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MANAGEMENT

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MARTA MARIA MONTELLA is an Associate Professor in Management at the Department of Education, Cultural Heritage and Tourism of the University of Macerata, where she teaches "Economics and Management of Cultural Heritage and Tourism" at the Bachelor's Degree in Cultural Heritage and Tourism (L-1/L-15), "Heritage Marketing" at Master's Degree in International Tourism and Destination Management - ITourDeM (LM-49) and "Economics and Business Management" at the SSBSA (Postgraduate School in Historic-Artistic Heritage).

Her research activity concerns the field of cultural heritage management (collected in museums and widespread in the territory) and cultural tourism, with particular reference to innovation and management of cultural services, networking activities between cultural actors of a territory and between these and other actors of the various local production chains, place-based strategies and policies for local development and destination management.

She has double-disciplinary training. After graduating with a degree in History of Modern Art, achieved in 2004, she carried out study and training activities in Italy and abroad and acquired educational qualifications relating to the economy and management of businesses and public organisations in the cultural sector, obtaining a specialisation in "Economics and Management of Museum Heritage", a Master in "Conservation, Management and Enhancement of Industrial Archaeological Heritage" and participating in the "Summer School in the Economics of Culture" within the International Master in "Economics of culture: politics, government and management". Since 2010, she has been a PhD in Economics and Finance in Corporate Governance. From 2011 to 2015, she was a research fellow in Economics and Business Management at the University of Rome La Sapienza. In 2016, she was a Research Fellow at the CNR-IRISS.

In October 2018, she obtained the qualification (ASN) as Associate Professor in Management. In 2019, she qualified as a Researcher (RTDB) in Management at the University of Macerata.

She has conducted study and training activities in Italy and abroad and participated as a speaker at national and international conferences. She has held lectures in Masters and university courses and collaborated on scientific research projects. She has cooperated with private companies, public bodies and other organisations. She authorises contributions in volumes and scientific journals and two monographs.

She carries out referee activities for the journals "Journal of Sustainable Tourism", "Sustainability", "Journal of Intellectual Capital", "Cultural Capital. Studies on the Value of Cultural Heritage", "Micro & Macro Marketing", "Corporate Governance and Research & Development Studies".

EDUCATIONAL AND ACADEMIC QUALIFICATION

2022	Associate Professor in Management, University of Macerata
2019	Researcher in Management, University of Macerata
2018	Qualification as Associate professor in Management
2014/2015	Research Fellow in Management, University of Rome La Sapienza, on the theme "Cultural Attractors and Information Technologies for Interactive Enhancement and Innovative Tourism"
2011/2013	Research Fellow in Management, University of Rome La Sapienza on the theme "Local systems of innovation and internationalization"
2010	PhD in Economics and Finance in Corporate Governance (SECS-P/08), University of Rome La Sapienza
2009/2010	Assistant (Cultore della materia) in Economics and Business Innovation Management, University of Rome La Sapienza
2006	Master's Degree (II level) in "Conservation, Management and Enhancement of Industrial Archaeological Heritage", University of Padua - Final project work: "Schedatura scientifica dell'ex Tabacchificio Pietromarchi di Marsciano (PG): il complesso, gli edifici e i macchinari". [Scientific cataloguing of the archaeological-industrial complex of the former Tobacco Factory Pietromarchi of Marsciano (PG): the complex, buildings and machinery]
2005	Post-graduate Specialisation Course in "Economics and management of museum assets", University of Florence
2004	Degree in Modern Letters, University of Perugia – Thesis in History of Modern Art: "Il polittico di Bastia di Niccolò di Liberatore detto l'Alunno: dalla comprensione del contesto storico al restauro ed all'esposizione" [The polyptych of Bastia by Niccolò di Liberatore known as l'Alunno: from understanding the historical context to restoration and exhibition] (Supervisor: Prof. Giancarlo Gentilini) – Final mark: 110 cum laude

