

Rada Gutuleac
Ph.D. Student in Business and Management

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A) QUALIFICATION

1. 2022, 01 November – ongoing. Ph.D. in Business and Management (XXXVIII cycle), Department of Management, School of Management and Economics, University of Turin. Thematic Areas: marketing, influencer marketing, social media, consumer behaviour.
2. 2022 – ongoing. Subject matter expert in the subject area SECS-P/08 – Economics and Business Management.
3. 2021, 10 November. Bachelor’s Degree in Languages for International Commerce, University of Verona, Final grade 110/110 cum Laude. Thesis title: *“Creating memorable experiences: a survey of World Michelin Restaurants in the ante- and “post” Covid-19”*.

Study activities abroad:

4. 2023, 01 November – 01 January. Visiting period at Stockholm School of Economics, Stockholm, Sweden.
5. 2021, 31 January – 08 June. Worldwide Study Programme at the Russian National Research University (ITMO University), Saint Petersburg, Russia.
6. 2018, 08 June – 2017, 01 August. Erasmus Programme at The Arctic University of Norway (UiT), Tromsø, Norway.

Teaching activities at the university level:

7. AA 2023/2024. Integrative teaching activities in Business Administration (Complex learning) at SAA School of Management.
8. AA 2022/2023. Integrative teaching activities in Economics and Business Management at School of Management and Economics.
9. 2023, 28 February – 01 March. Assistant Hackathon 2023 *“Present and future e-commerce”*, at SAA School of Management.

Additional institutional work activity:

10. 2021, 16 May – 31 October. Academic Tutor at the Postgraduate Course in Management of Systems for Social and Sociomedical Services at the Department of Business Administration, University of Verona.
11. 2020, 29 October – 2021, 31 May. Part-time collaboration at Information Systems and Technologies (SIT), at the Legal-Economic Sciences Area, University of Verona.

Formative or research activities:

12. 2023, 18 April. Workshop on the new trends in the American Academy of Marketing by Prof. Ford (Old Dominion University), Babin (University of Mississippi) and Petruzzellis (University of Bari).
13. 2023, 17 March. Participation in the research seminar “*ESG an overview of the research project on Empathy, Compassion, and Care in Water Governance, from the Perspective of Integral Ecology*” by Dr. Poto at the Department of Management, University of Turin.
14. 2023, 17 February. Participation in the research seminar “*ESG resilience during COVID-19 pandemic: evidence from America*” by Dr. Bin Dong at the Department of Management, University of Turin.
13. 2023, 20 January. Participation in the research seminar “*Open innovation: status quo and quo vadis*” by Prof. Bertello and Dr. Di Prisco at the Department of Management, University of Turin.
14. 2022, 18 November. Participation in the research seminar “*The role of human resource practices in the implementation of digital transformation: an empirical approach*” by Dr. Nicolás-Agustín and Dr. Di Prima at the Department of Management, University of Turin.
15. 2022, 13 December – 30 January. Participation in the course *Bibliometric Literature Review* by Prof. Ilan Alon and Ziaul Haque Munim, University of Agder, Norway, online.
16. 2022, 22 June. Participation in the seminar “*Textual analysis with VOSviewer*” at the Laboratory on Research Methods in Business, University of Verona.
17. 2022, 20 May. Participation in the seminar “*Tourism revitalization via creative collaboration*” at the Business Department, University of Verona.
18. 2022, 05 May. Participation in the seminar “*Gardaland Park: guest excellence between customer satisfaction and KPIs*” at the Business Department, University of Verona.
19. 2022, 06 April. Participation in the seminar “*Gardaland Resort: service quality and guest experience management*” at Gardaland Resort.
20. 2021, January. Participation in the course *Strategic Innovation Management* with Prof. Tovstiga (EDHEC Business School, Paris).
21. 2021, 23 December. Participation in the seminar on *Public Speaking* at the Business Department, University of Verona.
22. 2019, 12 October. Participation in the seminar on Fair Trade, Altromercato Campus at the Business Department, University of Verona.

