

## **1. Curriculum Vitae:**

Prof. John Peters je rođen 25. juna 1957 u Leedsu, Engleska. Izdavačkim poslovima se bavi već duži vremenski period. Osnivač je i direktor izdavačkih kuća a trenutno obavlja dužnost direktora dvije vrlo poznate izdavačke kuće u Engleskoj i to: GSE Research Limited i Greenleaf Publishing Limited. Bavio se konsultativnim poslovima i predavao je na više univerziteta i to na: Univerzitet Suffolk, Ipswich, Engleska, Glasgow School of Business i Huddersfield University business school. Govori, pored maternjeg engleskog jezika, još i talijanski jezik.

### **1.2. Obrazovanje**

1982-1983     Master of Business Administration, (MBA) University of Bradford, Engleska.

1976-1979     Diploma iz engleskog jezika i književnosti, University of Manchester.

### **1.3 Profesionalna karijera**

2012 – date:   Gostujući predavač, Huddersfield University Business School, Huddersfield, West Yorkshire, England

2012 – date:   Gostujući predavač, Glasgow School for Business and Society, Glasgow Caledonian University, Scotland

2011 – date:   Gostujući predavač, University Campus Suffolk, Ipswich England

2007 – 2010:   Član savjetničkog odbora, International Business School Kochi, Kerala, India

2002 – 2007:   Član savjetničkog odbora, Hamdan bin Mohammed e-University, Dubai, UAE)

2002 – 2009   Gostujući predavač, Bradford University School of Management

2001 – 2003   Gostujući predavač, University of North London

1984 – 1999   Gostujući član fakulteta, International Management Centres, (IMC), England,

1993 – 1997,   Gostujući predavač and Voditelj modula, City University Business School, London

1994 – 1996,   Gostujući predavač and Voditelj modula, South Bank University, London Faculty of Business, Quality Management.

2006,           Gostujući predavač, Brunel University, London

2002	Gostujući predavač, Wetherhead School of Management, Case Western Reserve University, Cleveland, Ohio, USA, MBA programme
2001	Gostujući predavač, CERAM, Sophia Antipolis, France, knowledge management study week, EUDOCMA programme
1997	Gostujući poslovni član u Banff Centre for Management, Alberta, Canada
1991	Gostujući predavač, marketing and strategy, University of Sydney Graduate School of Management Executive MBA.

## **2. Stručni i naučni rad**

### **2.1. Objavljeni naučni radovi**

1. IZZO F., BONETTI E., MASIELLO B. (2012) *The Strong Ties of Cultural Organisations Event Networks and Local Development in a Tale of three Festivals*, in “Event Management”, vol. 16, n. 3.
2. BONETTI E., SIMONI M. (2012) *Designing destination offering. Different approaches in leisure and business tourism*, in Morvillo A. (ed.) “Advances in tourism studies”, McGraw-Hill, Milano.
3. ZEITHAML V.A., BITNER M.J., GREMLER D.D., BONETTI E., (2012) *Marketing dei servizi* (Services Marketing), McGraw-Hill, Milano.
4. BONETTI E. (a cura di) (2012), *Casi di marketing. Vol. 8* (Marketing cases, vol.8), Franco Angeli, Milano.
5. BONETTI E., MASIELLO B. (2011), *Marketing strategies and tools to attract R&D foreign direct investment in high-tech clusters*, in “Journal of Euromarketing”, n. 20.
6. BONETTI E. (2011), *Capacità relazionali e competenze tecnologiche come veicolo per l'innovazione continua: il caso Jaked* (Relationship abilities and technological competences as drivers for continuous innovation, in Izzo F. (a cura di) “Reti per l'innovazione” (Networks for innovation), McGraw-Hill, Milano.
7. BONETTI E., ESPOSITO DE FALCO S., SIMONI M. (2011), *Dotazione strutturale e processi di internazionalizzazione delle imprese del Tessile-Abbigliamento campano* (Structural endowment and internalization processes for clothing firm in Campania Region), in “Sinergie - Rapporti di Ricerca”, n. 32, “Il Tessile-Abbigliamento Campano tra Internazionalizzazione e Tradizione” (Clothing industry in Campania among internationalization and tradition).
8. CERCOLA R., BONETTI E. (2011), *Le imprese del Tessile-Abbigliamento campano: presupposti per una classificazione in chiave di marketing* (Strategic groups in the fashion

industry in Campania Region, Italy), in “Sinergie - Rapporti di Ricerca”, n. 32, “Il Tessile-Abbigliamento Campano tra Internazionalizzazione e Tradizione” (Clothing industry in Campania among internationalization and tradition).

