

CURRICULUM VITAE
Monica Fait
Associate Professor of Management
Research Department
Link Campus University- Roma

Name Monica Fait
Address Via Oberdan, 53 Lecce
Telephone Office 0832 – 298744
Mobile Phone: 340 3996205 Fax 0832-298828
Date of Birth 18th August 1970 , San Pietro V.co (BR)
Marital Status Married, three children
Nationalities Italian
Languages English
E-mail: m.fait@unilink.it
Pec: monica.fait@pec.it
Orcid: <https://orcid.org/0000-0003-2448-3839>
Profilo Academia <https://unilink.academia.edu/MonicaFait>
Profilo ResearchGate https://www.researchgate.net/profile/Monica_Fait

EDUCATION

- June 2021 - Associate Professor of Management- Research Department Link Campus University- Roma
- 2006/June 2021 – Researcher in Economics and Business Management at Department of Management, Economics, Mathematics and Statistics, University of Salento, Lecce, Italy
- 2001-2003 – Scholarship from University of Salento (Economics Department), Lecce, Italy.
- 1996-1999 – PhD, Business Economics, University of Bari, Italy
- 1994 – Degree in Economics, University of Bari, Italy

OTHERS TITLES

- 2008/today – member of the Ph.D. scientific board in Business Economics
- 2012/today – Academic auditor for the evaluation of research programs and products at the Ministry of Education, Universities, and Research (MIUR) (sectors *European Research Council SH1_7 and SH1_8 - Management*)
- 2010 Scientific Supervisor for the research project “*Le strade del vino come strumento di marketing territoriale ed il loro ruolo nel processo di sviluppo sostenibile del territorio*”. Department of Economics (SAGA), University of Salento, Lecce, Italy
- 2009 Scientific Supervisor for the research project “*Gli effetti dell'identità e dell'immagine territoriale sulla competizione internazionale del settore vinicolo*”. Department of Economics (SAGA), University of Salento, Lecce, Italy
- 2008 Scientific Supervisor for the research project “*Prospettive di sviluppo delle produzioni tipiche agroalimentari*”. Department of Economics (SAGA), University of Salento, Lecce, Italy

EMPLOYMENT HISTORY

Academic Courses

2020/2021 *Management and Marketing of Social Enterprises* Dipartimento di Storia, Società e Studi sull'Uomo- University of Salento, Lecce, Italy

2015/today *Management and Marketing of Social Enterprises*, Dipartimento di Storia, Società e Studi sull'Uomo. University of Salento, Lecce, Italy

2014/2015 – *Management and Marketing of Social Enterprises*, Faculty of Social, Political and Territorial Sciences, University of Salento, Lecce, Italy.

2006-2013 - *Economics and Business Management*, Faculty of Social, Political and Territorial Sciences, University of Salento, Lecce, Italy.

2006-2014 - *Economics and Business Management of the Third Sector Enterprises*, Faculty of Social, Political and Territorial Sciences, University of Salento, Lecce, Italy.

2007-2011 – *International Exchanges Technique*, Faculty of Social, Political and Territorial Sciences, University of Salento, Lecce, Italy.

2003- 2006 – *Business Economics*, Faculty of Letters, University of Salento, Lecce, Italy

Other Academic Experiences and Projects

Since 2000 she has been involving both in national and international projects, as Member of several research projects, including:

- Innovative Cross Border Tourism SMEs Cluster – INNOTOURCLUS (2018-2021)
- Best Wine project (called “E- Wine”), financed by Progetti Integrati di Filiera (PIF) – misura 124 - BURP n. 102 del 10/06/2010 (Programma di Sviluppo Rurale 2007-2013, protocollo comunicazione n. 1137 del 4/2/2013) (February 2013-August 2014);
- “Development of technological tools and innovative services of analysis and communication of the distinctive features of the Ionian-Salentino products, with the aim to strengthen the commercial penetration of the SMEs belonging to the Ionic-Salentino District” (original title: “Sviluppo di Strumenti tecnologici e servizi innovativi di analisi e comunicazione della distintività dei prodotti tradizionali jonico-salentini per rafforzare la penetrazione commerciale della rete di PMI del Distretto Jonico- Salentino”), financed by P.O. PUGLIA FESR 2007-2013, Linea 1.2, Azione 1.2.4, Bando “Aiuti a Sostegno dei Partenariati Regionali per l’Innovazione” (July 2012 - January 2014).
- “Feudi di San Marzano” Project: “Automated management of business processes and web marketing for the wine supply chain” (original title: “Gestione automatizzata dei processi aziendali e web marketing per la filiera vitivinicola”) financed by Progetti Integrati di Filiera (PIF) – misura 124 - BURP n. 102 del 10/06/2010 (Programma di Sviluppo Rurale 2007-2013, protocollo comunicazione n. 0107426, AOO030 del 23/12/2011) (February 2012- March 2013)
- “Greece-Italy” INTERREG Project (October 2007-March 2013), “*Innovative service to strengthen cooperation and internationalisation between SMEs in the field of agrofood industries – ISCI*” (October 2011- November 2013).

PUBLICATIONS

BOOK PUBLISHED

Fait M. (2008), Sviluppo e Competitività dei Territori del vino, Cacucci.

Fait M. – Gravili G. (2016) *Social Recruitment in Hrm: A Theoretical Approach and Empirical Analysis*. Emerald Group Publishing. ISBN:978-1-78635-695-6; 978-1-78635-696-3. WOS:000403087000002- 10.1108/9781786356956

CHAPTERS PUBLISHED IN BOOKS

1. Fait M., Scorrano P. (2020), I predittori dello sviluppo sostenibile condiviso da imprese agroalimentari e territorio, in Barile S., Gatti C., Esposito De Falco S., Massaroni E., Pastore A., Quattrociochi B., Ricotta F., Sancetta G., Vagnani G. (a cura di) "Contributi in onore di Gaetano Maria Golinelli", Rogiosi editore, Napoli, in corso di pubblicazione.
2. Fait, M., & Di Nauta, P. (2018). Creare consonanza ed engagement attraverso la web communication e gli high performace work systems. *Collana Gnoesis*, 297-321. ROMA: Edizioni Nuova Cultura, ISSN 2284-0567
3. Fait M. (2018), "Knowledge Management", in Maizza A., "Management d'impresa. Le strategie gestionali nell'era digitale", pp. 267-280, vol. 2, I Liberrimi, ISBN: 9788888471112
4. Fait M. (2016), "I social media" in Maizza A., Management d'impresa. I processi gestionali tra digitalizzazione e ipercompetitività, vol. 1, I Liberrimi, pp. 457-488. libro 2016 ISBN: 9788888471105
5. Maizza A., Fait M., Scorrano P. (2015), Conditions and drivers of competition in a region: Some case histories of brand-land synergism, in Vrontis D., Amirhanpour M., Sakka G., Management Innovation & Entrepreneurship by Cambridge Scholars Publishing, pagg.1-27, ISBN (13): 978-1-4438-7464-9.
6. Fait M., Iazzi A., Trio O., Iaia L. (2013), "Le strategie di Social-CRM: le potenzialità della social communication nel settore vitivinicolo", in Guido G., Massari S. (a cura di), *Lo sviluppo sostenibile*, FrancoAngeli, Milano, pp. 376-393, ISBN: 978-88-204-4749-6.
7. Fait M., Iazzi A. (2010), Potenzialità e criticità dell'enogastronomia per lo sviluppo di un Sistema Turistico di Prodotto: prospettive per il territorio della Puglia, in Sinergie, Rapporto di ricerca "Sistemi turistici locali: prospettive per le imprese e i territori", a cura di Amedeo Maizza.
8. Fait M. (2010), I marchi collettivi e i segni distintivi, in Maizza A. (a cura di), I distretti agroalimentari nel contesto globale, F. Angeli.
9. Fait M. (2010), I risultati dei Focus group e audizioni sulle imprese agroalimentari, in Maizza A. (a cura di), I distretti agroalimentari nel contesto globale, F. Angeli, 2010.