Documented research activity:

23. 2023, May – ongoing. Reviewer for British Food Journal.

24. 2023, April – ongoing. Reviewer of the Sima Conference 2023.
25. 2023, May – ongoing. Reviewer of the Aciek Conference 2023.

Participation in national and international research groups:

26. 2021, 10 November – 2022, 31 October. Member of the Research Group on Customer Experience Management in Cultural Tourism, in collaboration with Ugolini M., Bonfanti A., Simeoni F., Baratta R.
27. 2021, 10 November – 2022, 31 October. Member of the Research Group on Customer Experience Design and Management in collaboration with Bonfanti A., Vigolo V., Yfantidou G. (Democritus University of Thrace).

Participation in national and international projects:

28. 2023, March – May. Lean Startup and Lean Business for the Innovation Management. Project development “Car Accident Prediction with Artificial Intelligence” for the Municipality of Turin.
29. 2022, 31 January – 10 June. Member of the Working Group on strengthening Education in Afghanistan at Russian National Research University (ITMO University). Project title “*Coding Language Education Program in Kandahar*” in collaboration with Kuprienko I., Tigabu M., Naseebullah W. (ITMO University) and Gusmaroli T. (Grenoble Alpes University).

Participation in national and international conferences as a speaker:

30. 2023, 27 – 29 September. EMRBI 16th Annual Conference – Euromed Research Business Institute. Rada Gutuleac will present the abstract “Crowdfunding, art and the metaverse: a new perspective on willingness to give”, co-authored by Bargoni A. and Giachino C.
31. 2023, 29 – 30 June. Sinergie – Sima Management Conference at Bari. Rada Gutuleac presented the abstract “*The rise of Virtual Influencers: Bizarrely realistic or scarily uncanny?*”, co-authored by Baima G. and Rizzo C.
32. 2023, 29 – 30 June. Sinergie - Sima Management Conference at Bari. Rada Gutuleac presented the abstract “*Unleashing the potential of social media: an investigation into antecedents and opportunities of entrepreneurial intent*” co-authored by Bargoni A., Giachino C. and Troise C.
33. 2023, 21 – 23 June. Aciek Esic Madrid 2023, 18th Conference Academy of Innovation, Entrepreneurship, and Knowledge Conference – Innovation, knowledge and digitalisation: building trust to face today’s challenges. Rada Gutuleac presented the paper “*Is this really me? Investigating brand personality self-congruity on consumer behaviour in video-based social media*”, co-authored by Bargoni A., Giachino C., Dalia Streimikiene.
34. 2022, 30 giugno – 01 luglio. Sinergie SIMA Conference at Bocconi University, Milan. Rada Gutuleac presented the extended abstract “*Technology-driven cultural tourism experience. A pilot study on FoodWalk app*”, co-authored by Ugolini M., Bagnato G., Baratta R.

B) PUBLICATIONS

Articles in international journals with double-blind peer review:

29. 2023. Bonfanti, A., Vigolo, V., Yfantidou, G., Gutuleac, R. “*Customer experience management strategies in upscale restaurants: Lessons from the Covid-19 pandemic*”. International Journal of Hospitality Management, vol. 109, 103416. RANKING ABS: 3.

Conference proceedings:

30. 2022, Baratta R., Gutuleac R., Bagnato G., Ugolini M., “*Technology-driven cultural tourism experience: A pilot study on FoodWalk app*”, in Boosting knowledge & trust for a sustainable business. Extended abstracts pp. 425-430.

C) LANGUAGE SKILLS

- 31. English, C2*
- 32. German, C2*
- 33. Italian, C2*
- 34. Russian, C2*

* Certifications issued by the Centro Linguistico d'Ateneo, University of Verona.

I hereby authorise the processing of my personal data in accordance with Legislative Decree No. 196 of 30 June 2013 "Personal Data Protection Code" and the GDPR (EU Regulation 2016/679.

Turin, September 2023

Signature

Rada Gutuleac