FURTHER TRAINING

- 2013* Seminar SIM (Italian Marketing Society) 'Publishing in International Journals: Principles and Methods' (Roma, Department CORIS, 30 January 2013); professor: Prof. Daniele Dalli (University of Pisa)
- 2009* Summer School in the Economics of Culture: Module I – Economics of Cultural Goods, Module II – Management of Culture, Module III – Marketing and Communication (course organized by CEIS – Centre for Economic and International Studies of the University of Rome "Tor Vergata" in cooperation with BAICR – Consortium of Cultural Institutions, School of Economics, University of Rome 'Tor Vergata', 19-30 October 2009)
- 2008* Essex Summer School in Science Data Analysis. Case-study methods (20-26 July 2008)
- 2007* Summer School on 'Viable Systems Approach (VSA) to Entrepreneurial Studies' (Gaeta, 2-6 July 2007)
- 2006* Internship at the Municipality of Marsciano (Perugia) (200 h, July-December 2006): Design of recovery and enhancement projects for the archaeological-industrial complex of the former Tobacco Factory Pietromarchi of Marsciano (PG)

TEACHING

- Since 2023/2024* Laboratory: Territorial identity and needs analysis (SECS-P/08: 20h - 2 CFU) - UniMC – Department of Education, Cultural Heritage and Tourism – Bachelor's Degree in Educational Sciences and training (L-19)
- Since 2022/2023* Course: Management of cultural heritage and institutions (SECS-P/08: 30 h – 6 course credits), UniMC – SSBSA (Scuola di Specializzazione in Beni Storico Artistici)
- Since 2022/2023* Course: Introduction to the economics and management of cultural heritage (SECS-P/08: 18h - 3 CFU), UniMC – Department of Education, Cultural Heritage and Tourism
- 2021/2022* Seminar: Methodology and writing of the text (6 h - 1 course credits) within the seminar How to write a degree thesis (18 h - 3 course credits), UniMC – Department

of Education, Cultural Heritage and Tourism – Bachelor’s Degree in Cultural heritage and tourism (L-1/L-15)

Since 2019/2020 Course (in English): Heritage Marketing (seminar SECS-P/08: 12 h – 2 course credits), UniMC – Department of Education, Cultural Heritage and Tourism – Master’s Degree in International Tourism and Destination Management – ITourDeM (LM-49)

From 2019/2020- to 2021-2022 Course: Economics and Business Management - I module (SECS-P/08: 15 h – 3 course credits), UniMC – SSBSA (Scuola di Specializzazione in Beni Storico Artistici)

Since 2018/2019 Course: Economics and Management of Cultural Heritage and Tourism (SECS-P/08: 60 h – 10 course credits), UniMC – Department of Education, Cultural Heritage and Tourism – Bachelor’s Degree in Cultural heritage and tourism (L-1/L-15)

2018/2019 Course: Economics and Management of Cultural Heritage and Tourism (SECS-P/08: 36 h – 6 course credits), UniPG – Department of Letters, Ancient and Modern Languages, Literatures and Civilizations – Bachelor’s Degree in Cultural heritage

2018 Course: Economics and Management of Cultural Heritage - I module (SECS-P/08: 8 h – 2,5 course credits) | UniPG – SSBSA (Scuola di Specializzazione in Beni Storico Artistici) (June 1 and 29, 2018)

Course: Business administration, law and public administration - Guido d'Arezzo Higher Education Institute – Terni (300 h)

2017/2018 Course: Economics and Management of Cultural Heritage and Tourism (SECS-P/08: 36 h – 6 course credits), UniPG - Department of Letters, Ancient and Modern Languages, Literatures and Civilizations – Bachelor’s Degree in Cultural heritage

2017 Course: Economics and Management of Cultural Heritage - I module (SECS-P/08: 8 h – 2,5 course credits), UniPG – SSBSA (Scuola di Specializzazione in Beni Storico Artistici) (July 6 and 13, 2017)

Lecture: Tangible and intangible cultural heritage as an economic asset (5 h), Umbrian School of Public Administration, Perugia (January 31, 2017)

- 2015 Course: Business administration, law and public administration - Guido d'Arezzo Higher Education Institute – Terni (250 h)
- 2014 Lecture: Cultural heritage, enhancement and cultural tourism (8 h), MEMA TIC – Master in Economics and Management of Cultural Activities and Tourism – module VII ‘Cultural Tourism’ (Rome, University of Tor Vergata, October 23, 2014)
- 2013 Lecture: Cultural heritage, enhancement and cultural tourism (4 h), MEMA TIC – Master in Economics and Management of Cultural Activities and Tourism – module VII ‘Cultural Tourism’ (Rome, University of Tor Vergata, November 7, 2013)
- 2010 Support course: Economics and business management (SECS-P/08: 12 h), University of Rome La Sapienza
- Lecture: Cultural tourism (8 h), MASLO – Master in Local Development Agent – (Latina, University «La Sapienza», October 4 and 6, 2010)
- 2008 Didactic-integrative activities for the chair of economics and business management (40 h), University of Rome La Sapienza

