Colleague CV: Dr. Frau Moreno



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	

English	Advanced	Advanced	Advanced	
Spanish	Intermediate	Intermediate	Intermediate	
Hungarian	Basic	Basic	Basic	

Publications

- Liyanaarachchi, G., Kurtaliqi, 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.