



## Dr. Frau Moreno

### Qualifications, scientific degrees

#### Higher education qualifications

- 2014 - 2017  
Università degli studi di Cagliari – Department of Economics and Business (Italy), PhD in Economic and Business Sciences (with honours) (PhD/DLA képzés)
- 2012 - 2013  
Catholic University of Piacenza (Italy ), Postgraduate Specialisation in Manager of Territorial Tourism Development and Management of Tourism Businesses (MSc/MA)
- 2009 - 2011  
Università degli studi di Cagliari – Department of Economics and Business (Italy), Master's Degree in Managerial Economics (score 110 out of 110) (MSc/MA)
- 2005 - 2009  
Università degli studi di Cagliari – Department of Economics and Business (Italy), Bachelor's Degree in Economics and Business Management (score 100 out of 110) (BSc/BA)

### Career

#### Workplaces

- 2023 -  
Corvinus University of Budapest – Institute of Marketing, Department of Marketing Management, Associate Professor
- 2021 - 2023  
Corvinus University of Budapest – Institute of Marketing, Department of Marketing Management, Marie Curie Research Fellow
- 2019 - 2021  
Corvinus University of Budapest – Corvinus Institute for Advanced Studies (Hungary), Junior Research Fellow
- 2017 - 2019  
Università degli studi di Cagliari – Department of Economics and Business (Italy), Research Fellow

### Language skills

Language	Speaking	Writing	Reading	Media appearance
Italian	Native	Native	Native	

# Colleague CV: Dr. Frau Moreno

<b>English</b>	Advanced	Advanced	Advanced	
<b>Spanish</b>	Intermediate	Intermediate	Intermediate	
<b>Hungarian</b>	Basic	Basic	Basic	

## Publications

- Liyanaarachchi, G., Kurtaliqui, F., Viglia, G., & Frau, M. (2026). The virtue-value spectrum: Managing ethical and pragmatic tensions in virtual reality retail for consumer wellbeing. *Journal of Business Research*, 203, 115810.
- Dabija, D. C., & Frau, M. (2024). Leveraging artificial intelligence in marketing: Trend or the new normal?. *Oeconomia Copernicana*, 15(4), 1173-1181.
- Molnár, L., Keszey, T., & Frau, M. (2024). Developing a deeper understanding of actionable customer feedback: A systematic literature review. *Society and Economy*.
- Omidvar, M., Ghasemi, V., & Frau, M. (2024). Exploring the impact of environmental dimension in corporate social responsibility on restaurants' customer retention. *British Food Journal*, 126(12), 4375-4395.
- [Frau, M., & Keszey, T. \(2024\). Seeding innovation: the role of internal and external digital data in agri-food product innovation. \*British Food Journal\*, 126\(13\), 286-302.](#)
- [Royo-Vela, M., Frau, M., & Ferrer, A. \(2024\). The role of value co-creation in building trust and reputation in the digital banking era. \*Cogent Business & Management\*, 11\(1\), 2375405.](#)
- [Frau, M., Cabiddu, F., Frigau, L., Przemysław, T. & Mola, F. \(2023\) How emotions impact the value formation process during problematic social media interactions. \*Journal of Research in Interactive Marketing\*.](#)
- [Frau, M. & Keszey, T. \(2023\). Agri-food firms' attitude toward digital data exploitation in the product development. \*Marketing & Menedzsment\*.](#)
- [Frau, M., Moi, L., Cabiddu F. & Keszey, T. \(2022\). Time to clean up food production? Digital technologies, nature-driven agility, and the role of managers and customers. \*Journal of Cleaner Production\*.](#)
- [Frau, M., Moi, L., & Cabiddu F. \(2022\). Digital transformation through the lens of digital data: an exploratory analysis in the agri-food sector. \*Journal of Small Business Strategy\*.](#)
- [Frau, M., Moi, L., & Cabiddu, F. \(2020\). Outside-in, Inside-out, and Blended Marketing Strategy Approach: A Longitudinal Case Study. \*International Journal of Marketing Studies\*, Vol. 12\(3\).](#)
- [Cabiddu, F., Frau, M. & Lombardo, S. \(2019\). "Toxic collaborations. Co-destroying value in the B2B context". \*Journal of Service Research\*, Vol. 22\(3\) 241-255.](#)