ACADEMIC ORGANIZATIONAL TASKS

- Since 2023* Responsible for the QA (quality assurance) group and the SUA-CDS form for the ITourDeM course (International Tourism and Destination Management – LM-49)
- Since 2023* TOLC commissioner for the assessment of incoming knowledge
- Since 2021/2022* Referent for guidance activities for incoming students for the ITourDeM course (International Tourism and Destination Management – LM-49)
- Since 2020/2021* Member of the Personal Preparation's Verification Commission for Master's Degree in Cultural Heritage Management (LM-89)
- Member of the Study Planning (Student Practices) And Pre-Admission Commission for the ITourDeM course (International Tourism and Destination Management – LM-49)

Member of the Quality Management Committee for the ITourDeM course (International Tourism and Destination Management – LM-49)

Since 2019/2020 Member of the Joint Commission for Teachers and Students for the ITourDeM course (International Tourism and Destination Management – LM-49)

Member of the Course Planning Review Commission (Economic and legal area and management) for the ITourDeM course (International Tourism and Destination Management – LM-49)

PARTICIPATION IN RESEARCH TEAMS

Since 2022 Project PRIN PNRR 2022 “Sazio e decorazione nell’architettura dell’Alto Medioevo – Space and decoration in Western Early medieval Architecture” – UniMC

2022 Project “MUDAPP- Museo Diffuso Appignano” di cui all’Avviso PNRR M1C3 – Cultura 4.0 – Misura 2 “Rigenerazione di piccoli siti culturali, patrimonio culturale, religioso e rurale” - Investimento 2.1 “Attrattività dei borghi” – Linea B “Progetti locali per la rigenerazione culturale e sociale” [“MUDAPP - Museo Diffuso Appignano” referred to PNRR M1C3 Notice - Culture 4.0 - Measure 2 “Regeneration of small cultural sites, cultural, religious and rural heritage” - Investment 2.1 “Attractiveness of villages” - Line B “Local projects for regeneration cultural and social”] – Comune di Appignano (Macerata)

2015/2016 Project “Social Network delle Entità dei Centri Storici” [Social Network of the Entities of the Historical Centers] - CUEIM – Napoli

2014/2015 Project “Attrattori Culturali e Tecnologie Informatiche per la Valorizzazione Interattiva e il Turismo Innovativo” [Cultural Attractors and Information Technologies for Interactive Enhancement and Innovative Tourism] - CUEIM – Napoli

2013/2015 Study and Attention Group “Management, arti e culture” [Management, arts and cultures] – AIDEA

2013 International EACEA project Tempus IV *School of Sustainable Management and Research for Territory applications*

- 2011/2013 Study and Attention Group “Management per la sostenibilità dello sviluppo turistico e la competitività delle destinazioni” [Management for the sustainability of tourism development and the competitiveness of destinations] – AIDEA
- 2010/2012 Study and Attention Group “Politiche e management del Patrimonio Culturale nelle diverse prospettive del valore” [Cultural Heritage policies and management in the various perspectives of value] – AIDEA
- 2009/2010 Project “Ricerca, formazione, assistenza e promozione aziendale per il rafforzamento della filiera produttiva nel settore Tessile - Abbigliamento in Campania” [Research, training, assistance and business promotion for the strengthening of the production chain in the Textile - Clothing sector in Campania] - CUEIM – Napoli
- 2008 Project “Analisi sistemico-territoriale della filiera vitivinicola estesa italiana: alla ricerca del valore specifico del modello Italia” [Systemic-territorial analysis of the Italian extended wine supply chain: in search of the specific value of the Italy model] - CUEIM – Roma

