

# Curriculum Vitae of Paolo Roma

University degli Studi di Palermo, Italy  
Department of Engineering  
Viale delle Scienze (building 8), 90128, Palermo, Italy  
Email: paolo.roma@unipa.it

## Academic Employment

*December 2024 – to date:*

Full Professor of Marketing and Business Economics (Italian Scientific Sector: IEGE-01/A (previously ING-IND/35) Economics and Management Engineering), at the Department of Engineering – University of Palermo, Italy.

*December 2019 – December 2024:*

Associate Professor of Marketing and Business Economics (Italian Scientific Sector: ING-IND/35 Economics and Management Engineering), at the Department of Engineering – University of Palermo, Italy. Qualified as Full Professor according to Italian ASN, since May 2021.

*December 2014 – December 2019:*

Tenured Assistant Professor of Marketing and Business Economics (Italian Scientific Sector: ING-IND/35 Economics and Management Engineering), at Department of Industrial and Digital Innovation – University of Palermo, Italy, since December 2014. Qualified as Associate Professor according to Italian ASN, since March 2017.

*December 2011-December 2014:*

Assistant Professor of Marketing and Business Economics (Italian Scientific Sector: ING-IND/35 Economics and Management Engineering), at Department of Industrial and Digital Innovation – University of Palermo, Italy.

*September 2009- November 2011:*

Post-Doctoral Research Fellow at the University of Palermo, Italy. Supervisor: Prof. Giovanni Perrone.

## Education

*January 2006-December 2008:*

Ph.D. in Industrial Engineering and Management (Italian Scientific Sector: ING-IND/35 Economics and Management Engineering) at the University of Palermo. Advisors: Prof. Giovanni Perrone and Prof. Rachel R. Chen. PhD defense on March 23, 2009.

*September 2000-July 2005:*

MSc. in Management Engineering summa cum laude and special honors for academic curriculum at the University of Palermo, Italy.

## International Research Experience

*June 2024-to date:*

Visiting Scholar, official position not necessary in presence, at the Haslam College of Business - University of Tennessee Knoxville, Knoxville, USA, invited by Prof. Paolo Letizia and Mike Galbreth.

*August 2019-September 2019:*

Visiting Assistant Professor at the Haslam College of Business - University of Tennessee Knoxville, Knoxville, USA, invited by Prof. Paolo Letizia, under the Co.RI program agreement between University of Palermo and Haslam College of Business.

*August 2013-September 2013 and October 2014-November 2014:*

Visiting Assistant Professor at the Graduate School of Management - University of California at Davis, Davis, USA, invited by Prof. Rachel R. Chen.

*January 2010-May 2010 and June 2015:*

Visiting Scholar, with formal invitation and scholarship, at the J. Katz Graduate School of Business - University of Pittsburgh, Pittsburgh, USA, invited by Prof. Esther Gal-Or.

*February 2011-March 2011 and July 2011:*

Visiting Scholar, with formal invitation, at the Toulouse School of Economics, Toulouse, France, invited by Prof. Jacques Crémer.

*May 2007-February 2008:*

Visiting Ph.D. Student, at the Graduate School of Management - University of California at Davis, Davis, USA, invited by Prof. Rachel R. Chen.

## Research Interests

Industrial Economics, Internet-enabled Business Models, Multi-sided Platform Economics, Sharing Economy, Crowdfunding, Mobile App Market, Social Media Marketing, Supply Chain and Distribution Channel Management, Pricing, Cooperation and Competition among Firms, CVC investments.

## Published Articles

### a) International Journals

- (1). Hilafu, H., Letizia, P., Roma, P. **2025**. Product customization and returns: The role of national culture. *Production and Operations Management* 34(5), 886-903. (Included in the **Financial Times top academic business journal list**, and **UTDallas top academic business journal list**). GOLD-STAR according to AiIG ranking at the time of publication.
- (2). Benevento, E., Aloini, D., Roma, P., Bellino, D. **2025**. The impact of influencers on brand social network growth: Insights from new product launch events on Twitter. *Journal of Business Research* 189, 115123. GOLD according to AiIG ranking at the time of publication.
- (3). Crapa, G., Roma, P., Bruccoleri, M. **2025**. The influence of NGO-corporate relationship on environmental disclosure: Evidence from the fashion industry. *Corporate Social Responsibility and Environmental Management* 32(2), 2104-2127. GOLD according to AiIG ranking at the time of publication.
- (4). Rizzitello, E., Busacca, A., Roma, P., Perrone, G. **2025**. Linking circular business models with value sources: A cluster-based literature review. *Business Strategy and Development* 8(2), e70111. SILVER according to AiIG ranking at the time of publication.
- (5). Chomachaei, F., Gal-OR, E., Letizia, P., Roma, P. **2024**. The economic viability of the sharing economy business model and its environmental impact. *European Journal of Operational Research* 315(6), 1197-1209. GOLD-STAR according to AiIG ranking at the time of publication.
- (6). Crapa, G., Latino, M.E., Roma, P. **2024**. The performance of green communication across social media: Evidence from large-scale retail industry in Italy. *Corporate Social Responsibility and Environmental Management* 31(1), 493-513. GOLD according to AiIG ranking at the time of publication.
- (7). Cocchiara, C., Lo Nigro, G., Roma, P., Ragusa, A. **2024**. Project and knowledge management at European public space agencies. The need for a three-dimensional Project Management Office. *Space Policy*, 101639. BRONZE according to AiIG ranking at the time of publication.
- (8). Nuttah, M. M., Roma, P., Lo Nigro, G., Perrone, G. **2023**. The Short- and Long-Term Impacts of COVID-19 Pandemic on the Sharing Economy: Distinguishing Between “Symptomatic” and “Asymptomatic” Platforms. *Journal of the Knowledge Economy*, DOI: 10.1007/s13132-023-01449-9. BRONZE according to AiIG ranking at the time of publication.

