

CURRICULUM VITAE
Monica Fait
Researcher in Business Management,
Dept. of Management, Economics, Mathematics and Statistics
University of Salento, Lecce

Name	Monica Fait
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Date of Birth	18 th August 1970 , San Pietro V.co (BR)
Marital Status	Married, three children
Nationalities	Italian
Languages	English
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EDUCATION

- 2006/Today – 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 viticolo*”. 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

2015/today *Management and Marketing of Social Enterprises*, Faculty of Social, Political and Territorial Sciences, 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:

- 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).

RESEARCH INTERESTS, OUTPUT AND INVOLVEMENT

Moving from the analysis of the current tendencies of consumption related to the agri-food products, she faces the theme of the enterprise development within a specific territory, also in an international perspective. In particular, her research topics are: the role of agri-food typical products in the creation of the brand–land identity; the relationship between typical products and their Territory; the role of denomination of origins for competitiveness in the wine sector; the potential of social web communication in the wine sector. Monica Fait is a speaker at national and international conferences and industry forums.

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-10:** 1786356961 **ISBN-13:** 978-1786356963

CHAPTERS PUBLISHED IN BOOKS

1. Fait, M., & Di Nauta, P. (2018). Creare consonanza ed engagement attraverso la web communication e gli high performance work systems. *Collana Gnoesis*, 297-321.
2. 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.
3. 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., Amirkhanpour M., Sakka G., Management Innovation & Entrepreneurship by Cambridge Scholars Publishing, pagg.1-27, ISBN (13): 978-1-4438-7464-9.
4. 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.
5. 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.
6. Fait M. (2010), I marchi collettivi e i segni distintivi, in Maizza A. (a cura di), I distretti agroalimentari nel contesto globale, F. Angeli.
7. 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

1. 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*. DOI: 10.1016/j.techfore.2018.03.025
2. Scorrano P., Fait M., Maizza A., Vrontis D. (2018), Online branding strategy for wine tourism competitiveness, *International Journal of Wine Business Research*, vol.31, issue 2, ISSN: 1751-1062
3. Lea Iaia, Paola Scorrano, Monica Fait, Federica Cavallo, (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>
4. Maizza A., Fait M., Scorrano P., Vrontis D., (2017) "Old, New and Third Wine Regions: a Consumer Perspective", is scheduled for publication in *World Review of Entrepreneurship, Management and Sustainable Development (WREMSD)* Vol. 13, Nos. 5/6.
5. 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
6. 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.
7. 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. DOI: [10.1504/JIBED.2016.077715](https://doi.org/10.1504/JIBED.2016.077715), ISSN online: 1747-6763 ISSN print: 1549-9324.
8. 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.
9. 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.
 10. 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.
 11. 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 .
 12. 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.
 13. 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
 14. 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.
 15. 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.
 16. Fait M, Iazzi M. (2012), Aggregazione e innovazione: un modello di governance per la competitività delle imprese vitivinicole, *Rivista EAS*
 17. 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.
 18. Fait M. (2010), "Brand-land Equity nei territori del vino", in *Mercati e Competitività*, n. 3, Franco Angeli, Milano.
 19. Fait M., Iazzi A. (2007), The Role of Social Capital in the Evolution of Districts. The case of the Fashion District in Puglia, in *Economia, Azienda e Sviluppo*, n. 1-, Cacucci Editore.
 20. Fait M.(2006), Capitale sociale, non profit e creazione del valore, in *Economia, Azienda e Sviluppo*, n. 4, Marzo, Cacucci Editore.
 21. Fait M. (2003), Il metodo del capitale allocato nella fase di impiego della conoscenza, in *Economia, Azienda e Sviluppo*, n. 3, Marzo, Cacucci Editore
 22. Fait M. (2002), Verso la valorizzazione della conoscenza, in *Economia e Commercio*, edita ALECUB n. 2.

REFERRED CONFERENCE PROCEEDINGS

1. 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
2. Iaia L., Fait M., Scorrano P., Maizza A., Cavallo F., "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. 992-100
3. 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.
 4. 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.
 5. 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.
 6. 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
 7. 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
 8. 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.
 9. 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.
 10. 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.
 11. 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.
 12. 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.
 13. 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.
14. 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.
 15. 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
 16. 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.
 17. 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.
 18. Fait M. (1999), *La “conoscenza: una risorsa di rara rappresentazione*, in Atti del Convegno “Le Immobilizzazioni Immateriali” 23 Giugno 1999, Cacucci Editore, Bari.