PARTICIPATION IN WORKSHOPS, CONFERENCES AND MEETINGS

- 2022 *Tourists' perception towards high cultural value places in the post-pandemic period. The case of the wide-spread hotel*, Paper presentation (co-authors: Patrizia Silvestrelli) / 2022 Online International Workshop “Rethinking Culture and Creativity - The Role of Cultural Heritage in the Green and Digital Transition” (Macerata, 10-11 January 2017)
- 2017 *Towards a smart system view of museum networks*, Paper presentation (co-authors: Francesco Caputo, Leonard Walletzky, Biagio Merola) / 2017 WOSC Congress “Science with and for Society: Contributions of Cybernetics and Systems (Rome, 25-27 January 2017)
- 2015 *Strategic analysis of cultural heritage of Regione Campania: qualitative and quantitative rating*, Paper presentation (co-authors: S. E De Falco, Cinquegrani, L. Aversa, M.I. Simeon, A. Martone, P. Villani, A. D’Auria) / T-FORUM 2015 Global Conference “Tourism Intelligence in Action” (Naples, 4-7 May 2015)
- 2014 *Territorio, patrimonio culturale e produzioni tipiche: verso strategie di marketing intersettoriale. Il caso della regione Marche*, Paper presentation (co-authors: Mara Cerquetti, Cristina Santini) / XI Conference of the Italian Marketing Society “Food

marketing: mercati, filiere, sostenibilità e strategie di marca" (Modena, University of Modena and Reggio Emilia, 18-19 September 2014)

Musei d'impresa e creazione di valore, Paper presentation / Conference of the Marketing Association for Universities "Arte, impresa, economia" (University of Rome La Sapienza, March 24, 2014)

2013 *L'albergo diffuso: un'innovazione imprenditoriale per lo sviluppo sostenibile del turismo*, Paper presentation (co-author: Bernardino Quattrocioni) / XXV Convegno di Sinergie "L'innovazione per la competitività delle imprese" (Università Politecnica delle Marche, Ancona, 24 and 25 October 2013)

La gestione del patrimonio museale in ottica sistemica. Teoria e pratiche, Paper presentation / Convegno del Bicentenario AIDEA "Il ruolo dell'azienda nell'economia. Esiste un modello aziendale orientato alla crescita?" (Lecce, 19-21 September 2013)

The electricity market in its delicate balance between profit and public utilities: a proposal in a systemic view, Paper presentation (co-authors: Dezi Luca, Gamma Federico Matteo) / Convegno del Bicentenario AIDEA "Il ruolo dell'azienda nell'economia. Esiste un modello aziendale orientato alla crescita?" (Lecce, 19-21 September 2013)

Legame tra marketing interno, gestione delle risorse umane, cultura d'impresa e musei aziendali, Paper presentation / Convegno WOA - XIV Workshop dei Docenti e dei Ricercatori di Organizzazione Aziendale "Organizing in turbulent times: the challenges ahead" (University of Rome La Sapienza, 30 e 31 May 2013)

2011 *Corporate museums and local area marketing. Enhancement of the place specific cultural heritage*, Paper presentation / Convegno dell'ENCATC (European Network of Cultural Administration Training Centre) "Culture Forecast" (Metropolia University of Applied Sciences, Helsinki, Finland, 12-14 October 2011)

2009 *Il patrimonio industriale come risorsa economica. Il caso del Tabacchificio Pietromarchi di Marsciano*, Paper presentation (co-author: Laura Mencarini) / Convegno "Distrutti, a rischio, valorizzati. Patrimoni industriali in Umbria. Per una legislazione regionale per i beni culturali del patrimonio industriale" (Perugia, 19-20 November 2009)

2007 *Il Tabacchificio Pietromarchi di Marsciano: storia societaria, analisi del complesso industriale e dei macchinari, possibile riqualificazione*, Paper presentation (co-author:

Laura Mencarini) / Convegno “I Luoghi del Tabacco. Dalle manifatture al riuso” (San Giustino Umbro-Perugia, 26-27 October 2007)

WORKING EXPERIENCE

2017/2018 Scientific design and implementation of activities to enhance the industrial archeology heritage of Umbria (L.R. 5/2013) - Regione Umbria, Perugia & AIPAI, Padova

2016/2017 Scientific design and implementation of activities to enhance the industrial archeology heritage of Umbria (L.R. 5/2013) - Regione Umbria, Perugia & AIPAI, Padova

Participation in the project of management and enhancement of cultural heritage of the Municipality of Macerata - Società Cooperativa Sistema Museo ARL – Perugia