- (9). Roma, P., Natalicchio, A., Panniello, U., Vasi, M., Messeni Petruzzelli, A. **2023**. Crowdfunding performance, market performance, and the moderating roles of product innovativeness and experts' judgment: Evidence from the movie industry. *Journal of Product Innovation Management* 40(3), 297-339. GOLD-STAR according to AiIG ranking at the time of publication.
- (10). Nuttah, M. M., Roma, P., Lo Nigro, G., Perrone, G. **2023**. Understanding blockchain applications in Industry 4.0: From information technology to manufacturing and operations management. *Journal of Industrial Information Integration* 33, 100456. GOLD according to AiIG ranking at the time of publication.
- (11). Chen, R. R., Gerstner, E., Halbheer, D., Roma, P. **2023**. Managing service shutdowns: Cash refunds or vouchers?. *International Journal of Research in Marketing* 40(2), 294-315. doi: 10.1016/j.ijresmar.2022.11.002. GOLD according to AiIG ranking at the time of publication.
- (12). Roma, P., Vasi, M., Kolympiris, C. **2021**. On the signaling effect of reward-based crowdfunding: (When) do later stage venture capitalists rely more on the crowd than their peers. *Research Policy* 50(6), 104267. (Included in the **Financial Times top academic business journal list**). GOLD-STAR according to AiIG ranking at the time of publication.
- (13). Roma, P., Panniello, U., Vasi, M., Lo Nigro, G. **2021**. Sharing economy and dynamic pricing: Is the impact of Airbnb on the hotel industry time-dependent?. *Journal of Hospitality and Tourism Management*, forthcoming. SILVER according to AiIG ranking at the time of publication.
- (14). Roma, P., Vasi, M., Testa, S., Perrone, G. **2021**. Environmental sustainability orientation, reward-based crowdfunding, and venture capital: The mediating role of crowdfunding performance for new technology ventures. *IEEE Transactions on Engineering Management*, forthcoming, 10.1109/TEM.2021.3080428. GOLD according to AiIG ranking at the time of publication.
- (15). Di Matteo, E., Roma, P., Zafonte, S., Panniello, U., Abbate, L. **2021**. Development of decision support system framework for cultural heritage management. *Sustainability* 13(13), 7070. COPPER according to AiIG ranking at the time of publication. COPPER according to AiIG ranking at the time of publication.
- (16). Mancuso, I., Natalicchio, A., Panniello, U., Roma, P. **2021**. Understanding the purchasing behavior of consumers in response to sustainable marketing practices: An empirical analysis in the food domain. *Sustainability* 13(11), 6169. COPPER according to AiIG ranking at the time of publication.
- (17). Testa, S., Roma, P., Vasi, M., Cincotti, S. **2020**. Crowdfunding as a tool to support sustainability-oriented initiatives: Preliminary insights into the role of product/service attributes. *Business Strategy and the Environment* 29(2), 530-546. GOLD according to AiIG ranking at the time of publication.
- (18). Roma, P., Panniello, U., Lo Nigro, G. **2019**. Sharing economy and incumbents' pricing strategy: The impact of Airbnb on the hospitality industry. *International Journal of Production Economics* 214, 17-29. GOLD according to AiIG ranking at the time of publication.
- (19). Roma, P., Vasi, M. **2019**. Diversification and performance in the mobile app market: The role of the platform ecosystem. *Technological Forecasting & Social Change* 147, 123-139. GOLD according to AiIG ranking at the time of publication.
- (20). Roma, P., Aloini, D. **2019**. How does brand-related user generated contents differ across social media? Evidence reloaded. *Journal of Business Research* 96, 322-339. GOLD according to AiIG ranking at the time of publication.
- (21). Messeni Petruzzelli, A., Natalicchio, A., Panniello, U., Roma, P. **2019**. Understanding the crowdfunding phenomenon and its implications for sustainability. *Technological Forecasting & Social Change*, 141, 138-148. GOLD according to AiIG ranking at the time of publication.
- (22). Roma, P., Gal-Or, E., Chen, R. R. **2018**. Reward-based crowdfunding campaigns: Informational value and access to venture capital. *Information Systems Research*, 29(3), 679-697. (Included in the **Financial Times top academic business journal list**, and **UTDallas top academic business journal list**). GOLD-STAR according to AiIG ranking at the time of publication.
- (23). Roma, P., Messeni Petruzzelli, A., Perrone, G. **2017**. From the crowd to the market: The role of reward-based crowdfunding performance in attracting professional investors. *Research Policy*, 46(8),

1606-1628. (Included in the **Financial Times top academic business journal list**). GOLD-STAR according to AiIG ranking at the time of publication.

- (24). Morreale, A., Robba, S., Lo Nigro, G., Roma, P. **2017**. A real option game for alliance timing decisions in biopharmaceutical research and development. *European Journal of Operational Research*, 261(3), 1189-1202. GOLD-STAR according to AiIG ranking at the time of publication.
- (25). Roma, P., Zambuto, F., Perrone, G. **2016**. The role of the distribution platform in price formation of paid apps. *Decision Support Systems*, 91, 13-24. GOLD according to AiIG ranking at the time of publication.
- (26). Roma, P., Perrone, G. **2016**. Cooperation among competitors: A comparison of cost-sharing mechanisms. *International Journal of Production Economics*, 180, 172-182. GOLD according to AiIG ranking at the time of publication.
- (27). Roma, P., Ragaglia, D. **2016**. Revenue models, in-app purchase, and the app performance: Evidence from the Apple's App Store and Google Play. *Electronic Commerce Research and Applications*, 17, 173-190. SILVER according to AiIG ranking at the time of publication.
- (28). Roma, P., Dominici, G. **2016**. Understanding the price drivers of successful apps in the mobile app market. *International Journal of Electronic Marketing and Retailing*, 7(2), 159-185. COPPER according to AiIG ranking at the time of publication.
- (29). Roma, P., Zambuto, F., Dominici, G. **2015**. An empirical analysis of online price dispersion in the Italian airline industry. *International Journal of Electronic Marketing and Retailing*, 6(4), 339-358. COPPER according to AiIG ranking at the time of publication.
- (30). Chen, R.R., Gal-Or, E., Roma, P. **2014**. Opaque distribution channels for competing service providers: Posted Price vs. Name-Your-Own-Price mechanisms. *Operations Research*, 62(4), 733-750. (Included in the **Financial Times top academic business journal list**, and **UTDallas top academic business journal list**). GOLD-STAR according to AiIG ranking at the time of publication.
- (31). Roma, P., Zambuto, F., Perrone, G. **2014**. Price dispersion, competition, and the role of online travel agents: Evidence from business routes in the Italian airline market. *Transportation Research Part E*, 69(C), 146-159. GOLD according to AiIG ranking at the time of publication.
- (32). Roma, P., Di Martino, G., Perrone, G., **2013**. What to show on the wine labels: a hedonic analysis of price drivers of Sicilian wines. *Applied Economics*, 45(19), 2765-2778. SILVER according to AiIG ranking at the time of publication.
- (33). Lo Nigro, G., Morreale, A., Robba, S., Roma, P., **2013**. Biopharmaceutical alliances and competition: A real options game approach. *International Journal of Innovation Management*, 17(6), 22 pages. BRONZE according to AiIG ranking at the time of publication.
- (34). Chen, R. R., Roma, P. **2011**. Group buying of competing retailers. *Production and Operations Management*, 20(2), 181-197. (Included in the **Financial Times top academic business journal list**, and **UTDallas top academic business journal list**). GOLD-STAR according to AiIG ranking at the time of publication.
- (35). Roma, P., Perrone, G. **2010**. Generic advertising, brand advertising and price competition: An analysis of free-riding effects and coordination mechanisms. *Review of Marketing Science*, 8, art. 4. COPPER according to AiIG ranking at the time of publication.
- (36). Perrone, G., Roma, P., Lo Nigro, G. **2010**. Designing multi-attribute auctions for engineering services procurement in new product development in the automotive context. *International Journal of Production Economics*, 124(1), 20-31. GOLD according to AiIG ranking at the time of publication.

