

**Cecilia Pasquinelli**  
Assistant professor of Management  
S.S.D. SECS-P/08

Dipartimento di Studi Aziendali e Quantitativi  
Università di Napoli Parthenope  
Via G. Parisi, 13, 80132  
Tel: +39 0815474112  
e-mail: [cecilia.pasquinelli@uniparthenope.it](mailto:cecilia.pasquinelli@uniparthenope.it)  
website: <https://www.uniparthenope.it/ugov/person/36733>

### Short Bio

Cecilia Pasquinelli is Assistant Professor of Management at the Department of Management and Quantitative Studies, University of Naples “Parthenope”. Previously she was a research fellow at the Gran Sasso Science Institute, a doctoral school of advanced studies based in L’Aquila, Italy. In 2012-2014 she worked as a researcher at the Kulturgeografiska institutionen and Centre for Research on Innovation and Industrial Dynamics at Uppsala University in Sweden where she joined a research group focusing on culture, creativity and branding. In 2012 she received her Ph.D. in Management, Competitiveness, and Development from the Institute of Management at Scuola Universitaria Superiore Sant’Anna (Italy). From 2007 to 2011 Cecilia was part of the MAIN: Management & Innovation research area at the Institute of Management, Scuola Sant’Anna, where she took part in action-research projects concerning local and regional systems, regional development strategies and place marketing. Since 2016 she is an Associate Editor of the Journal of Place Management and Development (Emerald). In 2017 she was nominated senior fellow at the Institute of Place Management, Manchester Metropolitan University (UK). She gained consulting experience in the field of place marketing and foreign direct investment promotion by advising regional and national governments in US, Canada, France, Spain and Italy. Her research interests include city brand management, fashion branding, tourism innovation, destination management, city tourism, local and regional development strategies.

### Graduate Education

Scuola Sant’Anna	Management, Competitiveness & Development	2009-12	PhD	2012
University of Newcastle upon Tyne	Local and Regional Development	2007-08	MA	2008
Pisa University	Sustainable Development and Management	2005-07	MSc	2007

### Undergraduate Education

Pisa University	Business Economics	2001-2004	BS	2004
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### Main research interests

- Place branding & place marketing
- Sustainable and smart urban tourism
- Tourism innovation

**Main teaching**

University of Naples	Destination management	2019-20
Parthenope	Brand management	2019-20
	Port system governance	2018-2019
Gran Sasso Science Institute	Local development	2017-18
University of Uppsala	Place marketing	2012-14

**Honors and Awards:**

Associate Editor, Journal of Place Management and Development, Emerald, 2016-present

Senior Fellow at the Institute of Place Management, Manchester Metropolitan University (UK), 2017

Winner, Best Paper Prize Palgrave Macmillan/Place Branding and Public Diplomacy, Place Management, and Branding Conference, Poznan University, 2015

Winner, M.A. Dissertation Prize Professor John Burgess Goddard, Newcastle University, 2008

**Research grants:**

Project participant, H2020 DISCE Developing Inclusive & Sustainable Creative Economies, Gran Sasso Science Institute, 2018

Research training grant, Scuola Sant'Anna and MAIN Lab, 2007

**Other relevant professional experiences:**

FDI consultant, OCO Global Ltd.