REFERRED JOURNAL ARTICLES

➤ Referred Journal Articles (CLASSE A)

1. [Rossi, M.](#), [Festa, G.](#), [Chouaibi, S.](#), [Fait, M.](#) and [Papa, A.](#) (2021), "The effects of business ethics and corporate social responsibility on intellectual capital voluntary disclosure", *Journal of Intellectual Capital*, Vol. 22 No. 7, pp. 1-23. <https://doi.org/10.1108/JIC-08-2020-0287>
2. [Fait, M.](#), [Vrontis, D.](#), [Maizza, A.](#) and [Cavallo, F.](#) (2019), "Sustainability disclosure through virtual community: the case of the wine sector", *British Food Journal*, Vol. 122 No. 8, pp. 2513-2530. <https://doi.org/10.1108/BFJ-07-2019-0481> <http://hdl.handle.net/11587/438872>. (Fascia A – Anvur, IF 2.090 SJR 0,58 Q1). WOS:000547365100010 Scopus: 2-s2.0-85076150068
3. Iaia, L., Vrontis, D., Maizza, A., Fait, M., Scorrano, P., & Cavallo, F. (2019). Family businesses, corporate social responsibility, and websites. *British Food Journal*, 121 (7), 1442-1466, <https://doi.org/10.1108/BFJ-07-2018-0445>; Scopus:[s2.0-85067046772](https://doi.org/10.1108/BFJ-07-2018-0445) WOS:00047927260000.1. (Fascia A – Anvur, IF 2.090 SJR 0,58 Q1)
4. [Fait, M.](#), [Scorrano, P.](#), [Mastroleo, G.](#), [Cillo, V.](#) and [Scuotto, V.](#) (2019), "A novel view on knowledge sharing in the agri-food sector", *Journal of Knowledge Management*, Vol. 23

- No. 5, pp. 953-974. <https://doi.org/10.1108/JKM-09-2018-0572>, Scopus: [s2.0-85067046772](https://doi.org/10.1108/JKM-09-2018-0572), WOS:000479272600001. (Fascia A – Anvur, IF: 4.805; SJR] 1.752 - Q1)
5. Martínez-Caro, E., Cegarra-Navarro, J. G., García-Pérez, A., & Fait, M. (2018). Healthcare service evolution towards the Internet of Things: An end-user perspective. *Technological Forecasting and Social Change*, 136, 268-276. <https://doi.org/10.1016/j.techfore.2018.03.025> - ISSN0040-1625. Scopus:2-s2.085044989798 , WOS:000449899100021. (Fascia A – Anvur, IF 4.850 SJR 1.82 Q1).
 6. Iaia L., Scorrano P., Fait M., Cavallo F., (2017) "[Wine, family businesses and web: marketing strategies to compete effectively](https://doi.org/10.1108/BFJ-02-2017-0110)", *British Food Journal*, Vol. 119 Issue: 11, pp.2294-2308, <https://doi.org/10.1108/BFJ-02-2017-0110> , Scopus: 2-s2.0-85031784517, WOS:000416122000002. (Fascia A – Anvur, IF 2.090 SJR 0,58 Q1)
 7. Iaia, L., Maizza, A., Fait, M., & Scorrano, P. (2016). Origin based agro-food products: how to communicate their experiential value online?. *British Food Journal*, 118(8), 1845-1856. ISSN: 0007-070X. (Fascia A – Anvur, IF 2.090 SJR 0,58 Q1) DOI 10.1108/BFJ-05-2016-0202 Scopus: 2-s2.0-84979261570, WOS:000381209100002 .

