

## PERSONAL INFORMATION

Cecilia Giuliana Nicoletta Casalegno

## WORK EXPERIENCE

2023

**Qualified as Full Professor**

National scientific qualification (ASN)

[Business or sector](#) Education

2022

**Associate Professor**

Department of Management, University of Turin

▪ Teaching, doing research, dealing with local authorities and PA

[Business or sector](#) Education

FROM 2021

**Member of the Osservatorio della Comunicazione di Impresa Piemonte**

2018

**Co-founder and CEO**

Spin Lab Srl – Laboratorio di Impresa

▪ Research and training

[Business or sector](#) Education and consultancy

From 2018

**Chief of Communication**

Department of Management, University of Turin

▪ Doing research, dealing with local authorities, other local stakeholders, and PA

[Business or sector](#) Education

2008-2021

**Researcher and Lecturer**

Department of Management, University of Turin

▪ Teaching, doing research, dealing with local authorities and PA

[Business or sector](#) Education

2004-2008

**Chief of Communication – Master Division**

Department of Management, University of Turin

▪ Teaching, doing research, dealing with local authorities and PA

[Business or sector](#) Education

## EDUCATION AND TRAINING

2004-2007

**PhD in Business Administration**Replace with EQF  
(or other) level if  
relevant

University of Turin, Department of Management

▪ Teaching, doing research, dealing with local authorities and PA

1998-2003 Degree in Business Administration

Replace with EQF (or other) level if relevant

University of Turin, Department of Management

- Business management, internationalization

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
Replace with name of language certificate. Enter level if known.					
French	C1	C1	B1	B1	B1
Replace with name of language certificate. Enter level if known.					

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user  
[Common European Framework of Reference for Languages](#)

Communication skills ▪ good communication skills gained through my experience as professor and consultant

Organisational / managerial skills ▪ Leadership; Project management; Planning; Coaching, Negotiating; Empathy, Interpersonal skills, Problem-solving, Coordinating, Organization, Strategic thinking; Public speaking; Networking/outreach; Collaboration; Execution; Decision making; Innovation

Job-related skills Replace with any job-related skills not listed elsewhere. Specify in what context they were acquired.  
 Example:  
 ▪ Multitasking, time management (I'm a full-time working mother....)

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Prof.	Prof.	Independent	Independent	independent

Levels: Basic user - Independent user - Proficient user  
[Digital competences - Self-assessment grid](#)

Replace with name of ICT-certificates

Other skills ▪

Driving licence Replace with driving licence category/-ies. Example:  
 B

ADDITIONAL INFORMATION

Publications  
 Presentations  
 Projects  
 Patents and other intellectual

- Casalegno, C., Civera, C., Cortese, D., & Zardini, A. (2023). In search of the enabling factors for public services resilience: A multidisciplinary and configurational approach. Journal of Innovation & Knowledge, 8(1), 100337. Rivista Fascia A Anvur; ISSN: 2530-7614. DOI: 10.1016/j.jik.2023.100337
- Cortese, D., Civera, C., Casalegno, C., & Zardini, A. (2023). Transformative social innovation in developing and emerging ecosystems: a configurational examination. Review of Managerial Science, 1-31. 2 ABS stars, Scopus,

properties  
 Conferences  
 Seminars  
 Honours and awards  
 Memberships  
 References  
 Citations  
 Courses  
 Certifications