## b) Books and Contributions to Books

- (1). Roma, P. **2024**. Interplay between crowdfunding and venture capital. In: *The Palgrave Encyclopedia of Private Equity* (Eds. Douglas Cumming and Benjamin Hammer), Palgrave MacMillan Cham. eBook ISBN: 978-3-030-38738-9. <https://doi.org/10.1007/978-3-030-38738-9>.

- (2). Roma, P. **2020**. Sharing Economy: A business perspective. In: *Analytics for the sharing economy: Mathematics, Engineering and Business perspectives* (Eds. Bissan Ghaddar, Joe Naoum-Sawaya, Florian Hausler, Giovanni Russo, Robert Shorten, Emanuele Crisostomi), Springer.

### c) Articles in International Conferences

- (1). Busacca, A., Perrone, G., Roma, P. **2024**. Circular business models archetypes: a conceptualization in the European furniture industry. *31st EurOMA (European Operations Management Association) Conference*, 1- 4 Luglio, Barcellona, Spagna.
- (2). Crapa, G., Roma, P., Bruccoleri, M. **2024**. Understanding antecedents and consequences of Environmental Product Declarations implementation within a product strategy. *31st EurOMA (European Operations Management Association) Conference*, 1-4 Luglio, Barcellona, Spagna.
- (3). Roma, P., Chen, R. R., Gerstner, E. **2024**. Product returns, rebates, and restocking fees. *34<sup>th</sup> Annual POMS (Production & Operations Management Society) Conference - Better, Smarter and Disruption-free World with POM*, 25-29 Aprile, Minneapolis, USA.
- (4). Chen, R. R., Gerstner, E., Halbheer, D., Roma, P. **2023**. Managing service shutdowns: Cash refunds or vouchers?. *33<sup>rd</sup> Annual POMS (Production & Operations Management Society) Conference - Fostering a Better and Smarter World with POM*, 21-25 Maggio, Orlando, USA.
- (5). Crapa, G., Roma, P., Bruccoleri, M. **2023**. The influence of NGO-corporate relationships on environmental sustainability disclosure: A multi-theoretical perspective. *30th EurOMA (European Operations Management Association) Conference*, 3-5 Luglio, Leuven, Belgio.
- (6). Roma, P., Chen, R. R., Gerstner, E. **2022**. Product returns, rebates, and restocking fees. *EurOMA Conference 2022*, 3-6 July, Berlin, Germany.
- (7). Roma, P., Vasi, M., Kolympiris, C. **2021**. On the signaling effect of reward-based crowdfunding: (When) do later stage venture capitalists rely more on the crowd than their peers. *Academy of Management Conference*, (online).
- (8). Lo Nigro, G., Panniello, U., Roma, P. **2020**. Sharing economy and incumbents' pricing strategy: The impact of Airbnb on the hospitality industry. *Proceedings of the 20th International Working Seminar on Production Economics*, February 20-22, Innsbruck, Austria.
- (9). Roma, P., Natalicchio, A., Messeni Petruzzelli, A., Panniello, U., Vasi, M., **2020**. Reward-based crowdfunding performance, market performance, and the role of product innovativeness: Evidence from the movie industry. *27<sup>th</sup> IPDM Conference 2020*, held online.
- (10). Roma, P., Letizia, P., Rahmanniyay, F., Gal-Or, E. **2019**. Is sharing economy green? *Proceedings of the 30th Annual POMS (Production & Operations Management Society) Conference – POM in Data Driven Smart Decision Making Era*, May 2-6, Washington D.C., USA.
- (11). Roma, P., Chen, R. R., Gerstner, E., Ragaglia, D., **2018**. Returns, rebates, and restocking fees. *Proceedings of the 30th Annual POMS (Production & Operations Management Society) Conference – Expanding boundaries of POM*, May 4-7, Houston, USA.
- (12). Lo Nigro, G., Panniello, U., Roma, P. **2018**. Sharing economy and incumbents' pricing strategy: The impact of Airbnb on the hospitality industry. *Proceedings of the 20th International Working Seminar on Production Economics*, February 20-22, Innsbruck, Austria.
- (13). Roma, P., Vasi, M. **2017**. Diversification decision and performance in the app market: The role of the platform ecosystem. *Proceedings of GIKA (Global Innovation and Knowledge Academy) 2017 Conference*, June 27-30, Lisbon, Portugal.
- (14). Vasi, M., Roma, P. **2017**. An empirical analysis of diversification in the mobile app market. *Proceedings of the 28th Annual POMS (Production & Operations Management Society) Conference – Global Operations: Emerging Horizons, Social Good, and Technology*, May 5-8, Seattle, USA.
- (15). Lo Nigro, G., Morreale, A., Roma, P. **2016**. Should conference pricing mechanisms incorporate options? *Proceedings of the 19th International Working Seminar on Production Economics*, February 22-26, Innsbruck, Austria.
- (16). Roma, P., Messeni Petruzzelli, A., Perrone, G. **2015**. The role of product-based crowdfunding in attracting professional investors. *Proceedings of 13th Annual Open and User Innovation Conference*, 13-15 July, Lisbon, Portugal.