➤ Referred Journal Articles

1. Fait M., Scorrano P., Iaia L., Cavallo F., Maizza A., (2020) Communities of practice and value co-creation: the motivational engagement system of the Italia consortia, *Journal for Global Business Advancement*, vol.13, n.2, pp.146-261, DOI: 10.1504/JGBA.2020.110616. (Anvur Ranking - IF: 0.34 SJR: 0.212 Q3)
2. Vacca A.; Iazzi A.; Vrontis D.; Fait M. (2020) The Role of Gender Diversity on Tax Aggressiveness and Corporate Social Responsibility: Evidence from Italian Listed Companies. *Sustainability* 12, 2007; p.1-15 doi:10.3390/su12052007 (Anvur Ranking- IF: 2.576, SJR 0,58 Q2)
3. Fait, M. and Sakka, G. (2020), "Knowledge sharing: an innovative organizational approach to engage volunteers", *EuroMed Journal of Business*, Vol. ahead-of-print No. ahead-of-print. pp.1450-2194 <https://doi.org/10.1108/EMJB-10-2019-0131>. (Fascia B Anvur ; IF 2.370 SJR 0.631 Q1)
4. Maizza A., Fait M., Scorrano P., Iazzi A. (2019), "How knowledge sharing culture can become a facilitator of the sustainable development in the agrifood sector", *Sustainability*, 11(4), 952; doi:10.3390/su11040952., SCOPUS: 2-s2.0-85076904816, WOS:000460819100012. (Anvur Ranking- IF: 2.576, SJR 0,58 Q2)
5. Scorrano P., Fait M., Maizza A., Vrontis D. (2019), Online branding strategy for wine tourism competitiveness, *International Journal of Wine Business Research*, 31(2). ISSN: 1751-1062, WOS:000479284200001. <https://doi.org/10.1108/IJWBR-06-2017-0043> (Anvur Ranking- IF: 1.65 SJR: 0.372 Q2)
6. Scorrano P., Fait M., Iaia L., Rosato P., (2018), "The image attributes of a destination: an analysis of the wine tourists' perception", *Euromed Journal of Business*, vol. 13, n. 3, pp. 335-350, ISSN: 1450-2194, DOI 10.1108/EMJB-11-2017-0045, Scopus: 2-s2.0-85053272824, WOS:000448725500005. (Fascia B Anvur ; IF 2.370 SJR 0.631 Q1)
7. Monica Fait, Paola Scorrano, Amedeo Maizza, Alkis Thrassou (2017). A framework for analysing convergence between online brand identity and online brand image. The case of the British Museum. *Sinergie- Italian Journal Of Management*, vol. 35, p.177-201, ISSN: 0393-5108.
8. Maizza, A., Fait, M., Scorrano, P., & Vrontis, D. (2017). Old, new and third wine regions: a consumer perspective. *World Review of Entrepreneurship, Management*

