione IULM of Milan-Italy, 20 hours of “Marketing Internacional” in Spanish, 2006)

Esperto di commercio internazionale [Expert in international trade] (by University of Genoa, 40 hours of “International management & marketing”, 2008)

Sviluppo locale e turismo [Local development and tourism] (by University of Genoa, 14 hours, 2009)

Gestione strategica, finanza e internazionalizzazione delle imprese [Strategic management, finance and internationalization] (by University of Genoa, Universidad Católica Sedes Sapientiae of Lima-Perù, 20 hours of “Marketing Internacional” in Spanish, 2011, 2015, 2018, 2020 and 2021)

Turismo e sviluppo internazionale [Tourism and international development] (by University of Genoa, 18 hours, 2011)

Tourism Management – Marketing Module (by Libera Università di Lingue e Comunicazione – IULM of Milan-Italy, 32 hours of “Marketing management” in English, from 2012 to 2016)

Management turistico e valorizzazione territoriale [Tourism management and local development] (by University of Genoa, 38 hours of “Tourism marketing”, “Experiential tourism” and “Business planning for tourism activities”, 2018)

“Esperto in Meeting, Incentives, Conferences, Exhibitions (MICE)” [Expert in Meeting, Incentives, Conferences, Exhibitions] (by University of Genoa, 12 hours of “Tourism marketing”, 2019)

“Inclusive Tourism Manager” (by University of Genoa, 24 hours of “Tourism marketing”, 3 hours of “Sustainable tourism”, 2022)

Visiting professorships

School of Management of Royal Holloway, University of London (LLP-Erasmus Teaching Mobility Grant, 2012)

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MCI-Management Center Innsbruck (visiting lecturer of International Marketing in the *Business & Management* BA program, 2016-ongoing)

MCI-Management Center Innsbruck (visiting lecturer of Global Marketing Strategies in the *International Business & Management* MA program, 2024-ongoing)

Corporate education

International business leadership (by University of Genoa with Finmeccanica Group, 2009)

Export Business School (by University of Genoa with UniCredit Bank, 2012)

Executive course in internationalization – Export Training Course (by University of Genoa with A.L.C.E. – Associazione Ligure Commercio estero [Ligurian Association for Foreign Trade], 2016 and 2017)

INSTITUTIONAL ACTIVITIES

Since 2025, I have been the head of the BA program in *Tourism Sciences* at the Department of Economics of the University of Genoa.

I am Departmental Coordinator of Erasmus+ Bilateral Agreements with Universidad de Alicante (ES), Universidad de Burgos (ES), Universidad de León (ES), Universidad de Malaga (ES), Universidad de Santiago de Compostela (ES), MCI Management Centre Innsbruck (AT), Budapest Business School (HU).

I was the Rector's Delegate for International Cooperation and Development (2017-2020).

I was a member of the Board for International Relationships of the University of Genoa (2014-2020) and a member of the Board of the Department of Economics and Business Studies (2012-2018).

I am a member of the Italian Academy of Business Administration and Management (2009-2015, member of the Board of Directors of the young scholars' chapter), the Italian Society of Management, the Italian Society of Marketing, the Italian Society of Tourism Sciences, the British Academy of Management.

REFERRAL ACTIVITY

I served as a reviewer and/or session chairman for international conferences such as: AIB – Academy of International Business Annual Meeting, ECIS – European Conference on Information Systems, ECIME – European Conference on Information Management and Evaluation, EIBA – European International Business Academy Annual Meeting, International Marketing Trends Conference.

I also served as a reviewer for several international journals, including Business Strategy and the Environment; Corporate Social Responsibility and Environmental Management; Current Issues in Tourism; European Journal of Tourism Research; International Journal of Consumer Studies; International Journal of Physical Distribution & Logistics Management; International Journal of Sport Management and Marketing; International Journal of Tourism Research; International Journal of Transport Economics; Journal of Hospitality and Tourism Technology; Journal of Small Business and Enterprise Development; Tourism and Hospitality Research.

PUBLICATIONS (SELECTED, IN ENGLISH ONLY)

Books (in Italian)

Spinelli R. (2013), *Information Technology e piccole imprese. Un modello per la valutazione della prontezza IT* [Information Technology and small business. A model for the assessment of IT readiness], McGraw-Hill Italia, Milano; pp. 176.

Benevolo C., Spinelli R. (2025), *La benefit segmentation nei mercati turistici. Per una gestione market-driven dei porti turistici* [Benefit segmentation in tourist markets. Towards a market-driven management of tourist ports], Franco Angeli, Milano; pp. 233.