- (17). Ragaglia, D., Roma, P. **2015**. Understanding the drivers of the daily app rank: The role of revenue models. *Proceedings of the 26th Annual POMS Conference - Expanding POM research, teaching, and practice to help organizations, society, economics, and the environment*, May 8-11, Washington D.C., USA. ISBN-10: 0-692-40828-2; ISBN-13: 978-0-692-40828.
- (18). Ragaglia, D., Roma, P., **2014**. Factors influencing success in the Italian app markets: an empirical analysis. *Proceedings of EurOMA (European Operations Management Association) Conference – Operations Management in an Innovation Economy*, June 20-25, Palermo, Italy.
- (19). Roma, P., Zambuto, G., Perrone, G., **2014**. Price dispersion and competition in business routes: An empirical analysis. *Proceedings of the 25th Annual POMS Conference – POMS Impact and Vision: Reaching new heights*, May 9-12, Atlanta, USA. ISBN-10: 0-615-78490-9; ISBN-13: 978-0-615-78490-8.
- (20). Lo Nigro, G., Morreale, A., Robba, S., Roma, P., **2014**. An alliance timing game under real options in biopharmaceutical industry. *Proceedings of the 18th International Working Seminar on Production Economics*, February 23-26, Innsbruck, Austria.
- (21). Lo Nigro, G., Morreale, A., Robba, S., Roma, P., **2013**. Biopharmaceutical alliances and competition: A real options game approach. *Proceedings of the XXIV ISPIM (International Symposium for Professional Innovation Management) Conference – Innovating in Global Markets: Challenges for Sustainable Growth*, June 16-19, Helsinki, Finland. ISBN: 978-952-265-420-5.
- (22). Roma, P., Valenti, F., Perrone, G., **2013**. An empirical analysis of revenue drivers in the mobile app market. *Proceedings of the 24th Annual POMS Conference – Integrating Practice in POM Research and Teaching*, May 3-6, Denver, USA. ISBN-10: 0-615-78489-5; ISBN-13: 978-0-615-78489-2.
- (23). Roma, P., Perrone G., Giardina S., Enea, C. A., **2012**. Factors influencing prices in the mobile apps' store distribution model: An empirical study, *Proceedings of the 23rd Annual POMS Conference - Socially Responsible Operations*, April 20-23, Chicago, USA. ISBN: 9780615618593.
- (24). Roma, P., Bruccoleri, M., Lo Nigro, G., Perrone, G. **2007**. Shaping collaboration in new product development through negotiation and auctions. *Proceedings of the 19th International Conference on Production Research (ICPR-19)* (edited by) Josè A. Ceroni, July 29-August 2, Valparaiso, Chile. ISBN 978-956-310-751-7.
- (25). Quiescenti, M., Roma, P., Perrone, G., Cossentino, M. **2006**. Collaboration engineering framework to support new product development in the automobile industry. *Proceedings of 8th International Conference on The Modern Information Technology in the Innovation Processes of the Industrial Enterprises (MITIP-2006)* (edited by) Laszlo Monostori and Elizabeth Ilie-Zudor, September 11-12, Budapest, Hungary, 517-523. ISBN: 963-865-86-5-7.
- (26). Quiescenti, M., Roma, P., Bruccoleri, M., Perrone, G. **2006**. A theoretical framework for collaborative engineering in new product development in automobile industry. In *Moving up the value chain Vol. 1 (Proceedings of the International Annual EurOMA Conference 2006)*, (edited by) Kepa Mendibil and Alina Shamsuddin, June 18-21, Glasgow, UK, 1005-1014. ISBN: 0-947649-52-2.

#### **d) Articles in National Conferences**

- (1). Roma, P., Dangelico, R.M., Crupi, A., Loporcaro, C., Vasi, M. **2024**. Economic, environmental, and social performance of sustainability-oriented firms: The role of the entrepreneurial/managerial team characteristics *Proceedings of XXXV Riunione Scientifica Annuale AiIG (Associazione italiana di Ingegneria Gestionale)*, October 11-12, Palermo, Italy.
- (2). Audoin, A., Crapa, G., Roma, P. **2024**. Exploring the potential of generative AI for consumer engagement in social media: Evidence from a field experiment *Proceedings of XXXV Riunione Scientifica Annuale AiIG (Associazione italiana di Ingegneria Gestionale)*, October 11-12, Palermo, Italy.
- (3). Dangelico, M.R., Loporcaro, C., Nuzzi, A., Pontrandolfo, P., Rotolo, S., Scozzi, B., Crupi, A., Roma, P. **2024**. Exploring the Use of Text Mining to Identify Firms' Green Business Process Patterns. *Proceedings of XXXV Riunione Scientifica Annuale AiIG (Associazione italiana di Ingegneria Gestionale)*, October 11-12, Palermo, Italy.
- (4). Roma, P., Crapa, G., Morreale, A., Mittone, L. **2023**. Students' task performance: Human, artificial intelligence, or hybrid? Evidence from a field experiment. *XXXIV Riunione Scientifica Annuale AiIG (Associazione italiana di Ingegneria Gestionale)*, 12-13 Ottobre, Lecco, Italia.