Research grant (Assegno professionalizzante) “Progettazione di strategie e politiche place-based per lo sviluppo locale” [Design of place-based strategies and policies for local development] – CNR IRISS – Napoli

2016 Participation in the project “Azioni di scouting nel settore dei beni culturali per individuare progetti di investimento attivabili con lo strumento finanziario del blanding nell’ambito di iniziative di partenariato pubblico-privato” [scouting actions in the cultural heritage sector to identify investment projects that can be activated with the blanding financial instrument as part of public-private partnership initiatives] - ESPIN S.r.l. – Napoli

2015/2016 Scientific design and implementation of activities to enhance the industrial archeology heritage of Umbria (L.R. 5/2013) - Regione Umbria, Perugia & AIPAI, Padova

Participation in the scientific committee for the design of the International Museum of Light Weapons in Terni – MIALT – Terni

2015 Design of the exhibition “Terni città dinamica nel contesto di una guerra di posizione” [Terni dynamic city in the context of a war of position] – MIALT – Terni

- 2014 Participation in the scientific committee of the exhibition “Quale industria per il nostro futuro” [Which industry for our future] - Fondazione Rosselli – Roma
- Planning of tourist and cultural itineraries in Umbria to enhance the testimonies of productive activities (Perugia's candidacy for European capital of culture) - Fondazione Perugiassisi2019 – Perugia
- 2013 Participation in the project “Linee generali di un project financing per la valorizzazione e la gestione integrata del patrimonio culturale della città di Spoleto” [General guidelines of a project financing for the enhancement and integrated management of the cultural heritage of the city of Spoleto] - Società Cooperativa Sistema Museo ARL – Perugia
- 2012 Design of the restoration and enhancement of the Museum of Merceology of the La Sapienza University of Rome
- 2008 Drafting the text of the “Osservatorio Economico della Provincia di Rieti – 2008” [Economic Observatory of the Province of Rieti] - Istituto G. Tagliacarne Fondazione Unioncamere – Roma
- 2006 Participation in the project “Progettazione del Centro Operativo per la conservazione, la manutenzione e la valorizzazione dei beni storici artistici, archivistici e librari dell'Umbria (APQ in materia di *Tutela e prevenzione dei beni culturali* del 15 dicembre 2004) [Design of the Operational Center for the conservation, maintenance and enhancement of the historical, artistic, archival and book heritage of Umbria (APQ on the protection and prevention of cultural heritage of 15 December 2004)] - Consorzio Protecno – Perugia
- 2005 Participation in the project “Interventi a supporto delle politiche di creazione e sviluppo dell'impresa BIC Lazio per la valorizzazione del patrimonio culturale periferico della Regione” [Interventions to support the creation and development policies of the BIC Lazio company for the enhancement of the peripheral cultural heritage of the Region] - CUEIM – Roma
- Drafting of the presentation of the nineteen museums of Tuscany included in the volume “Il Museo dei Musei” [The Museum of Museums], Touring Editore – TCI – Milano

Indexing of negatives and prints (FileMaker Pro) of n. 5,000 frames of the Cultural Heritage catalog of the Umbria Region - IKONA STUDIO S.n.c. - Bastia Umbra (Perugia)

2004 Guided visits to the exhibition “Perugino, il Divin Pittore” [Perugino, the Divine Painter]- Società Cooperativa Sistema Museo ARL – Perugia

PARTICIPATION IN REFEREES’ COMMITTEES

Since Referee for Journal of Intellectual Capital

2020

Referee for Micro&Macro Marketing

Referee for Corporate Governance and Research & Development studies

Since Referee for Journal of Sustainable Tourism

2019

Referee for Sustainability

Since Referee for Il capitale culturale. Studies on the Value of Cultural Heritage

2018

PUBLICATIONS

2023 Montella M.M., “Musei e cittadini. Come favorire la partecipazione”, FNESTRE SULL’ARTE, n. 19, pp. 41-43. **ARTICLE**

2022 Simone C., Montella M.M., Laudando A., “I musei d’impresa: collegare il patrimonio, il marketing e la creazione di valore. L’esperienza italiana/Corporate museums: Bridging heritage, marketing, and value creation. The Italian experience”, IL CAPITALE CULTURALE, n. 26, pp. 141-168; doi: 10.13138/2039-2362/2818. **ARTICLE**