- and Sustainable Development*, 13(5-6), 521-541. Scopus: 2-s2.0 85029484539, WOS:000381209100002.
9. Cavallo F., Iaia L., Fait M., Scorrano P. (2016), "La comunicazione dei wine bloggers: autoctono vs globale", *Il Capitale culturale. Studies on the Value of Cultural Heritage*, vol. 13/2016, pp. 321-339, ISSN (online) 2019-2362. DOI 10.13138/2039-2362/1364
 10. Fait M., Scorrano P., Cavallo F., Iaia L. (2016), "Wine tourism destination image on the Web: a comparison between conveyed and perceived communication drivers", *Journal for International Business and Entrepreneurship Development*, vol. 9, n. 2, pp. 169-189. ISSN online: 1747-6763. ISSN print: 1549-9324. DOI: 10.1504/IIBED.2016.077715.10
 11. Scorrano, P., Fait, M., & Maizza, A. (2015). The relationship between unstructured information and marketing knowledge: an experiment in the US wine market. *International Journal of Management Practice*, 8(3), 232-246. DOI: 10.1504/IJMP.2015.072772. Print ISSN: 1477-9064, Online ISSN: 1741-8143.
 12. Fait M., Cavallo F., Scorrano P., Iaia L. (2015), "Wine web 2.0: digital communication and tourist netnography. Opportunities for new entrepreneurship", *Special Issue "The Future of Entrepreneurship"*, *Sinergie- Italian Journal of Management*, vol. 33, n. 97, pp. 83-103, ISSN 0393-5108, DOI 10.7433/s97.2015.06.
 13. Scorrano P., Fait M., Rosato P., Gravili S. (2015), "Communicating local products on the web: a comparison between Italian and English-language blogs", in *International Journal of Technology Marketing*, Vol. 10, N. 4, pp. 381-395, ISSN: 1741-8798.
 14. Paiano R, Caione A., Guido A., Fait M., Scorrano P. (2014), "Knowledge Gathering From Social Media To Improve Marketing In Agri-food Sector", *Communication of the IBIMA*, ISSN:1943-7765
 15. Fait M., Scorrano P., Iazzi A (2014), "La brand experience nelle strategie commerciali delle imprese vitivinicole", *Economia e diritto del terziario*, n. 2/2014, ISSN: 1593-9464
 16. Fait M., Rosato P., Scorrano P., Iaia L. (2013), "Image analysis e wine tourism destination: la prospettiva dell'enoturista", in *Sinergie*, n. 90, pp. 119-139, ISSN: 0393-5108. DOI: 10.7433/s90.2013.08
 17. Fait M., Iazzi A., Trio O., Iaia L. (2013), "Social Web Communication and CRM in the marketing strategies of wine enterprises", in *Journal of Economic Behavior*, n. 3, pp. 103-116, ISSN: 2069-5756.
 18. Fait M. (2012), "Tipici e turismo: un network per creare valore. Il caso del Franciacorta", in *Sinergie*, n. 89, pp. 255-274, ISSN: 0393-5108.
 19. Fait M, Iazzi M. (2012), Aggregazione e innovazione: un modello di governance per la competitività delle imprese vitivinicole, *Rivista EAS*
 20. Fait, M., & Trio, O. (2011). Da denominazione d'origine a marca: riflessioni su alcune esperienze consortili nell'agroalimentare. *Micro & Macro Marketing*, 20(3), 569-588.
 21. Fait M. (2010), "Brand-land Equity nei territori del vino", in *Mercati e Competitività*, n. 3, Franco Angeli, Milano.
 22. Fait M., Iazzi A. (2007), The Role of Social Capital in the Evolution of Districts. The case of the Fashion District in Puglia, in *EAS*, n. 1-, Cacucci Editore.
 23. Fait M. (2006), Capitale sociale, non profit e creazione del valore, in *Economia, Azienda e Sviluppo*, n. 4, Marzo, Cacucci Editore.
 24. Fait M. (2003), Il metodo del capitale allocato nella fase di impiego della conoscenza, in *Economia, Azienda e Sviluppo*, n. 3, Marzo, Cacucci Editore
 25. Fait M. (2002), Verso la valorizzazione della conoscenza, in *Economia e Commercio*, edita ALECUB n. 2.