- (5). Crapa, G., Roma, P., Bruccoleri, M. **2023**. The influence of NGO-corporate relationships on environmental sustainability disclosure: A multi-theoretical perspective. *XXXIV Riunione Scientifica Annuale AiIG (Associazione italiana di Ingegneria Gestionale)*, 12-13 Ottobre, Lecco, Italia.
- (6). Roma, P., Nuttah, M. M., Perrone, G. 2022. CVC investments and industry concentration. *Proceedings of XXXIII Riunione Scientifica Annuale AiIG (Associazione italiana di Ingegneria Gestionale)*, October 20-21, Rome, Italy.
- (7). Chen, R. R., Gerstner, E., Halbheer, D., Roma, P. 2022. Managing service shutdowns: Cash refunds or vouchers?. *Proceedings of XXXIII Riunione Scientifica Annuale AiIG (Associazione italiana di Ingegneria Gestionale)*, October 20-21, Rome, Italy.
- (8). Cattaneo, M., D'Alfonso, T., Gal-Or, E., Panniello, U., Roma, P. **2019**. "The impact of sharing economy on hotels' price and quality under competition." *Proceedings of XXX Riunione Scientifica Annuale AiIG (Associazione italiana di Ingegneria Gestionale)*, October 11-12, Torino, Italy
- (9). Lo Nigro, G., Panniello, U., Roma, P., **2018**. "Sharing Economy and pricing strategy: The impact of Airbnb on the hospitality industry", *Proceedings of XXIX Riunione Scientifica Annuale AiIG (Associazione italiana di Ingegneria Gestionale)*, October 11-12, Castellanza, Italy.
- (10). Vasi, M., Roma, P., Perrone, G. **2018**. "Reward-based crowdfunding versus funding from professional investors: which one yields higher likelihood of subsequent professional investments?," *Proceedings of XXIX Riunione Scientifica Annuale AiIG (Associazione italiana di Ingegneria Gestionale)*, Ottobre 11-12, Castellanza, Italy.
- (11). Roma, P., Aloini, D. How does brand-related user generated contents differ across social media? Evidence reloaded. *Proceedings of the XXVI Annual Scientific Meeting AiIG (Associazione italiana di Ingegneria Gestionale)*, October 19-20, Bari, Italy.
- (12). Vasi, M., Roma, P. **2016**. Does diversification pay in the app market? Evidence from the Apple App Store and Google Play. *Proceedings of the XXVI Annual Scientific Meeting AiIG*, October 13-14, Bergamo, Italy.
- (13). Roma, P., Zambuto, F., Perrone, G. **2015**. The role of the distribution platform in price formation of paid apps. *Proceedings of the XXVI Annual Scientific Meeting AiIG*, October 15-16, Vicenza, Italy. (early version of the article later published in *Decision Support Systems*).
- (14). Roma, P., Bruno, C., Perrone, G., Abbate, L., **2014**. The role of product-based crowdfunding in attracting traditional startup funding. *Proceedings of the XXV Annual Scientific Meeting AiIG*, October 16-17, Bologna, Italy.
- (15). Roma, P., Zambuto, F., Perrone, G., **2013**. Price dispersion in the Italian airline industry: the role of competition and online travel agents. *Proceedings of XXIV Annual Scientific Meeting AiIG*, October 17-18, Milan, Italy.
- (16). Roma, P., Perrone, G., Giardina, S., **2012**. The developers' perspective in Mobile App Markets: an empirical analysis of price drivers. *Proceedings of the XXIII Annual Scientific Meeting AiIG*, October 11-12, Matera, Italy.
- (17). Roma, P. **2009**. Cooperation and competition strategies in advertising. *Proceedings of the XX Annual Scientific Meeting AiIG*, October 29-30, Udine, Italy. ISBN: 978-88-903069-1-4.
- (18). Roma, P. **2008**. Models of group-buying in competitive markets. *Proceedings of the XIX Annual Scientific Meeting of AiIG*, October 23-24, Palermo, Italy. ISBN 978-88-903795-0-5.

## International Research Collaborations

Prof. Rachel R. Chen, Graduate School of Management, University of California at Davis, Davis, USA, since 2007.

Prof. Esther Gal-Or, J. Katz Graduate School of Business, University of Pittsburgh, Pittsburgh, USA, since 2010;

Prof. Jacques Crémer, Toulouse School of Economics, Toulouse, France, since 2011.

Prof. Eitan Gerstner, Technion – Israel Institute of Technology, Haifa, Israel, since 2013;

Prof. Azzurra Morreale, School of Business and Management, Lappeenranta University of Technology, Lappeenranta, Finland, since 2015.

Prof. Paolo Letizia, Haslam College of Business, University of Tennessee, Knoxville, USA, since 2018.

Prof. Michele Samorani, Leavey School of Business, Santa Clara University, Santa Clara, USA, since 2019.

Prof. Daniel Halbheer, HEC Paris, Paris, France, since 2020.

Prof. Shannon Harris, Virginia Commonwealth University, USA, since 2020.

Prof. Haileab Hilafu, Haslam College of Business, University of Tennessee, Knoxville, USA, since 2022.

Prof. Cristiano Bellavitis, Whitman School of Management, Syracuse University, USA, since 2022.

Prof. Yong Li, University of Nevada Las Vegas, USA, since 2022.

Prof. Mike Galbreth, Haslam College of Business, University of Tennessee, Knoxville, USA, since 2023.

Prof. Veronica Villena, W. P. Carey School of Management, Arizona State University, USA, 2024.

Prof. Nan Jia, Marschall School of Business, University of Southern California, USA, 2024.

## **Teaching**

### **University Courses**

*Marketing* (6 ECTS), within the Master Degree Program in Management Engineering, University of Palermo, since academic year 2009-2010. Course in held in English since academic year 2011-2012.

*Digital Marketing* (6 ECTS), within the Master Degree Program in Management Engineering, University of Palermo, since academic year 2023-2024. Course in held in English.

*Economics for Engineers* (6 ECTS), within the Bachelor Degree Program in Cybernetics Engineering, University of Palermo, since academic year 2020-2021 (it was 9 ECTS until a.y. 2021-2022).

*Aerospace Economics* (6 ECTS), within the Bachelor Degree Program in Aerospace Engineering, University of Palermo, since academic year 2025-2026.

*Healthcare Systems Management* (6 ECTS), within the Bachelor Degree Program in Biomedical Engineering, University of Palermo, since academic year 2019-2020 up to 2023-24.

*Business Management* (6 ECTS), within the Master Degree Program in Cultural Heritage Preservation and Restoration, University of Palermo, academic years 2017-2018 and 2018-2019.

*Business Economics*, Module “*Management Control and Business Plan*” (3 ECTS), within the Bachelor Degree Program in Management Engineering, University of Palermo, starting from academic years 2012-2013 to 2016-2017.

### **Courses for Post-Graduates and Ph.D. Students**

*International Oil Supply, Trading, and Economics*, for employees of ENI group and associated companies, October 13-17, 2025.



*Seminars in Crowdfunding, Sustainability, and Sharing Economy* for Full and Executive MBA students TIAS Business School (Netherlands), with the partnership between University of Palermo and TIAS Business School, once a year since 2017.

