

## Cecilia Pasquinelli, Ph.D.

### Gran Sasso Science Institute (GSSI) – GSSI Social Sciences

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**Nationality:** Italian

**Academic Position - Affiliation:** Gran Sasso Science Institute (GSSI), L'Aquila (IT); Sept 2014 – present; Postdoctoral Research Fellow.

**Research Interests:** city branding, place marketing, local economic development, cultural and creative economy, urban tourism

**Language skills:** Italian (native), English (C2), Spanish (B1), French (A2)

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#### EDUCATION

**Ph.D. Management, Competitiveness, Development**, at the Institute of Management, Scuola Superiore Sant'Anna, 2009-2012

**MA Local and Regional Development** at Newcastle University, CURDS (Centre for Urban and Regional Development Studies), 2007-2008

**MSc Sustainable Development and Place Management** (*Sviluppo e Gestione Sostenibile del Territorio*) at Pisa University, Faculty of Economics, 2005-2007

**Bachelor in Economics and Business** (*Economia e Commercio*) at Pisa University, Faculty of Economics, 2001-2004

#### CURRENT POSITION

**Postdoctoral Research Fellow** at GSSI Social Sciences, Sept 2014 – present

## RESEARCH – TEACHING EXPERIENCES

**Postdoctoral Research Fellow** at the Department of Social and Economic Geography, Uppsala University (research, teaching & supervision), Sept 2012 – Aug 2014

**Ph.D. visiting** at CURDS (Centre for Urban and Regional Development Studies), Newcastle University, Mar-Apr 2011

**Research Assistant** at Institute of Management, Scuola Superiore Sant'Anna, 2007-2011

## WORK EXPERIENCE

**FDI Consultant** at OCO Global Ltd (Paris office), Jan-Jul 2012

**Business Analyst** (intern) at OCO Global Ltd (Paris office), May-Sept 2010

**Urban development consultant** at MUSA s.r.l./Epsus, Jan-Dec 2009



## PEER-REVIEWED ARTICLES

Maiello A., Pasquinelli, C. (Forthcoming) Destruction or Construction? A (Counter) Branding Analysis of Sport Mega-Events in Rio de Janeiro, *Cities*

Pasquinelli, C., Sjöholm J. (2015) Art and resilience: The spatial practices of making a resilient artistic career in London, *City, Culture & Society*, In press

Pasquinelli, C. (2015) City Branding and Local SMEs: A Smart Specialisation Perspective, *Symphonya. Emerging Issues in Management*, 1: 63-76

Medway, D., Swanson, K., Delpy Neirotti, L., Pasquinelli, C., Zenker, S. (2015) Place branding: are we wasting our time? Report of an AMA special session, *Journal of Place Management and Development*, 8 (1)

Sjöholm, J., Pasquinelli, C. (2014) Artist brand building: towards a spatial perspective, *Arts Marketing: An International Journal*, 4(1/2): 10-24

Pasquinelli, C. (2014) Branding as urban collective strategy-making. The formation of NewcastleGateshead's organizational identity, *Urban Studies*, 51(4), pp. 727-743

- Giovanardi, M., Lucarelli, A., Pasquinelli, C. (2013) Towards Brand Ecology: An analytical semiotic framework for interpreting the emergence of place brands, *Marketing Theory*, doi: 10.1177/1470593113489704
- Pasquinelli, C., Teräs, J. (2013) Branding Knowledge-Intensive Regions: A Comparative Study of Pisa and Oulu High-Tech Brands, *European Planning Studies* 21(10), pp. 1611-1629
- Pasquinelli, C. (2012) Competition, Cooperation, Co-opetition. Unfolding the process of inter-territorial branding, *Urban Research and Practice*, DOI:10.1080/17535069.2012.727579
- Bellini, N., Pasquinelli, C. (2011) Il Brand Reticolare. Strumenti di analisi per la costruzione di un marchio di luogo, *Mercati e Competitività*, 3, pp. 65-84
- Pasquinelli, C., Teräs, J. (2011) Branding Peripheral Knowledge-intensive Regions. An insight into international innovation brands, *Regional Insights*, 2 (2), pp. 9-11
- Pasquinelli, C. (2010) The Limits of Place Branding for Local Development: The Case of Tuscany and the Arnovalley Brand, *Local Economy*, 25(7), pp. 558-572

