

**Francesco Zanibellato**

**Ph.D. Student**

Department of Marketing

University of Connecticut

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**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  
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