*Marketing: Traditional & Digital*, within the Master “Sustainability and Circular Bioeconomy Management”, offered by University of Palermo e Rome Business School.

*Multi-sided platform business models*, 8 hours course offered to PhD students of the University of Palermo, since 2021.

*Il processo d'acquisto delle tecnologie biomedicali*, with the Master “Ingegneria biomedica, biomeccanica e dei biomateriali. Biomedical product marketing specialist”, 2<sup>a</sup> edizione funded by Assessorato dell'Istruzione e della Formazione professionale della Regione Siciliana (D.D.G. n. 2943 del 02.12.2021) to the Consorzio Universitario per l'ateneo della Sicilia Occidentale e del Bacino del Mediterraneo UNISOM.

*Supply Chain Management – Previsione e pianificazione della domanda*, within the Master “Gestione degli Acquisti e della Supply Chain”, offered by the University of Udine.

*Strategy for Technology Entrepreneurship*, within the Master Program in Empowering Knowledge Intensive Business Services (KIBS): “Innovatori/Imprenditori specializzati in KIBS”, 2017.

*Marketing in the digital environment: customer and product-service as value proposition*, within the Training Program in Global Management, 2016.

*Technology Foresight*, within the Training Program “Activating Puglia@Service”, 2014.

*Crowdfunding and Venture Capital: How do they relate to each other?*, within the XXII Summer School AiIG for Ph.D. Students – Crowd-based economy: Business and Management Perspectives, 2014.

*Economics*, within the Professional Master Program “Expert in Healthcare Operations Management”, 2014.

*Business Economics*, within the Professional Master Program “Expert Researcher in Nanotechnologies – Second Edition”, 2012.

*Marketing*, within the Training Program associated with the Italian National project PON 01\_01605 “Innovative Boat low consumption and high comfort for passengers”, 2012.

*Business Economics*, within the Professional Master Program “Expert Researcher in Nanotechnologies – First Edition”, 2012.

*Marketing*, within the Professional Training Program “Specialization Course on traceability, certification systems and marketing in agri-food industry”, 2011.

*Marketing*, within the Professional Master Program in “Management of Innovative Start-ups”, 2010.

## **PhD Students Supervision**

*Daniele Ragaglia*, Ph.D. Program in Innovation Engineering (Management Specialization), XXX Cycle, 2014-2016, University of Palermo.

*Maria Vasi*, Ph.D. Program in Innovation Engineering (Management Specialization), XXXIII Cycle, 2017-2020, University of Palermo.

*Muntaser Mohamed Nuttab*, Ph.D. Program in M3A (Management Specialization), XXXVI Cycle, 2021-2023, University of Palermo.

*Giuseppe Crapa*, Ph.D. Program in M3A (Management Specialization), XXXVIII Cycle, 2023-2025.

*Adrien Audoin*, PhD. Program in M3A (Management Specialization), XXXIX Cycle, 2024-2026

*Alessia Busacca*, (co-tutor) PhD Program in M3A (Management Specialization); XXXVIII Cycle, 2023-2025, July 2024-March 2025.

## **Participation to Research Projects with Companies/Institutions**

Scientific Coordinator of Unit (University of Palermo) of the Project “2022PFZYBY - Organizational success factors of sustainability-oriented firms: an analysis of Italian firms in different phases of their life cycle”, funded under the PRIN program by MUR. Activity period: September 2023 – September 2025.

Work-package coordinator for the sub-project within Spoke 7 of MICS project, funded under the Partenariati Estesi 11 (PNRR program) by MUR. Activity period: January 2023-ongoing.

Participation with specific responsibilities within the research project “JustSmart - Giustizia Smart: Strumenti e modelli per ottimizzare il lavoro dei giudici”, funded under the program PON Governance e Capacità Istituzionale, by MUR. Activity period: March 2022-September 2024.

Participation with specific responsibilities to the European project PARADOX funded under the Erasmus+ program. Activity period: September 1, 2020 to February 28, 2023.

Participation with specific responsibilities to the European project INCAMP funded under the Erasmus+ program. Activity period: November 5, 2018 to May 4, 2021.

Scientific Coordinator for the project “SMART RENTAL SYSTEM - SRS”, funded under the first call PO-FESR 2014-2020 – UE - Sicily Region, Project budget: €1,100,000; budget managed: €357,000. Activity period: December 2019 to May 2022.

Work-package coordinator of the research/innovation project IDEHA funded under PON 2014-2020 program by MIUR. Budget managed: €160,000. Activity period: November 2018 - 2022.

Participation with specific responsibilities within the research/innovation project OK-INSOED funded under Italian PON 2014-2020 program by MIUR. Activity period: 2018-2022.

Participation with specific responsibilities within the contract between Università degli Studi di Palermo and the company Engineering Ingegneria Informatica SpA for the project “FINDUSTRY 4.0”. Activity period: 2019 - 2022.

Representative for University of Palermo within the European COST Action CA16121 “From Sharing to Caring: Examining the Socio-Technical Aspects of the Collaborative Economy”. Activity period: March 24, 2017 to March 23, 2021.

Work-package coordinator the Italian national project PON03PE\_00132\_1 “Servify - SERVICE FirstLY”. Activities starting from July 1, 2015 to July 2017.

Work-package coordinator within the Italian national project PON03PE\_00214\_3 “Neptis – Soluzioni ICT per la fruizione e l’esplorazione aumentata di Beni Culturali”. Budget managed: €8,000. Activities from May 1, 2015 to June 2017.

Participation with specific responsibilities to the European project VIREG - European Islands Continue Education on Resources Efficiency Virtual Gateway (539230-LLP-1.2013-1-ES-ERASMUS-EQR – Lifelong Learning Program), Activity period: October 1, 2013 to March 31, 2016.

Participation with specific responsibilities to the cooperation agreement between the Department of Industrial and Digital Innovation – University of Palermo and DHITECH S.c.a.r.l. for the Italian National

project PON02\_00563\_3489339 “Puglia@Service - L' Ingegneria dei Servizi Internet-Based per lo sviluppo strutturale di un territorio 'intelligente’”. Activity period: November 5, 2012 to February 27, 2015.

Participation with specific responsibilities to the project PIANETA - PIAttaforma tecNologica di filiEra per il marketing TerritoriAle (CUP: G73F12000220004), funded under the priority 4.1.1.1 of P.O. FESR Sicilia 2007-2013. Activity period: July 1, 2014 to December 31, 2015.