- WOS, Rivista Fascia A Anvur: ISSN: 18636683. DOI: 10.1007/s11846-023-00624-1
- Casalegno, C. (2023). Advertising: Tecniche, strumenti, regole tra una rivoluzione e l'altra. FrancoAngeli.
  - Casalegno, C., Civera, C., & Couturier, J. (2023). Applying a company stakeholder responsibility approach to HR management: the external human resources model. *European Journal of International Management*, 19(4), 537-562. 2 ABS stars, Scopus, WOS
  - Civera, C., Casalegno, C., Couturier, J., Zardini, A., & Ishizaka, A. (2022). Discovering and nurturing local key stakeholders' talent in emerging economies: using fsQCA to test the external human resources approach. *The International Journal of Human Resource Management*, 1-40. Rivista Fascia A Anvur; 3 ABS star, Scopus, WOS, ISSN: 1466-4399. DOI: 10.1080/09585192.2022.2047754
  - Casalegno, C., Candelo, E., & Santoro, G. (2022). Exploring the antecedents of green and sustainable purchase behaviour: A comparison among different generations. *Psychology & Marketing*, 39(5), 1007-1021. 3 ABS stars, Scopus, WOS, Rivista fascia A Anvur. Online ISSN:1520-6793. DOI: 10.1002/mar.21637
  - Candelo, E., Casalegno, C. G., & Civera, C. (2021). Digital transformation or analogic relationships? A dilemma for small retailer entrepreneurs and its resolution. *Journal of Strategy and Management*, N. ahead of print, Vol. ahead of print, accepted 17/05/2021. 1 ABS star, Scopus, Rivista valida ANVUR; ISSN: 1755-425X. DOI: 10.1108/JSMA-02-2021-0056
  - Casalegno, C., Civera, C., & Cortese, D. (2020). COVID-19 in Italy and issues in the communication of politics: bridging the knowledge-behaviour gap. *Knowledge Management Research & Practice*, pp. 1-9. 1 ABS star, Scopus, WOS, Rivista fascia A Anvur; Print ISSN: 1477-8238 Online ISSN: 1477-8246 DOI: 10.1080/14778238.2020.1860664
  - Casalegno, C., Candelo, E., Santoro, G., & Kitchen, P. (2020). The perception of tourism in coffee-Äproducing equatorial countries: An empirical analysis. *Psychology & Marketing*, 37(1), pp. 154-166. 3 ABS stars, Scopus, WOS, Rivista fascia A Anvur. Online ISSN:1520-6793. DOI: 10.1002/mar.21291
  - Candelo, E., Casalegno, C., Civera, C., & B<sup>o</sup>chi, G. (2019). A ticket to coffee: Stakeholder view and theoretical framework of coffee tourism benefits. *Tourism Analysis*, 24(3), 329-340. 2 ABS stars, Scopus, Rivista valida ANVUR. Print ISSN: 1083-5423 Online ISSN: 1943-3999. DOI: 10.3727/108354219X15511864843830
  - Civera, C., De Colle, S., & Casalegno, C. (2019). Stakeholder engagement through empowerment: The case of coffee farmers. *Business Ethics: A European Review*, 28(2), 156-174. 2 ABS stars, Scopus, Rivista fascia A Anvur. Online ISSN:2694-6424 DOI: 10.1111/beer.12208
  - Casalegno, C., Migheli, M., Bonfanti, A., & Maple, P. (2019). From transactions to cooperation: Developing supply chain of ancient grains between relationships and joint interests. *British Food Journal*, 122 (5), pp. 1381-1396. 1 ABS star, Scopus, WOS, Rivista fascia A Anvur. ISSN: 0007-070X. DOI: 10.1108/BFJ-05-2019-0383
  - Casalegno, C. G., Civera, C., & Couturier, J. (2019). Applying a company stakeholder responsibility approach to human resources management: the external human resources model. *European Journal of International Management*, ahead of print, pp. 1-26. 2 ABS stars, Scopus, WOS, Rivista valida ANVUR. Print ISSN: 1751-6757 Online ISSN: 1751-6765. DOI:10.1504/EJIM.2020.10023865
  - Civera, C., Casalegno, C., Mosca, F., & Maple, P. (2018). Customers' judgments and misjudgments of corporate responsibility communication: A cross-Äcountry investigation of the effects on confidence and trust within the banking sector. *Psychology & Marketing*, 35(2), 138-149. 3 ABS stars, Scopus, WOS, Rivista fascia A Anvur. ISSN:1520-6793. DOI: 10.1002/mar.21075
  - Pezet, E., & Casalegno, C. (2017). Balancing Under and Over Communication in Sustainability. *Symphonya. Emerging Issues in Management*, (1), 95-110. 1 ABS star, Rivista valida Anvur. Print ISSN: 1593-0300 On-line ISSN: 1593-0319 DOI: 10.4468/2017.1.08pezet.casalegno
  - Candelo, E., Casalegno, C., & Civera, C. (2015). Towards corporate shared value in retail sector: a comparative study over grocery and banking between Italy and the UK. *International Journal of Economic Behavior (IJEB)*, 5(1), 105-120. Rivista valida Anvur. Print ISSN: 2069-5756 Online ISSN: 2285-0430. DOI: 10.14276/2285-0430.1899
  - Casalegno, C., & Civera, C. (2016). *Impresa e CSR: la "non comunicazione" di successo. Regole per una gestione responsabile delle relazioni.* Collana referata Increase, Franco Angeli, Milano. ISBN: 9788891727886.
  - Casalegno C. (2008). *Leadership e leadership development come strumento strategico di gestione.* Giappichelli, Torino. ISBN/EAN 9788834885758

## ANNEXES

According to law 679/2016 of the Regulation of the European Parliament of 27th April 2016, I hereby express my consent to process and use my data provided in this CV  
 Acconsento al trattamento dei dati personali contenuti nel mio curriculum vitae in base al D. Lgs. 196/2003, integrato con le modifiche introdotte dal il D. Lgs.