

CURRICULUM VITAE

Vincenzo Basile

PERSONAL INFORMATIONS

Born in: MADDALONI (CE) Italy

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University Campus of Monte Sant'Angelo - Via Cintia, 21 - 80126 - Naples

ACADEMIC POSITION

Disciplinary Scientific Sector: **SECS-P/08** (13/B2)

Qualification: **Researcher in Economics and Business Management**

Seniority in the role: 15/04/2020

University: **Federico II University of Naples**

Department: Economics Management Institutions

OTHER SCIENTIFIC TITLES

- Research fellow on PON - (PLACE) CUP E26C18000230005, "Off-shore Platform Conversion for Eco-sustainable Multiple Uses" - Blue growth - Circular Economy - Business Model Innovation, a.a. 2019-2020.
- Expert on Subject in Marketing and Business Strategies, a.a. 2016-2017, 2017-18, 2018-19 - Federico II University of Naples - Department of Economics Management Institutions.
- PhD in Business Sciences (Doctor Europaeus Label) XXVIII Cycle, tutor Prof. Luigi Cantone, thesis title: "MARKETING PERFORMANCE MEASUREMENT IN FMCG - SHARE OF WALLET IN ITALIAN RETAIL INDUSTRY".
- Summer School in Methodology for Social Research - University of Calabria - Department of Corporate and Legal Sciences - Arcavacata Campus - Models of structural equations.
- *Scuola di Metodologia e della Ricerca: Winter edition 2021- Società Italiana di Management (SIMA) & Società Italiana Marketing (SIM).*
- Master in Marketing & Service Management, Federico II University of Naples on 03/21/1986, vote 110/110 magna cum laude.
- Master's Degree in Business Economics & Management, title of the thesis, Evolution of studies on Corporate Social Responsibility, thesis in Performance Measurement - Prof. Riccardo Viganò.

ACADEMIC ACTIVITY

- ❖ Lecturer - Integrative Didactic Activities in Marketing and Business Strategic teaching - University of Naples Federico II Department of Economics, Management, Institutions, academic year 2018-2019, total 20 hours.
- ❖ Lecturer - Integrative Didactic Activities in Marketing and Business Strategic teaching - University of Naples Federico II Department of Economics, Management, Institutions, academic year 2017-2018, total 20 hours.
- ❖ Lecturer - Integrative Didactic Activities in Marketing and Business Strategic teaching - University of Naples Federico II Department of Economics, Management, Institutions, academic year 2016-2017, total 20 hours.
- ❖ Visiting Phd. at the DHBW, "Duale Hochschule Baden-Württemberg" (Baden-Wuerttemberg Cooperative State University) of Ravensburg. Duration of stay 3 months.

SCIENTIFIC PUBLICATIONS

- 1) Basile, V. (2016). *MARKETING PERFORMANCE MEASUREMENT IN FMCG SHARE OF WALLET IN ITALIAN RETAIL INDUSTRY*. Tesi di Dottorato in Scienze Aziendali (XXVIII Ciclo), Fedoa.unina.it.
- 2) Testa, P., Basile, V. & Cantone, L. (2016). *MARKETING PERFORMANCE MEASUREMENT IN FMCG PROPOSING AND TESTING A CONCEPTUAL MODEL*. Proceedings International Marketing Trends Conference (January 2016), ISBN 978-2-9532811-0-2.
- 3) Basile, V. (2016). *EXPLORING SHARE OF WALLET DETERMINANTS IN FMCG RETAILING A QUALITATIVE STUDY*. Proceedings XIII SIM Conference, Cassino (Italy) October 2016 - ISBN 978-88-907662-6-8.
- 4) Basile, V. (2017). *COGNITIVE GAP IN MARKETING PERFORMANCE MEASUREMENT PROPOSING CONCEPTUAL MODEL*. Referred Electronic Proceedings, Sinergie-SIMA Conference, 15-16 June 2017, Naples - ISBN 97888907394-8-4.
- 5) Basile, V. & Giacalone, M. (2017). *SUSTAINABLE TOURISM IN CAMPANIA REGION: STATISTICAL ANALYSIS AND METRICS FOR THE DEVELOPMENT OF TOURIST DESTINATIONS*. Journal of Applied Quantitative Methods, volume 12, Issue - 3, September 30. 2017 - ISSN 1842-4562.
- 6) Basile, V. (2018). *SHARE OF WALLET IN FMCGS RETAILING: PROPOSING A CONCEPTUAL MODEL*. Chinese Business Review, Feb. 2018, Vol. 17, No. 2, 84-98, DOI: 10.17265/1537-1506/2018.02.003.
- 7) Cantone, L., Basile, V. & Testa, P. (2018). *COMPARING BUSINESS MODELS IN THE GROCERY RETAILING INDUSTRY: A CONCEPTUAL FRAMEWORK PROPOSAL*. Referred Electronic Proceedings, Sinergie-SIMA Conference, Ca' Foscari University of Venice, Italy, 14-15 June 2018 - ISBN 97888943937-2-9.
- 8) Cantone, L., Testa, P. & Basile, V. (2018). "INNOVAZIONE DEL MODELLO DI BUSINESS NEL SETTORE DEL GROCERY RETAILING" In Lucio Sicca "Maestri & Allievi", ISBN: 978-88-9391-646-2.
- 9) Basile, V. (2019). *BUILDING A STRONG BRAND EQUITY IN PHARMACEUTICAL INDUSTRY: THE CASE OF OVER-THE-COUNTER DRUGS IN ITALIAN COUNTRY*. International Journal of Customer Relationship Marketing and Management (IJCRMM), 10(3), 1-20. DOI: 10.4018/IJCRMM.2019070101.
- 10) Basile, V. (2019). *INVESTIGATING NEW CONSUMER BEHAVIOUR DIMENSIONS IN GROCERY RETAILING: SOME EVIDENCE FROM SOUTHERN ITALY*. Journal of Business and Retail Management Research, 14(01). DOI: 10.24052/JBRMR/V14IS01/ART-05.
- 11) Basile, V. (2019). *MARKETING PERFORMANCE MEASUREMENT IN FMCG - SHARE OF WALLET IN RETAILING INDUSTRY*. Monografia pubblicata dalla casa editrice Editoriale Scientifica Napoli, ottobre 2019 - ISBN 978-88-9391-615-8.
- 12) Basile, V., Testa, P. & Cantone, L. (2020). *THE CUSTOMER E-LOYALTY IN ONLINE RETAILING: A PROPOSAL OF A MEASUREMENT SCALE*. Proceedings 19th International Marketing Trends Conference (IMTC) Paris. January 16-18, 2020. ISBN: 978-2-490372-06-5.