Participation with specific responsibilities to the project “MAGELLANO - Procedure integrate di pilotaggio nei porti” (CUP: G73F12000190004) funded under the priority 4.1.1.1 del P.O. FESR Sicilia 2007-2013. Activity period: March 21, 2013 to October 10, 2015.

Participation with specific responsibilities to the Italian national project PON04a2\_C “SMART HEALTH - CLUSTER OSDH - SMART FSE – STAYWEL”. Activity period: January 1, 2013 to May 31, 2015.

Participation with specific responsibilities to the Italian national project “Pescatec - Sviluppo di una pesca siciliana sostenibile e competitiva attraverso l'innovazione tecnologica” (PON02\_00451\_3362121 - PON Competitività e Ricerca 2007-2013). Activity period: October 1, 2013 to December 31, 2015.

Work Package coordinator within the cooperation agreement between the Department of Industrial and Digital Innovation – University of Palermo and the company Engineering Ingegneria Informatica S.p.A. with regard to the Italian national project “AgrEvolution - Piattaforma tecnologica evolutiva per l'organizzazione della filiera agroalimentare” co-funded by the Italian Ministry of Economic Development within the Program Industria 2015 – Made in Italy. Activity period: May 8, 2012 to December 31, 2014.

Participation with specific responsibilities to the cooperation agreement “Sviluppo di un modello di business ed organizzativo per la valorizzazione economica del CRB di Sciacca” signed by the Department of Industrial and Digital Innovation – University of Palermo and the Healthcare Department of the Sicilian Government. Activity period: September 20, 2011 to March, 2012.

Participation with specific responsibilities to the cooperation agreement between the Department of Industrial and Digital Innovation – University of Palermo and the company Engineering Ingegneria Informatica S.p.A. with regard to the Italian national project X-Net.Lab funded by the Italian Ministry of School, University and Research (MIUR) (DM23272/1 – PON Competitività e Ricerca 2007-2013 per le Regioni della Convergenza). Activity period: January 17, 2011 to September 30, 2011.

Participation with specific responsibilities to the Italian national project LOCOSP, funded by the Italian Ministry of School, University and Research (MIUR 5/12/2005 – GU n. 295 del 20/12/2005) under the program FAR-ICT. Activity period: November 28, 2006 to July 27, 2007.

## **Participation to International or National Conferences**

EurOMA Conference: 2014, 2022

IPDM (Innovation and Product Development Management) Conference: 2020 (online).

INFORMS Annual Meeting: 2014, 2019.

Annual POMS (Production & Operations Management Society) Conference: 2012, 2013, 2014, 2017, 2018, 2019, 2023, 2024, 2025.

INFORMS Society for Marketing Science (ISMS) Conference 2016, 2019.

Annual Scientific Meeting AiIG (Associazione italiana di Ingegneria Gestionale): years 2008, 2009, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020 (online), 2021, 2022, 2023, 2024.

7th Global Innovation and Knowledge Academy (GIKA) Conference 2017.

Strategic Management Society (SMS) SMS Palermo Extension Conference 2016.

13th Annual Open and User Innovation Conference 2015.

19th International Conference on Production Research (ICPR-19) 2016.

## **Organization of International or National Conferences and Seminars**

Chair, together with Prof. Erica Mazzola of the XXXV Riunione Scientifica Annuale AiIG (Associazione italiana di Ingegneria Gestionale), Palermo, Italy, October 11-12, 2024.

Co-organizer of the thematic track “New Trends in Digital and Traditional Entrepreneurial Finance: Artificial Intelligence, Climate Change and Societal Challenges” within the XXXV Annual Scientific Meeting AiIG, 2024.

Co-organizer of the thematic track “Innovation for Inclusion: The Role of AI, New Technology, and Research in Bridging Gender Gaps and Shaping a More Equitable World” within the XXXV Annual Scientific Meeting AiIG, 2024.

Co-organizer of the thematic track “Industry 5.0 and digital transformation: unveiling the main dynamics of human-centered innovation” within the XXXIV Annual Scientific Meeting AiIG, 2023.

Co-organizer of the thematic track “The evolution of consumer behavior when dealing with digital technologies and platforms” within the XXXIII Annual Scientific Meeting AiIG, 2022.

Co-organizer of the thematic track “The evolution of the value chain: platforms and ecosystems to foster business model innovation for established firms” within the XXXII Annual Scientific Meeting AiIG, 2021.

Co-organizer of the thematic session "Sharing Economy in Service Science" within INFORMS 2019 Annual Meeting.

Co-organizer of the thematic track "Sharing economy and on-line multi-sided platforms: Effects on traditional businesses” within the XXX Annual Scientific Meeting AiIG, 2019.

Member of the Organizing Committee of the XXVII AiIG Summer for PhD students entitled "Teaching in Management Engineering: scope, methods and practices”, 2019.

Member of the Organizing Committee of the IX EurOMA Summer School for PhD students entitled "A special focus on OSCM 4.0", 2019.

Co-Organizer of the track “Supply Chain Analytics” within the XIX Annual POMS Conference 2018.

Co-Organizer of the track “Data-driven Marketing: methodologies, applications, and managerial insights” within the XXVIII Annual Scientific Meeting AiIG 2017.

Co-Organizer of the Italian Master Startup Award 2017.

Co-Organizer of the track “Innovation in entrepreneurial finance and crowd-based entrepreneurship” within the XXV Annual Scientific Meeting 2014.

Vice-Chairman of the Organizing Committee of the XXII Summer School AiIG for Ph.D. Students 2014.

Member of the Organizing Committee of the 21st International Annual EurOMA Conference 2014.

Co-Organizer of the EurOMA Publishing Workshop Programme 2014.

Staff of the Organizing Committee of the XIX Annual Scientific Meeting AiIG 2008.

## Awards & Recognitions

VQR 2015-2019 – ANVUR. Result: Excellent and Relevant for two articles evaluated, Excellent for two other articles evaluated.

Winner of the CORI Project Call 2018 of the University of Palermo for teaching abroad (€ 4,100).

“Best Paper Award alla memoria del Professore Enzo Piazza – Edizione 2017”, University of Palermo.

Funding (€3000) under the Program “Fondo per il Finanziamento delle Attività Base di Ricerca” 2017, MIUR.

