

Curriculum Vitae

Paola Gioia

EDUCATION

01/09/2020 – 31/08/2024: PHD IN BUSINESS ADMINISTRATION, double degree at Kedge Business School in Marseille and the University of Toulon, France.

Thesis defended on 18/11/2024: *Collective Place Branding in Rural Areas: Exploring Multi-Stakeholder, Cross-Sectoral, and Regulatory-Based Branding Initiatives Enhancing Local Products*

Supervisors: *Nacima Ourahmoune (Kedge BS), Diego Rinallo (Emlyon BS) & Brigitte Muller (University of Toulon).*

Defence Committee: *Søren Askegaard (University of Southern Denmark), Maud Herbert (Université de Lille), and Andrea Lucarelli (Stockholm BS).*

03/2020 – 09/2020: ADVANCED COURSE IN PROJECT MANAGEMENT FOR MOUNTAIN AREAS, Mountain Studies Centre UNIMONT, University of Milan, Edolo, Italy

09/2018 – 01/2020: POSTGRADUATE SPECIALIZING MASTER in SOCIAL & ENVIRONMENTAL SUSTAINABILITY OF AGRI-FOOD NETWORKS, Department of Culture, Politics and Society and the Department of Agricultural, Forestry and Food Sciences, University of Turin, Italy

Thesis: *Designing Sustainable Agri-Food Chain in High Mountains: The Importance of Recovering Local Crops*

10/2013 – 02/2016: M.Sc. in ENVIRONMENTAL SCIENCES, 'Carlo Bo' University of Urbino, Italy

Thesis: *Food & Environment: Synergies between Natural Resources and Sustainable Agricultural Practices*

09/2009 – 10/2012: B.Sc. in ECOLOGY AND BIODIVERSITY PRESERVATION, 'Carlo Bo' University of Urbino, Italy

Thesis: *Ecological Relationships between Geographic and Sound Landscape along Mountain Ecotone: a Case Study in Eastern Lunigiana*

ACADEMIC EXPERIENCE

01/09/2024 – 31/08/2025: POSTDOCTORAL RESEARCHER, University of Naples 'Parthenope', Italy

- Exploring how Italian long-living companies enhance their heritage through corporate museums, archives, and storytelling strategies. Particular attention is given to the role of these initiatives in shaping tourist experiences.

01/09/2020 – Present: HIGHER EDUCATION LECTURER, Kedge Business School, France

- Teaching marketing courses in English to international Bachelor's and Master's students. Supervising Master's theses in English and French, and contributing to pedagogical innovation in marketing education.

01/2025 – 04/2025: TEACHING ASSISTANT, Stockholm Business School, Sweden

- Assisting in the delivery of marketing and management courses at Master's level. Supporting grading, seminars, and student feedback.

01/01/2023 – 31/12/2023: RESEARCH ASSISTANT, EmLyon Business School, France

- Supporting the EU-funded Made in the Alps research project: organizing and coordinating international research meetings, conducting qualitative fieldwork, transcribing and analyzing interviews and ethnographic data

RESEARCH INTERESTS

1) Territorial Branding: Investigating how branding strategies can help promote the identity and sustainability of regions, focusing on multi-stakeholder collaborations and local identity.

2) Rural Culture: Investigating how natural assets and cultural heritage converge to shape local markets and foster sustainable economic development in rural communities.

- 3) Collective Identity: Exploring how group identities are formed and maintained through branding and consumption.
- 4) Food Tourism: Exploring how food-related experiences shape tourists' identities, emotions, and sense of place, and how these experiences can foster more sustainable and community-empowering local food systems.
- 5) Transformative Tourism Experiences: Analyzing how tourism can lead to personal and collective transformation, particularly through cultural immersion.
- 6) Corporate Heritage and Long-Lived Companies: Exploring how corporate heritage is experienced and interpreted by internal and external stakeholders.
- 7) Feminism and Decolonial Activism: Investigating feminist and decolonial movements in digital spaces, with a focus on social justice and gender equality in the digital age.

Methodological Approaches:

- In-depth Interviews
- Ethnography
- Netnography
- Art-based methods
- Visual Methods
- CAQDAS (Computer-Assisted Qualitative Data Analysis)

VISITING RESEARCH POSITIONS

01/02/2023 – 30/06/2023: Visiting Ph.D. student, Stockholm Business School, Sweden

RESEARCH CONTRIBUTIONS TO BUSINESS

•Current: Conducting market studies to assess the sales potential of local wood products, *100% Valposchiavo Wood Project*, Polo Poschiavo, Switzerland.