2022 Mencarini L., Montella MM, Il Tabacchificio Pietromarchi di Marsciano, Il Formichiere, Foligno (PG); ISBN: 9788831248884. **BOOK**

2022 Cerquetti M., Montella M.M., Sardanelli D., “Corporate museums as heritage vehicles: a comparative analysis between family and non-family businesses”, CORPORATE GOVERNANCE AND RESEARCH & DEVELOPMENT STUDIES, vol. 2, pp. 1-22. **ARTICLE**

- 2021 Montella M.M., “Valorizzare gli itinerari turistico-culturali. Aspetti teorici e operativi”, RIVISTA DI STUDI MANAGERIALI, pp. 63-74. **ARTICLE**
- 2021 Montella M.M., “Le attività produttive per la conoscenza esperienziale del territorio. Suggerimenti di itinerari tematici per l’Umbria”, RIVISTA DI STUDI MANAGERIALI, vol. 2, pp. 52-62. **ARTICLE**
- 2021 Cerquetti M., Montella M.M., “Meeting Sustainable Development Goals (SDGs) in museum evaluation systems. The case of the Italian National Museum System (NMS)”, SINERGIE, vol. 39, pp.125-147, doi: 10.7433/s114.2021.08. **ARTICLE**
- 2020 Cerquetti M., Montella M.M., “Musei di fabbricerie e musei ecclesiastici per il territorio e le comunità locali: due casi di studio” in B. Sibilio e Maticena A. (a cura di), I musei ecclesiastici. Proposte di valorizzazione, Franco Angeli, Milano, pp. 147-172, ISBN: 978-88-351-0872-6. **BOOK'S CHAPTER**
- 2020 Pinna A., Montella M.M., “Regione Umbria e AIPAI per la fruizione del patrimonio documentario”, in G.L. Fontana (a cura di), Stati Generali del Patrimonio Industriale 2018, Marsilio Editori, Venezia, cod. identificativo contributo 7.9, ISBN: 978-88-2970-628-0. **BOOK'S CHAPTER**
- 2020 Montella M.M., Silvestrelli P., “Heritage and relationship marketing per le imprese agroalimentari italiane”, MICRO & MACRO MARKETING, vol. 1, pp. 71-92, doi: 10.1431/96399. **ARTICLE**
- 2018 Saviano M., Sciarrelli F., Montella M.M., Di Nauta P., “Managing protected areas as cultural landscapes: the case of the Alta Murgia National Park in Italy”, LAND USE POLICY, vol. 76, p. 290-299, ISSN: 0264-8377, doi: doi.org/10.1016/j.landusepol.2018.03.052. **ARTICLE**
- Saviano M., Di Nauta P., Montella M.M., Sciarrelli F., “The Cultural Value of Protected Areas as Models of Sustainable Development”, SUSTAINABILITY, vol. 10, p. 1-19, ISSN: 2071-1050, doi: 10.3390/su10051567. **ARTICLE**
- 2018 Montella M.M., *I Musei d’impresa. Heritage e total relationship marketing*, Editrice Minerva Bancaria, Roma, ISBN 978-88-98854-30-1. **BOOK**
- 2017 Montella M.M., Pinna A., *Il patrimonio archeologico industriale in Umbria*, Regione Umbria, Perugia, ISBN 978-88-96277-30-0. **BOOK**

Quattrociocchi B., Montella M.M., "Innovazioni imprenditoriali per lo sviluppo dei territori. Gli alberghi diffusi e il caso dell'Umbria", *ESPERIENZE D'IMPRESA*, vol. 25, pp. 53-71, ISSN: 1971-5293; doi: 10.3280/EI2017-001003. **ARTICLE**

Simone C., La Sala A., Montella M.M., "The rise of p2p ecosystem: a service logics amplifier for value co-creation", *TOTAL QUALITY MANAGEMENT JOURNAL*, Vol. 29, p. 863-880, ISSN 1754-2371, doi: 10.1108/TQM-04-2017-0047. **ARTICLE**

Saviano M., Montella M.M., "Enhancement and Sustainability in Cultural Heritage Management. The Contribution of a Systems Perspective", in M. Cerquetti (Ed.), *Bridging theories, strategies and practices in valuing cultural heritage*, EUM, Macerata, pp. 149-178, ISBN: 978-88-6056-530-3. **BOOK'S CHAPTER**