RELAZIONI A CONVEGNO

1. Iaia, Lea; Fait, Monica; Scorrano, Paola; Cavallo, Federica; Maizza, Amedeo (2017) , *Family Vs No Family Business In Wine Identity Communication ”*, 10 Th Annual Conference Of The Euromed Academy - Global And National Business Theories And Practice: Bridging The Past With The Future- September 13-15 2017 Rome, Italy
2. Iaia L., Fait M., Scorrano P., Maizza A., Cavallo F., “Wine web value: web marketing strategies for family businesses”, *9th Annual Conference of the EuroMed Academy of Business*, Varsavia, 14-16 Settembre 2016
3. Cavallo F., Fait M., Iaia L., Scorrano P. (2015), "Il Negroamaro sul web: le parole del vino che narrano il territorio", XII Convegno annuale della Società Italiana Studi di Marketing, "Il marketing al servizio delle città. Beni culturali e rivitalizzazione urbana", Università di Torino, 22-23 ottobre 2015.
4. Iaia L., Maizza A., Cavallo F., Fait M. (2015), "The Brand-Land relationship in the on line experiential communication: the origin-based products", Experience EuroCHRIE 2015 Conference, Manchester Metropolitan University, 15-17 ottobre 2015.
5. Fait M., Scorrano P., Cavallo F., Iaia L., Maizza A. (2015), "[Online Core Communication and Online Core Perception. Is There Convergence?](#)", 8th Annual Conference of the EuroMed Academy of Business, "Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment", Verona, 16-18 Settembre 2015.
6. Fait M., Scorrano P., Cavallo F. (2015), "Esiste convergenza tra online identity e online image di un museo?", XXVII Convegno Annuale di Sinergie "Heritage, management e impresa: quali sinergie?", Università degli Studi del Molise, 9-10 luglio 2015.
7. Cavallo F., Iaia L., Fait M., Scorrano P. (2015), "Wine Web Words: come i blogger comunicano il vino. Un confronto tra vino autoctono e vino internazionale", XXVII Convegno Annuale di Sinergie "Heritage, management e impresa: quali sinergie?", Università degli Studi del Molise, 9-10 luglio 2015.
8. Maizza A., Fait M., Scorrano P., Vrontis D., Thrassou A. (2014), "*Attributes driving the wine choice process*", *7th Annual EuroMed Conference of the EuroMed Academy of Business*. September 18-19, 2014, Kristiansand, Norway.

9. Fait M., Scorrano P., Trio O. (2014), "La misurazione delle performances della social web communication nelle aggregazioni agroalimentari", *International Marketing Trend Conference*, Venezia, 24-25 gennaio 2014.
10. 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](#)", *13th International Conference of the Society for Global Business & Economic Development*, Ancona, 16-18 luglio 2014.
11. 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](#)", *XXVI Convegno annuale di Sinergie "Manifattura: quale futuro?"*, Università di Cassino e del Lazio Meridionale, 13-14 novembre 2014.
12. 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*, 22nd IBIMA Conference, novembre 2013, Roma.
13. Fait M., Rosato P., Scorrano P., Iaia L. (2012), "Le risorse immateriali nell'immagine delle principali destinazioni enoturistiche internazionali", *XXIV Convegno annuale di Sinergie "Il territorio come giacimento di vitalità per l'impresa"*, Lecce, 18-19 ottobre 2012.
14. Fait M., Trio O. (2011), "Il ruolo dei marchi e dei Consorzi di tutela per la competitività delle produzioni tipiche agroalimentari", *International Marketing Trend Conference*, Paris 20-22 gennaio 2011.
15. Rosato P., Iazzi A., Fait M. (2004), "Evolutionary trends of travel agencies' franchising system: the role of information in the sub and sovra - systemic relationships", in C.S. Petrillo, J. Swarbrooke, *Networking and partnerships in destination and development management*, Vol. I, pp. 41-64, Napoli, Albano Editore, ISBN: 8889677031, Napoli , 3 -6 aprile 2004.

MEMBERSHIPS AND EDITORIAL BOARD

- Member of the Società Italiana di Management (SIMA);
- Referee of :
 - Mercati e Competitività;
 - Sinergie
 - International Journal of Globalisation and Small Business
 - International Journal of Economic Behavior (IJEB)
 - IBIMA Conference Proceedings

CO-ORGANIZATION OF CONFERENCES

- "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.
- "The territory as a deposit of vitality for the enterprise", XXIV Sinergie Conference. Lecce, 18th-19th October 2012.