REFERRED CONFERENCE PROCEEDINGS

1. Scorrano, Paola, Fait, Monica; Iaia, Lea; Mastroleo, Giovanni (2020), How To Build A Motivational System For Social Innovation Through The Knowledge Sharing? Best Practices From The Agrifood Networks, in Book of Proceedings of 13th Annual Conference of the EuroMed Academy of Business, Business Theory and Practice Across Industries and Markets, ISSN: 2547-8516, ISBN: 978-9963-711-89-5.
2. Cavallo F., Fait M., Scorrano P., Maizza A., Iaia L. (2019), "La "social communication" nel settore viticolo: vini pugliesi vs vini globali", Atti del XXXIX Convegno Nazionale Accademia Italiana di Economia Aziendale (AIDEA), Identità, Innovazione e Impatto dell'Aziendalismo Italiano, Dentro l'economia digitale, Torino, 12 e 13 Settembre 2019, ISBN: 9788875901387.
3. Vacca, A., Iazzi, A., & Fait, M. (2019). Corporate governance and firm efficiency: The role of board composition. Proceedings of conference "New Challenges in Corporate Governance: Theory and Practice", Napoli, 3-4 ottobre 2019, 362-367. https://doi.org/10.22495/ncpr_46
4. Fait M., Scorrano P., Iaia L., Cavallo F., Maizza A. (2019), The Virtual Community's Motivational System To Engage Firms Into Sustainability Strategy. The Italian Agrifood Sector. in Book of Proceedings of 12th Annual Conference of the EuroMed Academy of Business "Business Management Theories and Practices in a Dynamic Competitive Environment" pp. 197-213 ISSN: 2547-8516 ISBN: 978-9963-711-81-9 (WOS:000548057800012)
5. Fait M., Scorrano P., Iazzi A., Iaia L. (2018), "La Knowledge Sharing tra imprese e territorio per la creazione di uno sviluppo identitario sostenibile" in atti del XV SIM Conference "I percorsi identitari del marketing", Bari, 18-19 ottobre 2018, ISBN 978-88-943918-2-4
6. Iaia, L. Fait, M. Maizza, A. Cavallo, F., Scorrano, P. (2018), "How Italian Agrifood products communicate their authenticity? The Brand-Land link investigated on the web", in Book of Proceedings of 11th Annual Conference of the EuroMed Academy of Business "Research Advancements in National and Global Business Theory and Practice", pp. 650-662, ISBN: 978-9963-711-67-3, ISSN: 2547-8516; ISI: (WOS:000520521200047)
7. Iazzi A., Maizza A., Fait M., Scorrano P. (2018), "Corporate Social Responsibility And Tourism Development: A Model For The Evaluation Of Stakeholder Engagement Disclosure In The Hospitality Industry", in Book of Proceedings of 11th Annual Conference of the EuroMed Academy of Business "Research Advancements in National and Global Business Theory and Practice", pp.1593-1597, ISBN: 978-9963-711-67-3, ISSN: 2547-8516 (WOS:000520521200141)
8. Iaia, Lea; Fait, Monica; Scorrano, Paola; Cavallo, Federica; Maizza, Amedeo (2017) , Family Vs No Family Business In Wine Identity Communication ", In *Book Of Proceedings Of 10 Th Annual Conference Of The Euromed Academy Global And National Business Theories And Practice: Bridging The Past With The Future* Issn: 2547-8516 Isbn: 978-9963-711-56-7 pp. 740-750 (WOS:000427297600055)
9. Iaia L., Fait M., Scorrano P., Maizza A., Cavallo F. (2016), "Wine web value: web marketing strategies for family businesses", in *Book of Proceedings of 9th Annual Conference of the EuroMed Academy of Business, "Innovation, Entrepreneurship and Digital Ecosystems"*, Varsavia, 14-16 Settembre 2016, ISBN: 978-9963-711-43-7, pp. 99-100
10. Fait M., Scorrano P., Cavallo F., Iaia L., Maizza A. (2015), "Online Core Communication and Online Core Perception. Is There Convergence?", *Book of Proceedings of 8th Annual*

Conference of the EuroMed Academy of Business, "Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment", Verona, 16-18 Settembre 2015, ISBN: 978-9963-711-37-6, pp. 584-597. (WOS:000371316100053)