## BOOK CHAPTERS

- Bellini, N., Pasquinelli, C. (Forthcoming) Branding the Innovation Place: Is the Soft Infrastructure of Innovation 'Manageable'?, in Hilpert, U. (Ed.) *Handbook on Politics and Technology*, Routledge
- Pasquinelli, C. (2015) Network Brand and Branding: A Co-opetitive Approach to Local and Regional Development, in Zenker, S. and Jacobsen B. (eds.) *Inter-Regional Place Branding*, Springer, pp. 39-49
- Pasquinelli, C., Bellini, N. (2014) The power of soft infrastructure in influencing regional entrepreneurship and innovativeness, in Frank Go, Arja Lemmetyinen and Ulla Hakala (Eds.) *Harnessing Place Branding Through Cultural Entrepreneurship* (Palgrave)
- Pasquinelli, C. (2014) Innovation Branding for FDI promotion. Building the distinctive brand, in Berg, PO and E. Björner (Eds.) *Branding Chinese Mega-cities: Strategies, Practices and Challenges*, Edward Elgar
- Pasquinelli, C. (2011) Place branding and cooperation. Can a network of places be a brand?, in Pike, A. (Ed.) *Brands and Branding Geographies*, Cheltenham, Edward Elgar, pp. 230-247
- Bellini, N., Loffredo, A., Pasquinelli, C. (2010) Managing Otherness. The political economy of place images in the case of Tuscany, in Kavaratzis M. and G. Ashworth (Eds.) *Brand Management for cities: The theory and practice of effective place branding*, London, Edward Elgar, pp. 89-115

## OTHER PUBLICATIONS

- Pasquinelli C. (2015) *The Olympics Bidding Process: A Matter of Branding?* Critcom - Council of European Studies, 22 May, available at <http://councilforeuropeanstudies.org/critcom/the-olympics-bidding-process-a-matter-of-branding/>
- Pasquinelli, C. (2015) *Urban Tourism(s): Is There a Case for a Paradigm Shift?*, GSSI Working Paper 14/2015, pp. 1-30
- Pasquinelli, C. (2013) *The Economic Geography of Brand Associations*, CIND Working Paper, 2013:2, available at <http://uu.diva-portal.org/smash/record.jsf?pid=diva2:665281>
- Pasquinelli, C. (2013) *The pursuit of distinctiveness. Can all places be distinctive?*, in Parker, C. (Ed.) *The Business of Place: Critical, Practical and Pragmatic Perspectives*, 3rd International Place Branding and 2nd Institute of Place Management Conference 14th-15th February, ISBN: 978-0-9551732-7-1, pp. 175-182
- Pasquinelli, C. (2013) *Two Cities, One Brand: A branding insight into local economic development*, Working paper series Martin Prosperity Institute, ref. 2013-MPIWP-002
- Pasquinelli, C. (2012) *Place Branding e Innovazione: Sfide e Limiti*, EyesReg 2(1)
- Pasquinelli, C. (2012) *Competition, Cooperation, Co-opetition. Widening the Perspective on Place Branding*, PhD thesis, Scuola Sant'Anna. Available at [http://www.phdmanagement.sssup.it/documenti/awarded/pasquinelli\\_thesis.pdf](http://www.phdmanagement.sssup.it/documenti/awarded/pasquinelli_thesis.pdf)
- Pasquinelli, C. (2012) *Brand inter-comunali e sviluppo post-industriale: due casi a confronto*, in Franzini Tibaldeo, R. (Ed.) *Quanto Basta. Giovani ricercatori e ricercatrici a confronto su democrazia, convivenza e sviluppo*, Firenze, Campi Bisenzio, Sicrea, pp. 102-112
- Pasquinelli, C. (2008) *Place Branding for Endogenous Development. The case study of Tuscany and the Arno valley brand*, Master thesis, Newcastle University, UK
- Bellini, N., Pasquinelli, C. (2007) *The political economy of competing regional images: the case of Tuscany's brands*, MAIN Working Papers, available at <http://www.idm.sssup.it/wp/200704.pdf>
- Pasquinelli, C. (2007) *Il "terzo livello" nella programmazione dei fondi strutturali. Un confronto tra Italia e Spagna*, Master thesis, Università di Pisa, etd-01242007-165826. Available at <http://etd.adm.unipi.it/t/etd-01242007-165826/>