TEACHING EXPERIENCE

2025 - 2026

Marketing Strategy Plan (15h, main teacher), Bachelor in Marketing, University of Naples 'Parthenope', Italy

2024 - 2025

- International Marketing for Luxury Sector (30h, main teacher), MSc Marketing, Kedge Business School, France
- Brands & Branding (140h, teaching assistant), MSc Marketing, Stockholm Business School, Sweden
- Service Marketing (72h, teaching assistant), Bachelor in Statistics, University of Naples 'Parthenope', Italy
- Internationalization and Export Management (48h, teaching assistant), MSc Marketing and International Management, University of Naples 'Parthenope', Italy
- Marketing Strategy Plan (8h, main teacher), MSc Marketing and International Management, University of Naples 'Parthenope', Italy

2023 - 2024

- Introduction to Marketing (30h, main teacher), Bachelor Design, Kedge BS, France
- Business Research Skills and Methods (30h, teaching assistant), MSc Marketing, Kedge BS, France
- Principles of Marketing (60h, main teacher), International Bachelor of Business Administration, Kedge BS, France

2022 - 2023

- Luxury Experience Management (6h, lecture on Sustainable Luxury), MSc Marketing, Kedge BS, France
- Thesis Methodology (12h, main teacher), MSc Digital Marketing & Sales, Kedge BS, France
- Principles of Marketing (60h, main teacher), International Bachelor of Business Administration, Kedge BS, France
- Culture, Consumption, and Marketing (24h, main teacher), MSc Marketing, Kedge BS, France
- Business Research Skills and Methods (90h, teaching assistant), MSc Marketing, Kedge BS, France

2021 - 2022

- Principles of Marketing (90h, main teacher), International Bachelor of Business Administration, Kedge BS, France

2020 - 2021

- Qualitative Research Methods (30h, main teacher), MSc Marketing, Kedge BS, France
- Culture, Consumption, and Marketing (30h, main teacher), Programme Grande Ecole, Kedge BS, France

2020 - present

Supervision of Master Theses in English and French (45 to date), Kedge BS, France

Topics: Brands' implications in racism and gender issues; product origin labels; sustainable consumption practices; marketing for sustainable development; circular economy.

One of my students won the Thesis Award on Inclusivity in 2022.

TRAINING AND PROFESSIONAL DEVELOPMENT

1. Tourism Research Summer School in Visual Research Methods – University of Bolzano, July 7-10, 2025
2. Regeneration of inland and mountainous areas – Londa School of Economics, Firenze, June 20-22, 2025
3. Method Summer School on Netnography – Kedge Business School, Marseille, May 26-27, 2025
4. Writing Productivity and Cowriting – Tanvi Mehta & Prof. Julien Cayla, September 29-November 24, 2023
5. Sustainable Development in Mediterranean Mountain Areas School – Troodos (Cyprus), May 2-6, 2023
6. Intersectionality Challenges – Gender Academy of Stockholm University, March 2023
7. Consumer Culture Theory: Foundations, Frontiers and Application – Stockholm Business School, May 5-June 11, 2022
8. Teaching with Innovative Pedagogy – Kedge Business School, France, January-June, 2022
9. Consumption Theory: a Canon of Classics – University of Southern Denmark, August 23-29, 2021
10. Qualitative Data Analysis – Consumer Culture Theory Consortium, July 7-8, 2021
11. Digital Methods For Critical Consumer Studies – Lake Como School of Advanced Studies, 1-4 June, 2021

ACADEMIC COMMUNITY CONTRIBUTIONS

- Founder of the International Consumer Culture Theory PhD Network, June 2023
- Founder of the DoctorAKT - PhD Association, Kedge Business School, France, 2023
- Reviewer for: the Management Italian Society (SIMA) conference, the Italian Marketing Society (SIM) conference, the Consumer Culture Theory (CCT) conference.