11. Cavallo F., Iaia L., Fait M., Scorrano P., "Wine Web Words: come i blogger comunicano i vini. Un confronto tra vino autoctono e vino internazionale", *Referred Electronic Conference Proceeding, XXVII Convegno annuale di Sinergie "Heritage, management e impresa: quali sinergie?"*, Università degli Studi del Molise - Sede di Termoli, 9-10 luglio 2015, ISBN 97888907394-5-3, DOI 10.7433/SRECP.2015.26.
12. Scorrano P., Fait M. (2015), "A conceptual model to develop data gathered from unstructured sources into marketing knowledge" in Vrontis, D., Weber, Y., Tsoukatos, E. and Maizza, A. (2015), *Contemporary Trends and Perspectives in Wine and Agrifood Management*, Cyprus: EuroMed Press, ISBN: 978-9963-711-30-7.
13. Iaia L., Fait M., Cavallo F., Scorrano P., Maizza A. (2014), "Experiential marketing per il brand-land dei prodotti tipici: diventare marchio comunicando il territorio", in *Conference proceedings of the XXVI Annual Conference of Sinergie "Manifattura: quale futuro?"*, University of Cassino and Lazio Meridionale, 13-14 November 2014. ISBN 978-88-907394-4-6, DOI 10.7433/SRECP.2014.37
14. Fait M., Cavallo F., Maizza A., Iaia L., Scorrano P. (2014), "An interpretative model for the Web image analysis: the case of a wine tourism destination", in *Conference proceedings of 13th International Conference of the Society for Global Business & Economic Development*, Ancona, 16-18 luglio 2014. ISBN: 978-88-907795-7-2
15. Maizza A., Fait M., Scorrano P., Vrontis D., Thrassou A. (2014), "Attributes driving the wine choice process", in *Proceedings of 7th Annual EuroMed Conference of the EuroMed Academy of Business*, September 18-19, 2014, Kristiansand, Norway, Euromed Press, ISBN: 978-9963-711-27-7. (WOS:000350976900080)
16. Fait M., Scorrano P., Trio O. (2014), "La misurazione delle performance della social web communication nelle aggregazioni agroalimentari", in *Conference proceedings of 13th International Marketing Trends Conference*, Venice, January 24th-25th 2014. ISBN 978-2-9532811-2-7.
17. Paiano, R., Caione, A., Guido, A. L., Pandurino, A., Fait, M., Scorrano, P. Unstructured Data Analysis for Marketing Decisions in Agri-food Sector. In: *Proceedings of the 18th World Multi-Conference on Systemics, Cybernetics and Informatics (WMSCI 2014). Vol.1*, United States of America, Orlando, 15 -18 July, 2014. Florida: International Institute of Informatics and Systemics, 2014, pp.235-240. ISBN 978-1-941763-04-9. (Scopus,2-s2.0-84923211161;
18. Paiano R., Caione A., Guido A. L., Fait M., Scorrano P. (2013). "Technological Tools Integration and Ontologies for Knowledge Extraction from Unstructured Sources: A Case of Study for Marketing in Agri-Food Sector". In: Khalid S. Soliman. *Creating Global Competitive Economies: 2020 Vision Planning & Implementation*. p. 225-236, Norristown, PA: Ibima Publishing, Roma, November 2013, ISBN: 9780986041914. (WOS:000339301500021; Scopus,2-s2.0-84905088413)
19. Scorrano P., Fait M., Paiano R., Caione A. (2013), "Marketing intelligence e competitività delle imprese. Un applicativo per il settore agroalimentare", in *X Sim Conference "Smart life: dall'innovazione tecnologica al mercato"*, pp. 1-13, Società italiana di marketing, ISBN: 9788890766213, Milan, 3-4 October 2013, ISBN: 9788890766213.
20. Scorrano P., Fait M., Rosato P., Iaia L. (2012), "Le risorse immateriali nell'immagine delle principali destinazioni enoturistiche internazionali", in Baccarani C., Maizza A., Golinelli G.M. (2012), *Il territorio come giacimento di vitalità per l'impresa*, pp. 295-312, Verona, Cueim comunicazione, ISBN: 9788890739408, Lecce, 18-19 October 2012.
21. Fait M. - Trio O. (2011), *Il ruolo dei marchi e dei Consorzi di tutela per la competitività delle produzioni tipiche agroalimentari*, Marketing Trends, Parigi, 21-22 gennaio.

22. Fait M. – Iazzi A. (2008), *The Role of denomination of origins in the competition of the wine sector*, in 4th International Conference of the Academy of Wine Business Research, Siena, 17-19 July. Tipografia Senese – Siena
23. Fait M. (2008), *Il ruolo delle Strade del Vino nel processo di sviluppo sostenibile del territorio*, V Convegno annuale della SIM, *Marketing, competitività e sviluppo sostenibile*, Milano, l'Università Cattolica 3 e 4 ottobre.
24. M. Fait – A. Iazzi – P. Rosato (2004), *Evolutionary trends of travel agencies franchising system: the role of information in the sub and sovra systemic relationship*, in Atti del convegno “Atlas Annual Conference 2004” dal titolo “*Networking & Partnerships in destination development & management*” a cura dell'Istituto di Ricerche sulle Attività Terziarie di Napoli del CNR e Università degli studi di Napoli Parthenope.
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- “Contemporary Trends and Perspectives in Wine and Agrifood Management”, 1st EuroMed Academy of Business Specialized conference. Lecce, Italy, 15-16 January 2015.
- “The firm's role in the economy: Does a growth-oriented business model exist?”, XXXVI AIDEA Bicentenary Conference. Lecce, 19th-21st September 2013.
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AWARDS

Vincitrice dell'“Emerald’s Literati Awards for Excellence” 2019 - Scorrano, P., Fait, M., Iaia, L. and Rosato, P. (2018), "The image attributes of a destination: an analysis of the wine tourists' perception", EuroMed Journal of Business, Vol. 13 No. 3, pp. 335-350.
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