Chapters in Edited Books

Spinelli R., Benevolo C. (2012), "Digital Economy and Innovative Practises in Healthcare Services", in Rodrigues J., De la Torre Diez I., Sainz de Abajo B. (Eds.), *Telemedicine and E-Health Services, Policies, and Applications: Advancements and Developments*, Medical Information Science Reference, Hershey PA; p. 397-423.

- Resta M., Spinelli R. (2013), "Understanding firms' international growth: a proposal via Self Organizing Maps", in Estevez P., Principe J., Zegers P. (Eds.), *Advances in Self-Organizing Maps*, Springer, Heidelberg; p. 305-314.
- Dyerson R., Spinelli R. (2013), "Balancing Growth: A Conceptual Framework for Evaluating ICT Readiness in SMEs", in El-Gohary H. (Ed.), *Transdisciplinary Marketing Concepts and Emergent Methods for Virtual Environments*, IGI Global, Hershey, PA; p. 128-142.
- Spinelli R. (2016), "Drivers and inhibitors for IT adoption in small business: an agenda for research", in Rossignoli C., Gatti M., Agrifoglio R. (Eds.), *Organizational Innovation and Change. Managing Information and Technology*, Lecture Notes in Information Systems and Organisations, Vol. 13, , Springer, Cham; p. 41-52.
- Spinelli R., Benevolo C. (2016), "From Healthcare Services to E-Health Applications: A Delivery System-Based Taxonomy", in Dwivedi A. (Ed.), *Reshaping Medical Practice and Care with Health Information Systems*, IGI Global, Hershey

Articles in referred journals

- Benevolo C., Spinelli R. (2011), "International service delivery and internet-based technologies", *International Journal of Services, Economics and Management*, Vol. 3, No3; p. 251-266.
- Dyerson R., Spinelli R. (2011), "Balancing growth: a conceptual framework for evaluating ICT readiness in SMEs", *International Journal of Online Marketing*, vol. 1, issue 2, p. 43-56.
- Spinelli R., Dyerson R., Harindranath G. (2013), "IT readiness in small firms", *Journal of Small Business and Enterprise Development*, vol. 20, issue 4, p. 807-823.
- Dyerson, R., Spinelli, R., Harindranath, G. (2016), "Revisiting IT readiness: an approach for small firms", *Industrial Management & Data Systems*, vol. 116, issue 3, p. 546-563.
- Scarsi R., Spinelli R. (2017), "An analysis of strategic groups in the Third-Party Logistics industry", *International Journal of Logistics Systems and Management*, vol. 27, issue 4, p. 466-486.
- Benevolo C., Spinelli R. (2018), "Evaluating the quality of web communication in nautical tourism: A suggested approach", *Tourism and Hospitality Research*, vol. 18, no. 2, p. 229-241, first published on April 14, 2016.
- Benevolo C., Spinelli R. (2018), "The quality of web communication by Italian tourist ports", *Tourism*, vol. 66, no. 1, p. 52-62.
- Benevolo C., Spinelli R., (2019) "The use of websites by Mediterranean tourist ports", *Journal of Hospitality and Tourism Technology*, vol. 10, n. 2, p. 190-204.
- Satta G. Spinelli R., Parola F. (2019), "Is Tourism Going Green? A Literature Review on Green Innovation for Sustainable Tourism", *Tourism Analysis*, vol. 24, n. 3, p. 265-280.
- Benevolo C., Spinelli R. (2021), "Benefit segmentation of pleasure boaters in Mediterranean marinas: A proposal", *International Journal of Tourism Research*, vol. 23, n. 1, p. 134-145.
- Spinelli R. (2021), "Communicating and promoting sustainability in tourism: An analysis of the official websites of the Italian regions", *European Journal of Tourism Research*, vol. 29, 2916.
- Spinelli R., Benevolo C. (2022), "Towards a new body of marine tourism research: A scoping literature review of nautical tourism", *Journal of Outdoor Recreation and Tourism*, vol. 40, 100569.
- Spinelli R., Benevolo C. (2024), "Sustainability in the Mediterranean tourist ports: The role of certifications", *Tourism and Hospitality Research*, vol. 24, n. 3, p. 479-489.
- Spinelli R., Fissi S., Benevolo C., Gori, E. (2024). The Environmental Sustainability of Tourist Ports: A Web Communication Analysis. *Tourism*, vol. 72, n. 1, p. 82-86.
- Rith R., Spinelli R. (2024), "Examining the X factor of corporate social responsibility in professional football clubs: An integrative literature review", *Corporate Social Responsibility and Environmental Management*, vol. 31, n. 4, p. 3487-3501.
- Mathew M., Spinelli R. (2025), "Decoding sustainable drivers: A systematic literature review on sustainability-induced consumer behaviour in the fast fashion industry", *Sustainable Production & Consumption*, vol. 55, p. 132-145.