ACADEMIC COMMUNITY MEMBERSHIPS

- Member of the Consumer Culture Theory (CCT) Consortium
- Member of the Association of Consumer Research (ACR)
- Member of the Italian Marketing Society (SIM)
- Member of the Management Italian Society (SIMA)
- Member of the Association Française de Marketing (AFM)

PUBLICATIONS

1. **Gioia, P.**, Pasquinelli, C., Napolitano, M. R., & Riviezzo, A. (2025). "Corporate heritage as a catalyst for engaging internal stakeholders. A case study of the Italian company Amarelli", in press in BiblHuB. Culture d'impresa e comunicazione. Sapienza University Press.
2. Di Giovanni, E., Zottola, E. & **Gioia, P.** (2025). "Suono, Spazio e Memoria: per una Restituzione alla Comunità della Memoria Sonora dei Luoghi", in press in Danze Magiche tra Antichità e Tradizione, Centro di Ricerca Kinetès.
3. **Gioia, P.**, Ourahmoune, N., Rinallo, D. & Müller, B. (2024). "Rural Culinary Experiences: the ConsumerJourney through Locally Sourced Ingredients", in press in Advances in Consumer Research (2 ABS; 2 Stars; C).
4. **Gioia, P.**, Ourahmoune, N., & Rinallo, D.(2023). "Place branding and cultural intermediaries representations: a socio-semiotic approach", Advances in Consumer Research, 51, 61-65, (2 ABS; 2 Stars; C).

In progress

1. **Gioia, P.**, Ourahmoune, N., Rinallo, D., & Müller, B., "Sourcing Local, Shaping Markets: Restaurants as Boundary Intermediators in Local Food Market Systems", minor revision in Journal of Marketing Management, (2 ABS; 3 FNEGE; 2 Stars; B; 3,5 IF).

2. **Gioia, P.**, Rinallo, D. & Ourahmoune, N. "From neglected to companion species: plant agency and Commercial Mythmaking in More-Than-Human Food Cultures", targeting the International Journal of Research in Marketing Special Issue on "Rethinking Marketing for a More-Than-Human World", (2 ABS; 3 FNEGE; 2 Stars; B; 4,5 IF).