9. CERCOLA R., BONETTI E., IZZO F. (2010), *Eventi e strategie di marketing territoriale. I network, gli attori e le dinamiche relazionali* (Events and territorial marketing strategies. Networks, players and relationships dynamics), Franco Angeli, Milano.
10. BONETTI E., MASIELLO B. (2010), *Key success factors in place branding. Lessons from a joint analysis of location brands, tourism destination brands and place of origin brands*, proceedings of VI International Conference “Thought Leaders in Brand Management”, Università della Svizzera Italiana, Lugano.
11. CHERUBINI S., BONETTI E., IASEVOLI G., RESCINITI R. (2009), *Il valore degli eventi* (Event value), Franco Angeli, Milano.
12. CERCOLA R., BONETTI E., SIMONI M. (2009), *Marketing e strategie territoriali* (Territorial marketing and strategy), Egea, Milano.
13. BONETTI E. (2008), *La dimensione di prodotto dell’offerta turistico-culturale* (The product in cultural-tourism offering), in Golinelli C.M., “La valorizzazione del patrimonio culturale. Verso la definizione di un modello di governance. Cultura, impresa e territorio” (Cultural heritage valorization. Towards the definition of a governance model), Giuffrè, Milano.
14. BONETTI E., PETRILLO C.S., SIMONI M. (2008), *I piani di analisi dei percorsi di sviluppo turistico di un’area* (The analysis of territorial tourism development paths), in Morvillo A., Petrillo C.S., (a cura di) “Sviluppo del territorio: identità e integrazione” (Territorial development: identity and integration), Guida, Napoli.
15. ZEITHAML V.A., BITNER M.J., GREMLER D.D. (2007), *Marketing dei servizi* (Services marketing), editor of italian edition, McGraw-Hill, Milano.
16. BONETTI E., PETRILLO C.S., SIMONI M. (2006), *Tourism system dynamics: a multi-level destination approach*, in Lazeretti L., Petrillo C.S., (eds.) “Tourism Local Systems and Networking”, series “Advances in Tourism Management”, Elsevier, Oxford.
17. PASTORE A., BONETTI E. (2006), *Il brand management del territorio* (Place brand management), in “Sinergie - Rapporti di Ricerca”, n. 23, “Nuove tecnologie e modelli di e-business per le piccole e medie imprese nel campo dell’ICT”, vol. II “Le marche collettive per il territorio ed i cluster di imprese. Modelli, casi e strategie di sviluppo competitivo” (Collective brands and places. Models, cases and competitive development strategies).
18. BONETTI E., SIMONI M. (2006), *Il caso Emilia-Romagna* (The case of Emilia-Romagna Region), in “Sinergie - Rapporti di Ricerca”, n. 23, “Nuove tecnologie e modelli di e-business per le piccole e medie imprese nel campo dell’ICT”, vol. II “Le marche collettive per il territorio ed i cluster di imprese. Modelli, casi e strategie di sviluppo competitivo” (Collective brands and places. Models, cases and competitive development strategies).
19. BONETTI E., SIMONI M. (2005), *L’integrazione tra marketing turistico e marketing territoriale come leva per lo sviluppo economico dei sistemi d’area* (Integration between tourism marketing and territorial marketing as a tool for economic development), in “Sinergie”, n. 66, Gennaio-Aprile.

