



MARCELLO RISITANO

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Short Bio

Marcello Risitano (Ph.D. in Business Science, Federico II University of Naples, Italy) is an Assistant Professor of Management at Parthenope University of Naples, where he currently teaches Brand & Retail Management (Module One) and Management for Blue Economy Companies.

His research is focused on the areas of strategic management, marketing, tourism industry, maritime logistics management, coordinating many education and research projects (e.g. currently *PortForward*, an Horizon 2020 EU project about “The Port of the Future”). Marcello’s works have been discussed in several academic conferences and published in peer re-viewed journals, such as *British Food Journal*, *Production Planning and Control*, *Transport Reviews*, *Transportation Research – Part A*.

Over the 2015-16, he was member of Executive Board of Department of Management Studies and Quantitative Methods (Parthenope University). In October 2018, he was habilitated as Full Professor in Management by MIUR (Italian Ministry of Education and Research).

Since 2016, Marcello Risitano is Scientific Director of MAR.TE. Laboratory – Sea-Land Logistics, an Italian consortium that manage and promote R&D projects in blue economy and maritime industries. He is the coordinator of “Port 4.0” research group in CTN – Blue Italian Growth. Marcello is a member of Scientific Board for RIS3 - Transport & Logistics in Campania Region.

Education

<i>Federico II University of Naples</i>	Business Science	2001-2004	PhD	2004
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<i>Federico II University of Naples</i>	Business Administration	1995-2001	Degree	2001
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Main research interests

- Port management
- Cruise tourism
- Marketing & Brand relationship
- Customer-centric innovation
- Strategic management

Main teaching

<i>Parthenope University of Naples</i>	Management for Blue Economy Companies	2018-present
<i>Parthenope University of Naples</i>	Brand & Retail Management	2014-present
<i>Parthenope University of Naples</i>	Customer Experience Management	2014-2018
<i>Parthenope University of Naples</i>	Operation & Logistics Management	2014-2015
<i>Parthenope University of Naples</i>	Management & Marketing	2013-2014
<i>Federico II University of Naples</i>	Marketing	2004-2010
<i>Stoà - Business School</i> <i>MASTER IN BUSINESS ADMINISTRATION</i>	Marketing Management	2018-present 2003-2012

Honors and Awards

- Habilitated as Full Professor in Management by MIUR (Italian Ministry of Education and Research) – 19th October 2018;
- Habilitated as Associate Professor in Management by MIUR (Italian Ministry of Education and Research) – 23th December 2013;
- Co-founder of MAR.TE. Sea-Land Logistics (R&D Consortium), 5th June 2013;
- Post-Doc Research Fellowship on “International Management”, Parthenope University of Naples, 2009-2011;
- Marketing Trends Award at 9th International Congress “Marketing Trends” - ESCP EAP-Ca’ Foscari - Venice, 20th-23rd January 2010 - Luigi Cantone and his research group “for works on brand management and its impacts”;
- Post-Doc Research Fellowship on “Trade Management”, Federico II University of Naples, 2005;
- PhD Fellowship on “Business Science”, Federico II University of Naples, 2001-2004.

Research grants

- “PortForward - Towards a green and sustainable ecosystem for the EU Port of the Future”, Horizon 2020 - Research and Innovation Framework Program (Call H2020-MG-2017, Mobility for Growth – The Port of the Future), *Proposal Number n. 769267-2, Co-Principal investigator (Proff. M. Ferretti – M. Risitano), 400.000 Euro, 2018-2022;*
- “Autonomos Robotics for the Extended Ship (ARES)” – Call for proposals of funding opportunities for research and innovation activities by MIUR (Italian Ministry of Education and Research), named “MIUR PON 2017 - Avviso per la presentazione di progetti di ricerca industriale e sviluppo sperimentale nelle 12 aree di specializzazione individuate dal PNR 2015-2020, Area di Specializzazione: Blue Growth” - *Proposal Number n ARS01_00682. Principal investigator (Prof. M. Risitano), 300.000 Euro, 2018-2022;*
- “RESEARCH & INNOVATION IN TRANSPORT, LOGISTICS, SENSORS AND ENERGY INDUSTRIES. STRATEGIC PLAN FOR INTERNATIONAL ACTIVITIES - MAR.TE. Sea-Land Logistics” – Call for proposals of funding opportunities for research and innovation activities by Campania Region, named “Sviluppo di reti lunghe per la ricerca e l’innovazione delle filiere tecnologiche campane - Misura A: Azioni di sistema per l’internazionalizzazione della filiera

- tecnologica” - *Principal investigator (Prof. M. Risitano), 50.000 Euro, 2015-2016;*
- *“ENVIRONET” – Call for proposals of funding opportunities for research and innovation activities by Campania Region, named “Sportello Innovazione” - Proposal Number n 06-05-070123-environet. Principal investigator (Prof. M. Risitano), 140.000 Euro, 2015-2016.*

Other relevant professional experiences:

- Scientific Director of R&D Laboratory, MAR.TE. Sea-Land Logistics, 2016 – present;
- Member of Scientific Board for RIS3 - Smart Specialization Strategies in Transport & Logistics - Campania Region, 2018 – present;
- Member of the Junior Board, Italian Marketing Society, 2015 – present;
- Member of Working Group “Sea & Shipping” in “CTN - Cluster Trasporti 2020”, 2014 – present;
- Member of Working Group “ITS – Intelligent Transport System” in “CTN - Cluster Trasporti 2020”, 2016 – present;
- Member of Working Group “Shipbuilding & Marine Robotics” in “CTN BIG - Blue Italian Growth”, 2018– present;
 - o Coordinator of Research Group on “Port 4.0” in “CTN BIG - Blue Italian Growth”, 2018– present;
- Member of Working Group “Sustainability & Blue Economy” in “CTN BIG - Blue Italian Growth”, 2018 – present.