PRESENTATION AT SCIENTIFIC CONFERENCES

1. **Gioia, P.** & Napolitano, M.R. (2025). "The marketing case Lucano 1894: 'Cosa vuoi di più dalla vita' quando hai un museo d'impresa. Co-creazione di valore e generazione di futuro in Essenza Lucano", SIM Conference, Università Parthenope, Napoli, 10–12 settembre. *Selected as the best in the Marketing Cases track.*
2. **Gioia, P.**, Pasquinelli, C., & Napolitano, M.R. (2025). "Corporate Museums as Tourist Experiences: A Transformative Theory Perspective", SIM Conference, Università Parthenope, Napoli, 10–12 settembre.
3. Zottola, E., **Gioia, P.**, Gioia, C. (2025). "The Creation of the World is an Ordinary Day: Physical and Virtual Cultural Encounters through Mail Art", paper presented at the *2025 Netnocon Conference*, Kedge Business School, Marseille, France, May 28-30.
4. Riviezzo, A., Garofano, A., **Gioia, P.**, Napolitano, MR. (2025). "Conveying entrepreneurial values through discursive practices in long-lived family businesses", paper presented at the *2025 Conference Continuity in Family Business: Preserving Corporate Heritage and Legacy for Long-Term Success*, University of Catania, Italy, February 3-4.
5. Riviezzo, A., Garofano, A., **Gioia, P.**, Napolitano, MR. (2025). "Entrepreneurial Orientation and Entrepreneurial Bricolage within creative industries: an empirical investigation of their interplay in affecting firms' performance", paper presented at the *2025 EURAM Conference*, Firenze, Italy, June 22-25.
6. **Gioia, P.**, Pasquinelli, C. & Napolitano, MR. (2024). "Corporate Heritage and Corporate Identity through Stakeholder Engagement: Insights from Centenarian Italian Companies," paper presented at the *2024 International Conference on Corporate Heritage Communication & Social Impact*, 'La Sapienza' University, Rome, Italy, November 6.
7. **Gioia, P.**, Ourahmoune, N., Rinallo, D., & Müller, B. (2024). "Rural Culinary Experiences: The Consumer Journey through Locally Sourced Ingredients," paper presented at the *2024 Association of Consumer Research (ACR) Annual Conference*, Paris, France, September 26-28.
8. **Gioia, P.** (2024). "Transformative Tourism: Exploring Local Community Integration in Rural Food Tourism," paper presented at the *2024 11ème Conférence de l'Association Française de Management du Tourisme (AFMAT)*, Université Paris 1 Panthéon-Sorbonne, Paris, France, May 15-17.
9. **Gioia, P.**, Ourahmoune, N., & Rinallo, D. (2023). "Place Branding and Cultural Intermediaries' Representations: A Socio-Semiotic Approach," paper presented at the *2023 Association of Consumer Research (ACR) Annual Conference*, Seattle, USA, October 26-28.
10. **Gioia, P.** & Rinallo, D. (2023). "Reterritorializing Supply Chains and Valorizing Local Products in the Global Market: Territorial Brands as Assemblages," paper presented at the *2023 Consumer Culture Theory Annual Conference*, Lund, Sweden, June 27-30.
11. **Gioia, P.**, Dehling, N., Lartey, J.O., Trivedi, V., Wennberg, M. (2023). "Voicing Anxieties: Engaging with Global Uncertainties in the Ph.D. Journey," focused forum held at the *2023 Consumer Culture Theory Annual Conference*, Lund, Sweden, June 27-30.
12. **Gioia, P.** (2023). "A Socio-Semiotic Analysis of Restaurateurs' Understanding of Brand Meaning in Promoting Local Food," paper presented at the *2023 European Marketing Academy Conference (EMAC)*, Odense, Denmark, May 23-26.
13. **Gioia, P.** (2022). "Traditional but Not Necessarily Local: An Analysis of Tripadvisor Reviews to Understand the Role of Territorial Brand in Consumers' Choices," paper presented online at the *2022 Consumer Culture Theory Annual Conference*, Oregon, USA, July 7-9
14. **Gioia, P.** (2022). "Territorial Brand as a Means to Reterritorialize Supply Chains and Valorize Local Products in a Global Market," paper presented at the *2022 6th International Place Branding Association Annual Conference*, Institut de Management Public et Gouvernance Territoriale (IMPGT), Aix-en-Provence, France, October 12-14.
15. **Gioia, P.** (2022). "Territorial Brands Among the Phenomena that Are Worth Investigating in Times of Pandemics and Global Changes," paper presented at the *2022 11th Interpretative Consumer Research Workshop*, University of Liverpool, UK, June 9-10.
16. **Gioia, P.** (2021). "Traditional but Not Necessarily Local: An Analysis of Tripadvisor Reviews to Understand the Consumer's Perception of Local Products," paper presented at the *Origin for Sustainability – Forum Origin, Diversity and Territories*, Poschiavo, Switzerland, October 13-15.
17. **Rinallo, D.** & **Gioia, P.** (2020). "The Touristic Valorization of the Food Heritage: A Comparative Analysis Across Italy, France, and Switzerland," paper presented at the *SIM Conference of the Italian Marketing Society (SIM)*, LIUC - Cattaneo University, Varese, Italy, October 28-30.

Invited speaker presentations

1. Netnocon 2025 – Art & Netnography Panel, Marseille (FR), May 28-30, 2025
2. Valposchiavo and Valtellina – Lands of Rye and Buckwheat, Guardians of a UNESCO Heritage Site, Valposchiavo (CH), April 20-22, 2025
3. European Foresight Workshop for Resilient Mountain Areas – MOVING Project, Brussels, January 15-17, 2024
4. 3rd International EUSALP Territorial Brands Conference for the Alpine Region, Poschiavo (CH), November 3-5, 2023
5. Emlyon BS Lifestyle Research Center Seminar Series, Emlyon Business School, January 10-12, 2023
6. Culture in Place Workshop – Consumer Culture Insights Group, RMIT University, Melbourne, October 5-7, 2022
7. 2nd International EUSALP Territorial Brands Conference for the Alpine Region, Online, October 15-17, 2021

LANGUAGE SKILLS

Italian (mother tongue): C2 – Native competence

French: B2 – Advanced competence (written and spoken). Acquired through 4 years of professional experience in a French-speaking academic and work environment.

English: C1 – Upper-intermediate to advanced competence (written and spoken). Regular use in academic writing, international collaboration, and conference participation.

DIGITAL SKILLS

Microsoft Office; Database management; Automated qualitative data analysis tools (NVivo); Online data scraping; Online collaboration tools; Online teaching platforms.

MANAGEMENT AND LEADERSHIP SKILLS

Work ethic, team spirit, adaptability, networking, problem-solving, and excellent time management.

COMMUNICATION AND INTERPERSONAL SKILLS

Clear communication, open to dialogue, and a promoter of collaboration and idea exchange.