## OTHER EDITORIAL ACTIVITIES

Referee for the following journals:

*Transactions of the Institute of British Geographers, Local Economy, Geografiska Annaler B: Human Geography, Environment, Development & Sustainability, Journal of Place Branding and Public Diplomacy, Marketing Theory, European Planning Studies.*

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#### **AWARDED COMPETITIVE FELLOWSHIPS**

**Sept 2014-Aug 2016** – Postdoctoral Research Fellow, at the Gran Sasso Science Institute (GSSI), Social Sciences Unit, L’Aquila (IT)

**2012-2014** – Postdoctoral Research Fellow at the Department of Social and Economic Geography, Uppsala University (research, teaching & supervision)

**2010** – European Union – Long Life Learning, Erasmus Placement (4 months)

**2009-2011** – PhD Grant in Management, Competitiveness and Development, Scuola Superiore Sant’Anna

**2009-2011** – PhD Grant Politics, Human Rights and Sustainability, Scuola Superiore Sant’Anna (renounced)

**2008** – Fellowship for Higher Education Abroad, Scuola Sant’Anna and Laboratorio MAIN (12 months)

**2006** – Scholarship Dissertation Abroad Program, Pisa University (3 months)

#### **HONORS AND AWARDS**

Palgrave Macmillan/Journal of Place Branding and Public Diplomacy Best Paper Prize, 2015

Professor John Burgess Goddard MA Dissertation Prize, 2008

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#### **CONFERENCES AND WORKSHOPS (ORGANIZATION – COORDINATION)**

4th European Colloquium on Culture, Creativity & Economy, Florence, Oct 2015

International workshop on “Integrating City Tourism(s) in the Urban Research Agenda”, June 15th-16th, GSSI, L’Aquila

Special Session at the 2015 Regional Studies Association European Conference, Piacenza, 24-27 May titled "Urban

Tourism(s): Disentangling the urban character of city tourism", 3rd European Colloquium on Culture, Creativity & Economy, Amsterdam, Oct 2014

Mini-Symposium of the Department of Social and Economic Geography, Campus Gotland, Uppsala University, Oct 2013

2nd European Colloquium on Culture, Creativity and Economy, Berlin, Oct 2013

1st European Colloquium on Culture, Creativity & Economy, Uppsala, Oct 2012

Student workshop (Hannover University, Germany) Regional economic development and Innovation in Tuscany: theory and practice, at Scuola Superiore Sant'Anna, Pisa, Aug 2012

Conference Convener for the Gateway theme 'Creativity, Identities and Branding' at the 2013 Regional Studies Association European Conference

#### CONFERENCES AND WORKSHOPS (PAPERS, SESSIONS AND POSTERS PRESENTATION) – A SELECTION:

Regional Studies Association European Conference, Piacenza, May 24th -27th, 2015.