Outstanding Contribution in Reviewing for European Journal of Operational Research, November 2016.

VQR 2011-2014 – ANVUR. Result: Excellent for both articles evaluated.

"The Alex Gofman Award for Best Student Paper" Nominee (together with only two other articles) at ISPIM (International Symposium for Professional Innovation Management) 2013 Conference. Information available at:

[http://conference.ispim.org/wp-content/uploads/sites/2/ISPIM\\_2013\\_ConferenceBook.pdf](http://conference.ispim.org/wp-content/uploads/sites/2/ISPIM_2013_ConferenceBook.pdf).

Second Prize in the Best Paper Award Competition of OCSAMSE 2011. The article received the second prize ranking second after an article produced by researchers from the Washington University in St. Louis (first prize) and before an article produced from the University of Michigan, Pepperdine University and INSEAD (third prize). Information available at:

<https://www8.gsb.columbia.edu/chazen/chinabusiness/research/bestpaper>.

First Prize in the Best Paper Award Competition of OCSAMSE 2010. The article received the first prize preceding two articles produced by researchers from MIT and Harvard Business School (second prize) and from INSEAD (third prize). Information available at:

<https://www8.gsb.columbia.edu/chazen/chinabusiness/research/bestpaper>.

Winner, ranked first, of a scholarship grant from University of Pittsburgh to spend a semester visiting University of Pittsburgh. Period activity: January 2, 2010 to May 2, 2010.

## Editorial Service

Associate Editor of the journal *Electronic Commerce Research and Applications*

Academic Editor of the journal *Plos ONE*

Member of the Editorial Board of the *International Journal of Electronic Marketing and Retailing*.

Guest Editor for *Sustainability* for Special Issue “Sustainable Marketing”

Reviewer for *Information Systems Research*, *Production and Operations Management*, *Manufacturing & Service Operations Management*, *Research Policy*, *Entrepreneurship Theory and Practice*, *European Journal of Operational Research*, *Journal of Product Innovation Management*, *Decision Sciences*, *Journal of Interactive Marketing*, *Information and Management*, *International Journal of Production Economics*, *International Journal of Production Research*, *Transportation Research Part E*, *Decision Support Systems*, *Electronic Commerce Research and Applications*, *Economic Inquiry*, *Venture Capital*, *Journal of Knowledge Management*, *International Journal of Information Technology & Decision Making*, *Business Process Management Journal*, *Mathematical Methods of Operations Research*, *Computers & Industrial Engineering*, *International Journal of Electronic Marketing and Retailing*, and others.

## Membership in Scientific Associations

Production and Operations Management Society (POMS).

EurOMA (European Operations Management Association)

INFORMS (Institute for Operations Research and the Management Sciences).

ISMS (INFORMS Society for Marketing Science)

Associazione italiana di Ingegneria Gestionale (AiIG), for which **I served as Secretary and Treasurer in years 2019-2021, as Auditor in years 2022-2023, and Member of the Board of Directors since 2023.**

## **Institutional Service**

Delegate of the Head of the Department of Engineering for Process Improvement, University of Palermo, since November 2024

Coordinator of Erasmus Exchange Agreement between Wroclaw University of Science and Technology, Poland, and University of Palermo, since February 2024.

Coordinator of Erasmus Exchange Agreement between Wroclaw University of Economics and Business, Poland, and University of Palermo, since February 2024.

Coordinator the “Meet the Manager” initiative with the Master Degree Course in Management Engineering, University of Palermo, since September 2023.

Coordinator of Erasmus Exchange Agreement between University of Pardubice, Czech Republic, and University of Palermo, since May 2023.

Elected Member of the Board (Giunta) of the Department of Engineering, University of Palermo, as one of the six representatives for associate professors, 2022-2024.

Ph.D. Program Committee in Mechanical, Manufacturing, Management and Aerospace Innovation (since XXXVI cycle), Department of Engineering, University of Palermo, since May 2020.

Member of the Ph.D. Program Committee in Mechanical, Manufacturing, Management and Aerospace Innovation (since XXXVI cycle), Department of Engineering, University of Palermo, since May 2020.

Member of the Professors-Students Quality Committee, Department of Engineering, University of Palermo, since March 2020.

Member of the Budget and Management Control Commission, Department of Engineering, University of Palermo, June 2019-December 2019.

Elected member of the Board (Giunta) of the Department of Engineering, University of Palermo, May 2019-December 2019.

Member of the Commission for the Validation of the Research Products, Department of Engineering, University of Palermo, 2019-2020.

Member of the Council of the Department of Engineering, University of Palermo, since January 2019.

Member of Ph.D. Program Committee, Cycles XXV (2012-2014) and XXIX (2014-2016), at the Department of Industrial and Digital Innovation – University of Palermo.

Member of Technical Committee for StartCup Palermo, the startup competition organized by University of Palermo, 2011 -2015.

Advisor of startups participating StartCup Palermo, the startup competition organized by University of Palermo, since May 2011.

Member of the Student Orientation Group, carrying out orientation and promotion activities for potential students, Department of Industrial and Digital Innovation, University of Palermo, February 2015- December 2018.

Coordinator of the Technical Committee for University Marketing and Merchandising, University of Palermo, from June 2018 to July 2019, and member of the same Committee in 2022.

## **Other Professional Activities**

Research Project Evaluator for COST Action (2 times, 1 as a coordinator of the evaluation group), British Academy, and University of Udine,

Consulting activity for development and validation of qualification frameworks within the European project Matching Frames (DE/10/LLP-LdV/TOI/147/308 – Lifelong Learning Program). Activity period: November 24, 2010 to September 30, 2012.

Consulting activity on the market potential of a new anti-counterfeiting technology developed by start-up Diasis S.r.l., Activity period: September 1, 2010 to October 31, 2010.

Consulting activity on the development and validation of a collaboration model based on auctions and negotiations for new product development in automotive industry, within the project LOCOSP. Activity period: November 28, 2006 to July 27, 2007.

I undersigned Paolo Roma claim, according artt. 46 e 47 del D.P.R. n. 445/2000, that the information in this CV is true.

I authorize the treatment of personal data in this CV according to art. 13 of D.Lgs. 196/03 and art. 13 GDPR 679/16.

October 11, 2025

Signature  
Prof. Eng. Paolo Roma