PROFESSIONAL ACTIVITIES

- ❖ Job assignment (tutor), carried out as part of the Master's Degree in Master's Degree in Marketing & Service Management belonging to the Department of Economics, Management, Institutions - University of Naples Federico II. Subject of the assignment is the performance of the following activities, for the 2017-2018 edition of the Master: content development institutional website of the Master and online communication; segmentation of the audience of reference for the transmission of content and the choice of media; definition and implementation of the Master's online brand identity; development of co-branding activities of the Master with other interested partners (companies, institutions); monitoring and reporting of online activities; support to fund raising activities.
- ❖ Job assignment, carried out as part of the Master's Degree in Master's Degree in Marketing & Service Management belonging to the Department of Economics, Management, Institutions - University of Naples Federico II. Subject of the assignment is the performance of the following activities, for the 2016-2017 edition of the Master: organization of the contents of the institutional website of the Master in Marketing & Service Management; segmentation of the audience of reference for the transmission of content and the choice of media; definition and implementation of the Master's online brand identity; development of co-branding activities of the Master with other interested partners (companies, institutions); monitoring and reporting of online activities; support to fund raising activities.
- ❖ Job assignment, for occasional work, carried out as part of the Master's Degree in Master's Degree in Marketing & Service Management belonging to the Department of Economics, Management, Institutions - University of Naples Federico II. Subject of the assignment is the performance of the following activities, for the 2015-2016 edition of the Master: content development of the institutional website of the Master and online communication; segmentation of the audience of reference for the transmission of content and the choice of media; definition and implementation of the Master's online brand identity; development of co-branding activities of the Master with other interested partners (companies, institutions); monitoring and reporting of online activities; support to fund raising activities.

PARTICIPATION IN CONFERENCES

- ♣ Speaker at the Conference: *XV International Marketing Trends Conference*, Venice January 2016.
- ♣ Speaker at the Conference: XIII SIM Conference, "*Marketing & Retail in the changing markets*" Cassino, October 2016.
- ♣ Speaker at the Conference: Sinergie-SIMA 2017, "*Value co-creation: management challenges for business and society*" Naples, June 2017.
- ♣ Speaker at the Conference: Sinergie-SIMA 2018, "*Transformative business strategies and new patterns for value creation*" Venice, 2018.
- ♣ Speaker at the Conference: *XIX International Marketing Trends Conference*, Paris 16-18 January 2020.
- ♣ Speaker at the Conference: XX International Marketing Trends Conference, Venice 14-16 January 2021.

OTHER TITLES

- ♣ Member of the JAQM Editorial Board (Journal of Applied Quantitative Methods, ISSN 1842-4562).
- ♣ Ad hoc reviewer for the 15th edition of *International Conference on Arts and Cultural Management*, AIMAC 2019.
- ♣ Ad hoc reviewer for the 20th EURAM 2020 Conference - *The business of now: the future starts here*, Trinity College Dublin, Ireland.
- ♣ Ad hoc reviewer for *Piccola Impresa / Small Business Journal*, special issue: "*Business Model, Sustainability, and Intangible Resources: Challenges and Opportunities for SMEs*", July 2020
- ♣ Certified Professional Accountant Apprenticeship at the Court of Nola (NA), held in the 2017-2010 three-year period.
- ♣ Winner of the 2009/2010 Erasmus Scholarship held by the Federico II of Naples at the Universidad del País Vasco "Euskal Herriko Unibertsitatea" of Bilbao (Spain), length of stay 6 months.
- ♣ Participation in the 108th edition of the "*China Import and Export Fair*", 2010 Guangzhou (China), as a business developer.
- ♣ Certificate of European Computer Driving License (ECDL).
- ♣ Certificate of International English Language Testing System (IELTS), level C1, December 2017.
- ♣ Certificate of Diploma de Español como Lengua Extranjera (DELE), Instituto Cervantes España, February 2010, "Euskal Herriko Unibertsitatea" - Bilbao.