Presentation: *Urban Tourism(s): Is there a case for a paradigm shift?*

Place Management and Branding Conference "Sustainability, Connectivity & Liveability", 6-8 May 2015, Poznan University of Economics. Presentation: *Urban brandscape as ecosystem of value: 'cultura destination strategies' of fashion brands* (co-authored with Nicola Bellini)

Regional Studies Association European Conference "Diverse Regions: Building Resilient Communities and Territories", June 15th-18th, 2014. Presentation: *Destruction or construction? Investigating the social change power of counter-branding in the context of mega-events* (co-authored with Antonella Maiello)

Panelist *Conceptualizing Value Making Processes: Production and Consumption* at the 2nd European Colloquium on Culture, Creativity and Economy, Berlin, Oct 2013

X Workshop c.MET05 Governance del territorio: sviluppo industriale sostenibile, politiche per l'innovazione e internazionalizzazione, Florence, July 18-19, 2013. Paper: *Branding the Innovation Place: Is the Soft Infrastructure of innovation 'manageable'?*

Regional Studies Association European Conference "Shape and be Shaped: The Future Dynamics of Regional Development", May 5-8, 2013, Tampere (Finland). Paper: *The Economic Geography of Brand Associations: An exploration of product-place alliances*

3rd International Place Branding and 2nd Institute of Place Management Conference 'The Business of Place: Critical, Practical and Pragmatic Perspectives'. Paper: *The pursuit of distinctiveness. Can all places be distinctive?*

Guest speaker at the meeting for the East\_Inno\_Transfer EU project, Brasov County Council, Romania. Presentation: *(Innovation) Brands and Branding. Fostering, Creating and Nurturing Knowledge-intensive regions and cities*

Panelist *The Regional Dimension of Innovation, Branding and Value Creation* at the 1st European Colloquium on Culture, Creativity & Economy, Uppsala University

China Symposium 2012: Chinese mega-cities, Stockholm (Sweden). Paper: *The pursuit of distinctiveness. Can all places be distinctive?*

2012 AISRe Annual Conference (Turin, Italy). Paper: *Branding knowledge-intensive Regions. A comparative study of Pisa and Oulu high tech brands* (co-authored with Jukka Teräs)

Regional Studies Association Annual Conference in Newcastle upon Tyne, UK. Paper: *Competition, Cooperation, Co-opetition. A conceptualization of the Network Brand*

Regional Studies Association Annual Conference in Pécs, Hungary. Paper: *The Role of Branding in Fostering, Creating and Nurturing Knowledge-intensive Regions* (co-authored with Jukka Teräs)

5th International Colloquium of the Academy of Marketing's Brand, Corporate Identity and Reputation Special Interest Group in Cambridge, UK. Paper: *Place Branding and Cooperation. Can a network of places be a Brand?*

Regional Studies Association Annual Conference in Leuven, Belgium. Paper: *Place Branding for Endogenous Development. The Case study of Tuscany and the Arnovalley Brand*



## RESEARCH THESES

Pasquinelli, C. (2012) *Competition, Cooperation, Co-opetition. Widening the Perspective on Place Branding*, PhD thesis, Institute of Management, Scuola Superiore Sant'Anna. Available at [http://www.phdmanagement.sssup.it/documenti/awarded/pasquinelli\\_thesis.pdf](http://www.phdmanagement.sssup.it/documenti/awarded/pasquinelli_thesis.pdf)

Pasquinelli, C. (2008) *Place Branding for Endogenous Development. The case study of Tuscany and the Arnovalley brand*, Master thesis, Newcastle University, UK

Pasquinelli, C. (2007) Il "terzo livello" nella programmazione dei fondi strutturali. Un confronto tra Italia e Spagna, Master thesis, Pisa University, etd-01242007-165826. Available at <http://etd.adm.unipi.it/t/etd-01242007-165826/>

#### **THESES ADVISING**

Master thesis supervision: Cycling policies for the Sustainable City. The case of the City of Seoul (Master in Sustainability, Earth Sciences Dept., Uppsala University)

Undergrad thesis supervision: Planning the Industrial Town: The case of Barrow-in-Furness (Dept. Social and Economic Geography, Uppsala University)

#### **AFFILIATIONS**

Institute of Management, Scuola Superiore Sant'Anna, Pisa, Italy (since 2009)

Centre for Research on Innovation and Industrial Dynamics (CIND), Uppsala University (since 2012)

#### **MEMBER OF**

Regional Studies Association