20. BONETTI E. (2004), *Consumatore e servizi. Un modello di marketing a rete* (Consumer and services. A network marketing model), Cedam, Padova.
21. BONETTI E., SIMONI M. (2004), *Network creation paths: the role of sport, cultural and tourist events as triggering factors*, in Swarbrooke J., Petrillo C.S. (eds.), "Proceedings of the 12<sup>th</sup> Atlas International Conference, "Networking & Partnerships in Destination Development & Management", Irat-Cnr, Albano, Napoli.
22. BONETTI E. (2004), *The effectiveness of meta-brands in the typical product industry: mozzarella cheese*, in "British Food Journal", Vol. 106, n. 10/11.
23. BONETTI E. (2004), *Il marketing che fa volontariato- Il Cause Related marketing: un punto d'incontro tra etica e business?* (Cause related marketing: a meeting point between ethics and business?), in "New Marketing", n. 9.
24. ZEITHAML V.A., BITNER M.J. (2002), *Il marketing dei servizi* (Services marketing), editor of italian edition, McGraw-Hill, Milano.
25. BONETTI E. (2001), *Il ruolo delle nuove tecnologie nei processi di marketing territoriale* (New technologies in territorial marketing process), in Pugliese C. (ed) "Governo del territorio e sviluppo turistico: innovazioni manageriali, aspetti giuridici ed economici" (Territorial governance and tourism development: managerial innovation, economical and legal aspects), Quaderni IRAT-CNR, Napoli.
26. CERCOLA R., BONETTI E. (1999), *Il cambiamento nella produzione dei servizi* (Change management in service operations), Etaslibri, Milano.
27. BONETTI E. (1998), *Strategie di marketing per le banche nel settore del credito al consumo* (Banks marketing strategies in consumer credit industry), in quaderni della Fondazione Tercas-Crei, Cassa di Risparmio di Teramo.
28. CERCOLA R., BONETTI E. (1997), *La customer satisfaction degli artigiani rispetto ai servizi bancari e assicurativi in Campania* (Customer satisfaction of retail banking services and insurance services), in Quaderni di Ricerca Ires Campania, n. 1.
29. BONETTI E., FURNARI G. (1996), *La gestione del cambiamento guidata dal cliente* (Customer driven change management), in "Sinergie", n. 40, maggio-agosto.
30. BONETTI E. (1996), *Lancio di nuovi prodotti* (New products launch), in Mele R., Parente R., Pellicano M., "Esercizi e casi di economia e gestione delle imprese" (Exercises and cases in general management), Cedam, Padova.
31. BONETTI E., (1996) *Customer partners of the insurance enterprise*, in Cercola R., Coletti M., "The customer driven company - Actors, procedures and strategies for the management to changes", Merlin Books, Londra.
32. BONETTI E. (1996), *Los clientes socios de las entidades aseguradoras*, in Cercola R., Coletti M., "La empresa que asegura a sus clientes", Editorial Mapfre, Madrid.
33. BONETTI E. (1995), *I clienti partner delle imprese assicurative*, in Cercola R., Coletti M., "L'impresa che assicura il cliente - Attori, processi e strategie per la gestione del cambiamento", Etas, Milano.

34. BONETTI E. (1995), *Il marketing mix: il prodotto* (Marketing mix: the product), in Cercola R., "Marketing", Tutor, Etas, Milano.
35. BONETTI E. (1995), *Il mercato dei fiori e delle piante* (Flowers and plants industry), in "Mark Up", n. 7, aprile.

## 2.2 Predavanja i kursevi u ne- akademskim institucijama

Profesor Bonetti je predavao *Marketing, Marketing usluga, Marketing turizma, Business marketing*, na kursevima namjenjenih direktorima i menadžerima of maloprodaji (Standa, Rinascente), javnih poduzeća (INPS, ENEL, ACEA), osiguranja (Sara Assicurazioni, Lloyd Adriatico, FIRS), internet service (Kyneste).

- **LUISS Business School** – Rome. Lectures in Marketing and Service Marketing, Master in Marketing and Communication, Master in Marketing Management and in several courses aimed at managers and executives.
- **STOA'** (Istituto per la Direzione e Gestione di Impresa) - Ercolano (Naples, Italy). Lectures in Marketing, Master in Business Administration and in several courses aimed at managers and executives..
- **SDOA** (Scuola di Direzione e Organizzazione Aziendale) – Salerno, Italy. Lectures in Tourism marketing in courses aimed at enterpreneur in tourism industry.
- **ISTUD** (Istituto di Studi Direzionali) – Stresa, Italy. Lecture in Service Marketing, Master in Marketing Management.
- **SPEGEA** (Scuola di Perfezionamento in Gestione Aziendale) – Bari, Italy. Lecture in Service Marketing, Master in Management and Entrepreneurship.
- **I.C.E.** (Istituto per il Commercio Estero) – **CERISDI**. Lectures in Communication and Tourism Marketing in courses aimed at public sector executives.
- **I.F.A.** (Istituto per la Formazione professionale Assicurativa) – **Second University of Naples**. Lecture in Service Marketing, Master in Insurance Company Management.

