

Activity summary of CIAS research fellow in Budapest

Grant category: junior senior

Name: Moreno Frau

Home institute (name, position, country): I was a research fellow at Università Degli Studi di Cagliari (Italy) until November 2019. Now, I'm the R&D manager at GFG Srl (Italy).

Academic Year / Semester: 2020/2021

Duration: 10

Project title:

Digital transformation: exploring the role of digital data for food new product development (Project acronym: FooDization.)

Project description*:

Firms cannot avoid digital transformation and nothing could be more important for them than exploit the digital data created by new technologies. Yet we still lack a clear understanding of how firms are transformed by digital technologies. Digital transformation is the transition from the physical to digital. It is the changes related to digital technology application into all aspects of human activities, food processing included.

Achieved result(s)*:

Awards:

- The international prize in the memory of Giorgio Rota (8th edition specialized in digital transformation research);
- Invited presenter of the Giorgio Rota Conference 2020 "DIGITAL TRANSFORMATION: ANALYSIS OF ECONOMIC IMPACT AND POTENTIAL" in which I presented the paper "Digital Transformation behaviors in the agri-food context: an exploratory analysis";
- The awarded paper was published: **Frau, M.** (2020). Digital Transformation behaviors in the agri-food context: an exploratory analysis. *Quaderni del Premio Giorgio Rota*. ISBN 978-88-941152-9-1

Published papers:

Frau, M., Moi, L., & Cabiddu, F. (2020). Outside-in, inside-out, and blended marketing strategy approach: a longitudinal case study. Vol. 12, No. 3, pp 1-13;

Papers under review:

- **Frau, M.,** Moi, L., & Pintori M (2021). Towards the development of sustainable tourism: the accessibility of websites for people with disability. In the second round of review, *Micro&Macro Marketing* [accepted - expected publication July 2021];

- **Frau, M.**, Moi, L., & Cabiddu F. Digital transformation through the lens of digital data: an exploratory analysis in the agri-food sector, *Journal of Small Business Strategy*. [under the first round of review];
- **Frau, M.**, Frigau, L., Przemysław, T., Cabiddu, F & Mola, F. How emotions impact the value formation process during problematic social media interactions, *Asia Pacific Journal of Management*.

Conference proceedings:

- **Frau, M.**, & Keszey, T., (2020). Agri-food firm's digital transformation behaviors: a multiple case study. European Marketing Academy Conference EMAC, Budapest, Hungary, May 27-29, 2020;
- Traboulsi, C., Moi, L., **Frau, M.**, & Cabiddu, F. (2020). Mindful behavior in hybrid organizations and its impact on value formation. The 80th Annual Meeting of the Academy of Management, 7-11 August, virtual meeting. DOI:10.5465/AMBPP.2020.20144abstract;
- **Frau, M.**, Cabiddu, F.& Lombardo, S. (2021), Value co-destruction, when service collaboration goes wrong. European Marketing Academy Conference EMAC, Madrid, Spain, May 25-28, 2021;

Conference papers under review:

- **Frau, M.**, Przemysław, T., Frigau, L., (2021) The role of positive and negative emotions in the value formation process: an analysis of problematic social interactions in the social media context. European Marketing Academy Conference EMAC regional conference, Warsaw, Poland, September 22-24, 2021;

Papers in progress:

- Traboulsi, C., **Frau, M.**, Moi, L., & Cabiddu, F. (within 2021). The role of mindful behavior in the value formation process: a hybrid organization case study. *Nonprofit and Voluntary Sector Quarterly*;
- **Frau, M.**, Moi, L., Keszely T., & Cabiddu, F. (within September 2021). Exploring the links between interactive value formation and cleaner food production: the Spirulina microalgae supply chain. *Journal of Cleaner Production* [Special Issue on Marketing Innovations and Sustainable Development for the Future Ecosystem];
- **Frau, M.**, Moi, L., Keszely T., & Cabiddu, F. (within October 2021). Exploring the links between digitalization and sustainable food production: the agile and lean approaches. *Technological Forecasting and Social Change* [Call for Papers: Technologies and digital transformation for sustainability in agribusiness];

Connected publications*

1.

Title: Digital transformation through the lens of digital data: an exploratory analysis in the agri-food sector

Date:

Journal: Journal of Small Business Strategy

Journal category (if applicable): Q1 Q2 Q3

Status: accepted/published in progress planned

2.

Title: How emotions impact the value formation process during problematic social media interactions.

Date: 30/04/2021

Journal: Asia Pacific Journal of Management.

Journal category (if applicable): Q1 Q2 Q3

Status: accepted/published in progress planned

Professional partnerships*

1.

Name: Professor Tamara Keszely

Institution: Marketing Management Department, Corvinus University of Budapest

Field of research: Marketing

Future plans for joined research: We will put in place the FooDization research project.

2.

Names: Professor Francesca Cabiddu and Ph.D. Ludovica Moi

Institution: University of Cagliari (Italy)

Field of research: Marketing

Future plans for joined research: Together with Professors Tamara Keszely, Francesca Cabiddu, and Ph.D. Ludovica Moi, we are writing 2 papers. The first one, we would like to submit to the Journal of Cleaner Production for a special issue. The second paper, we would like to submit to Technological Forecasting and Social Change for the call for papers;

3.

Name: Assistant Professor Przemysław Tomczyk

Institution: Department of Marketing, Kozminski University (Poland).

Field of research: Marketing

Future plans for joined research: we wrote a paper on the role of emotions in the value formation process during problematic social media interactions. We submitted the paper to the Asia Pacific Journal of Management.

4.

Names: Professor Hans van Trijp and Prof Paul Ingenbleek.

Institution: Wageningen University & Research, Marketing, and Consumer Behaviour Group.

Field of research: Consumer Behaviour.

Future plans for joined research: Scientific partners of FooDization. Professor Tamara Keszely and I are going to write a paper with Professor Hans van Trijp and Prof Paul Ingenbleek in 2022

Additional activities* (public lectures, presentations, professional meetings, media connections, etc.):

- Based on FooDization, together with Professor Tamara Keszely, we improved and submitted a Marie Curie research proposal for the Marie Curie Individual Fellowship selection. FooDization was accepted in February 2021. Starting from June 2021, I will be a Marie Curie Individual Fellow at Corvinus University of Budapest for the next 2 years.
- Because of the Marie Curie Individual Fellowship, I was interviewed by several Hungarian and Italian newspapers and a local (Sardinian) TV.

Future plans, planned return (if any):

- I plan to return to Hungary later
- I plan to maintain my professional contacts via e-mail
- Any other comment:

*Please give us a properly detailed summary.

Date: 04/05/2021

Signature:

