

Francesco Zanibellato

Ph.D. Student

Department of Marketing

University of Connecticut

Storrs, CT, USA

Tel: +1 8606349928

Email: francesco.zanibellato@uconn.edu

Skype: @francescozany

Education

- 2019 - present **Ph.D. Student in Business**
UConn Business School, Storrs, CT, USA
- 2017 **Master of Research in Management Science**
Ca' Foscari University, Venice, Italy
- 2015 **MS in Marketing and Communications**
Ca' Foscari University, Venice, Italy
Thesis: "Why Visitors Share their Museum Experiences on the Internet: A Motivational Account of Electronic Word of Mouth"
- 2012 **BA in Arts Management**
Ca' Foscari University, Venice, Italy
Thesis: "Innovation and Strategy. The Theatre 'La Fenice' Looking for New Paths"

Research Interests

- Electronic Word Of Mouth
- Consumer expertise
- Customer satisfaction

Publications

Zanibellato, F.; R., Umberto; C., Francesco (2018) "How the Attributes of a Museum Experience Influence Electronic Word-of-Mouth Valence: An Analysis of Online Museum Reviews" International Journal of Arts Management, vol. 21 n.1, pp.76-90

Working Papers

Zanibellato, F. (2020) "The Effect Of Length Of Repetition On Success Of Songs"

Conferences

Zanibellato, F., Rosin, U., & Casarin, F. (2017). "eWOM for Museum Experiences: An Analysis of Online Museum Reviews," 14th International Conference on Arts and Cultural Management (AIMAC), Beijing, China, June 24-28. (Best paper in arts marketing)

Zanibellato, F. (2019), "The importance and performance of service factors in museum: a study of online reviews of museums," 15th International Conference on Arts and Cultural Management (AIMAC), Venice, Italy, June 24-28 (Finalist for the best paper in arts marketing).

Zanibellato, F., Rosin, U. (2019) "The distant beauty and the close service: how temporal distance affects

the aesthetic and service experience” 15th International Conference on Arts and Cultural Management (AIMAC), Venice, Italy, June 24-28.

Zanibellato, F., Rosin, U. (2019) “*The distant beauty and the close service: how temporal distance affects the aesthetic and service experience*” 41st Annual ISMS Marketing Science Conference 2019, Rome, Italy, June 20-22.

Posters

Zanibellato, F. (2018) “Future decisions and temporal contiguity cues: when absence of temporal contiguity cues increases online reviews’ persuasiveness”, Association for Consumer Research annual conference, Dallas, TX, October 11-14

Teaching experience

“Statistics – Practice”, January-May 2019, for Bachelor degree in “Business administration and management” (lectures in English) Ca’ Foscari University, Venice, Italy

TA for MKTG 3101, Spring 2020, UConn Business School

Honors and awards

Ca’ Foscari Foundation Fellowship. 18,000 Euros. September 2015 – August 2016. Project: “Electronic Word-of-Mouth (eWOM) for Museum Production.”

Best Paper for Arts Marketing, AIMAC Conference 2017, Beijing for “*eWOM for Museum Experiences: An Analysis of Online Museum Reviews*,” invited to publish in the “International Journal of Arts Management.”

Professional development

- Member of the MACLAB laboratory for Arts and Culture, Department of Management, Ca’ Foscari University, Venice.
- Member of the Association for Consumer Research
- Member of the International Association of Arts and Cultural Management
- Member of Società Italiana Marketing (Italian Society of Marketing)

Duties

- Behavioral Lab Coordinator of the Marketing Department UConn (Fall 2019)
- Ad-hoc reviewer for “International Journal of Arts Management”
- Reviewer for AIMAC and Sinergie conferences
- Organizing Committee of AIMAC 2019 conference
- Member of the panel of the Human Resources Strategy For Researchers ([HRS4R](#)), Ca’ Foscari University (2018-2019)
- Tutor of “[Premio Marketing](#)” (“Marketing Prize”), organized by the Società Italiana Marketing (Italian Society of Marketing) (2019)

Software: SPSS, Stata, R, LIWC, Evaluative Lexicon, web scraping.

Languages: Italian (native speaker), English (C1), French (A2)

Professional Experience

- 2014-2015 Web Marketing, Argent de Poche SRL (cosmetics), Treviso, Italy
- 2015 (summer) Web Marketing Specialist, S.A.C.R.A. SRL (food products), Venice, Italy

References

Nicholas Lurie
VOYA Financial Professor
Associate Professor of Marketing
School of Business
University of Connecticut
2100 Hillside Road Unit 1041
Storrs, CT 06269-1041

Francesco Casarin
Full professor of marketing
Ca' Foscari University
Department of management
Fondamenta San Giobbe 873,
30121 Cannaregio, Venezia VE, Italy