CONFERENCE PRESENTATIONS (SELECTED, IN ENGLISH ONLY)

- "Second Level Organisations (SLOs) in Voluntary Sector: An Italian Perspective", *Concepts of the Third-sector: The European Debate. Civil Society, Voluntary Organisations, Social and Solidarity-based Economy. First European Conference EMES – ISTR*, Paris, 27-28-29 April 2005.

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- “The Impact of ICT on International Strategies: Developing a Two-step Model”, *ECITE 2006 – The 13th European Conference on Information Technology Evaluation*, Genova, 28-29 September 2006.
- “A Conceptual Framework for the Digital Economy: Laying the Foundations of a New Economic Paradigm”, *International Academy of E-Business, 8th Annual Conference*, San Francisco (CA), 20-23 March 2008.
- “The Evaluation of the Impact of Internet-Based Technologies on International Service Delivery”, *ECIME 2008 – The 2nd European Conference on Information Management and Evaluation*, Royal Holloway-University of London, Egham (UK), 11-12 September 2008.
- “Ict Adoption and Use by Italian Smes: A Cross-Industry Comparison”, *International Academy of E-Business, 9th Annual Conference*, Honolulu (HI), 9-12 April 2009.
- “ICT Use in SMEs. A Comparison between the North West of England and the Province of Genoa”, *International Conference on e-Business*, Milano, 7-10 July 2009.
- “SMEs and E-commerce: A Comparative Pilot Study of Experiences in the UK and Italy”, *32nd Institute for Small Business & Entrepreneurship Conference*, Liverpool, 3-6 November 2009.
- “The Evaluation and Impact of ICT Readiness in SMEs: Constructing a New Framework”, *33rd Institute for Small Business & Entrepreneurship Conference*, London, 2–5 November 2010.
- “Evaluating IT readiness in Small Firms: A Survey of UK Manufacturing Firms”, *36th Institute for Small Business & Entrepreneurship Conference*, Cardiff, 12-13 November 2013.
- “The determinants of IT adoption by SMEs. An agenda for research”, *itAIS 2014*, Genova, 21-22 November 2014.
- “Web communication by Italian tourist ports: a websites quality assessment exercise”, *ICOT 2016 - International Conference on Tourism*, Napoli, 29 June – 2 July 2016.
- “The Quality of Web Communication by Tourist Ports in the Mediterranean Sea: A Comparative Analysis”, *Sixth International Conference on Tourism Management and Related Issues*, Krakow, 22-23 September 2016.
- “Re-Evaluating SMEs IT Readiness in the Age of the Cloud”, *11th European Conference on Information Systems Management - ECISM 2017*, Genoa, 14-15 September 2017.
- “Green innovation opportunities for sustainable tourism: a literature review”, *Turin Smart Tourism - First International Conference*, Torino, 23-24 November 2017.
- “Sailing troubled waters: a systematic review of nautical tourism research”, *The 4th International Scientific Conference “TOURMAN 2021*, online, 21-2d May 2021.
- “The role of web communication for the promotion of sustainable tourism: an analysis of the Italian Regions”, *International Conference on Sustainability Analysis*, Roma, 14-15 July 2022.
- “La "Green web communication" dei porti turistici italiani”, *XIV Riunione Scientifica SISTUR*, Roma, 24-26 November 2022.
- “Sustainability and Corporate Social Responsibility Communication in the Football Industry: Evidence from Juventus Football Club”, *European Academy of Management (EURAM) Conference*, Dublin, 14-16 June 2023.
- “Sustainability and Consumer Behaviour in the Fast Fashion Industry: A Systematic Literature Review”, *XX SIM Conference*, Firenze, 20-21 October 2023.
- “Understanding Corporate Social Responsibility Scepticism: Implications and Insights from the Literature”, *Convegno Sinergie-SIMA 2024*, Parma, 13-14 June 2024.
- “Cinque Terre through the eye of Guidebooks (1840s-2020s): From rugged gems to Instagram icons”, workshop *Turisti per sempre. Comparing Tourist Destinations in Historical Perspective*, Venezia, 6 June 2025.
- “Exploring Customer-Centric Sustainability and Brand Relationships in Fast Fashion: Evidence from Indian Consumers”, *Convegno Sinergie-SIMA 2025*, Genova, 12-13 June 2025.
- “Mapping the Stakeholder Network and Value Creation in Grassroots Football: Evidence from Italy”, *Convegno Sinergie-SIMA 2025*, Genova, 12-13 June 2025.
- “Corporate Social Responsibility and Legitimacy Management in Major League Soccer Clubs and Their Charitable Sport Foundations”, *European Academy of Management (EURAM) Conference "Managing with Purpose"*, Firenze, 22-25 June 2025.