Montella M.M., "Wine Tourism and Sustainability: A Review", *SUSTAINABILITY*, Vol. 9, pp. 1-11, ISSN 2071-1050, doi:10.3390/su9010113. **ARTICLE**

2016 Montella M.M., "Musei d'impresa" in M. Montella, (a cura di), *Economia e gestione dell'eredità culturale. Dizionario metodico essenziale*, Alphen aan den Rijn – Milano, Wolters Kluwer- CEDAM, Padova, pp. 80-85, ISBN: 9788813353001. **BOOK'S CHAPTER**

Montella M.M., Cerquetti M., "Il ruolo dei musei aziendali nel marketing del *made in Italy*: tipologie e posizionamento strategico", in V. Marino e M.R. Napolitano (a cura di), *Cultural heritage e made in Italy*, Editoriale Scientifica, Napoli, pp. 407-437, ISBN 978-88-6342-856-8. **BOOK'S CHAPTER**

2015 Cerquetti M., Montella M.M., "Museum networks and sustainable tourism management. The case study of Marche region's museums (Italy)", *ENLIGHTENING TOURISM. A PATHMAKING JOURNAL*, Vol. 5 (1), pp. 100-125, ISSN: 2174-548X. **ARTICLE**

2014 Montella M.M.), "The enhancement of place's specific heritage. Place marketing and corporate museums", *ECONOMIA AZIENDALE ONLINE*, Vol. 5 (4), pp. 239-251, ISSN: 2038-5498; doi: 10.4485/ea203-5498.005.0021. **ARTICLE**

Quattrociocchi B., Montella M.M., "Widespread Hotel. An innovative made in Italy model for cultural tourism and local sustainable development. The Umbria's case", *CHINESE BUSINESS REVIEW*, Vol. 13 (7), pp. 450-465, ISSN: 1537-1506. **ARTICLE**

Montella M.M., "Struttura reticolare e gestione sistemica per i musei italiani", IL CAPITALE CULTURALE, Vol. 10, pp. 633-657, ISSN: 2039-2362; doi: 10.13138/2039-2362/810. **ARTICLE**

Cerquetti M., Montella M.M., Santini C., "Territorio, patrimonio culturale e produzioni tipiche: verso strategie di marketing intersettoriale. Il caso della regione Marche", in Atti del XI Convegno della Società Italiana di Marketing "*Food marketing: mercati, filiere, sostenibilità e strategie di marca*", Modena, 18-19 settembre 2014; Roma, Pringo; pp. 1 – 6, ISBN: 9788890766220. **PROCEEDINGS**

Montella M.M., "Nuovi strumenti di internal marketing e knowledge management: i musei d'impresa", SVILUPPO & ORGANIZZAZIONE, Vol. 260, pp. 66-74, ISSN: 0391-7045. **ARTICLE**

2013

Quattrocioni B., Montella M.M., "L'albergo diffuso: un'innovazione imprenditoriale per lo sviluppo sostenibile del turismo", in Atti del XXV Convegno annuale di Sinergie "*L'innovazione per la competitività delle imprese*", Ancona, 24-25 Settembre 2013, pp. 113-130, ISBN 978-88-907394-3-9; doi: 10.7433/SRECP.2013.08. **PROCEEDINGS**

Paniccia P., Silvestrelli P., Valeri M., Montella M.M., Rozera C., "Innovare nell'ottica della sostenibilità. L'esempio dell'"albergo diffuso": un progetto di valorizzazione per il territorio", in M. Franch, U. Martini (a cura di), *Management per la sostenibilità dello sviluppo turistico e la competitività delle destinazioni*, Il Mulino, Bologna, pp. 273-324, ISBN: 978-88-15-24758-2. **BOOK'S CHAPTER**

2012

Quattrocioni B., Faggioni F., Montella M.M., "Protection, preservation and enhancement, three main aspects of the Italian cultural heritage", in Morvillo A. (a cura di), *Advances in Tourism Studies. In memory of Clara Stefania Petrillo*, McGraw Hill, New York, pp. 381-407, ISBN 978-88-386-7335-1. **BOOK'S CHAPTER**

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