## 2.3. Učešće u projektima( istraživačke aktivnosti)

2009-2012 *Evolution of fashion business in southern Italy. Evolutionary patterns and strategic groups*

2005-2007 *Event evaluation: a socio-economical, managerial and territorial perspective*, inter-university research co-funded by Italian Scientific Research Ministry.

2005 *Business models of tourism development agencies*, founded by Municipality of Naples.

2004 *Tourism marketing and place marketing: business models and managerial implications*.

2004 *Analysis of opportunities from a territorial marketing perspective*, funded by Municipality of Naples

2003-2004 *Policies to increases consumptions in Italy*, funded by INDICOD.

- 2003-2004 *New technologies and e-business models for SME in ICT industry*, inter-university research, co-funded by IBM.
- 2003 *Fair, exhibitions and congress industry: strategic paths and market trends. Perspectives for Naples*, funded by Mostra d'Oltremare (Naples exhibition centre).
- 2001-2002 *New technologies in tourism marketing processes*.
- 2000-2001 *Change management in service firms*.
- 1998-1999 *New perspectives for territorial marketing and tourism marketing*.
- 1997-1998 *Analysis of the evolution of hospitality products demand and supply in Italy. La dimensione del confronto competitivo*, inter-university research co-funded by Italian Scientific Research Ministry.
- 1996 *Revitalization of territories through new environmentally friendly tourism firm*, funded by Società per l'Imprenditorialità Giovanile and managed by WWF Italia.
- 1995-1996 *New strategic and organizational tools for service firms*.
- 1995 *The creation of a Tourism Offering Local System (SLOT)*, funded by Società per l'Imprenditorialità Giovanile, to support business creation in the Municipality of Salerno.
- 1995 *Analysis of tourism opportunities and present and potential target markets for Salerno*, funded by Municipality of Salerno.
- 1994-1995 *Main marketing changes in financial services industry*.
- 1994 *Customer satisfaction of retail banking services and insurance services*.
- 1993 *Behavioural pattern comparison among young train travellers in Europe*.

#### **2.4. Učešće na konferencijama**

- “*Strategic groups in the fashion industry in Campania Region, Italy*”, conference “*Clothing industry in Campania among internationalisation and innovation*”, University “*Parthenope*”, Naples, Italy.
- 2011 “*Combining top-down and bottom-up approach: the morphing characteristics of territorial governance*”, at XI European Academy of Management-EURAM – Management Culture in the 21st Century, Tallinn.
- 2011 “*Tourism as a resource*”, conference “*The role of tourism in territory development*”, Caserta (Italy) Chamber of Commerce.
- 2010 “*Key success factors in place branding. Lessons from a joint analysis of location brands, tourism destination brands and place of origin brands*”, VI International Conference “*Thought Leaders in Brand Management*”, Università della Svizzera Italiana, Lugano.
- 2010 “*Collaboration and competition in territorial development strategies*”, conference “*Social dialogue negotiation*”, University of Foggia, Italy.

- 2009 “*New kids in town. Cultural festival and the renewal of cities: the role of network orchestrator*”, IX European Academy of Management-EURAM – Reinassance and Renewal in Management Studies, Liverpool.
- 2008 “*The strong ties of cultural organisations. Event networks and local development in a tale of three festivals*”, II Workshop of Arts, Culture & Management in Europe - Which Governance for Non-Profit Arts and Cultural Organizations in Europe, Bordeaux Management School, Bordeaux.
- 2008 *Event evaluation as a territorial marketing tool*, conference “Event value. Compare and evaluate in a socio-economical and managerial perspective”, University LUMSA, Rome.
- 2005 “*Key success factors in tourism offerings creation*”, conference “Territory as a resource”, Municipality of Capua, Italy.
- 2004 “*Network creation paths: the role of sport, cultural and tourist events as triggering factors*”, conference “Networking & partnerships in destination development & management”, ATLAS –Association for Tourism and Leisure Education, IRAT-Istituto di Ricerche sulle Attività Terziarie del CNR, University “Parthenope”, Naples.
- 2001 “*Relationships between tourism and territorial marketing*”, conference “Complex systems management”, University “Federico II”, Naples.
- 2000 “*Service industry evolution and firms’strategies*”, conference “Effectiveness and efficiency in service operation”, University “Federico II”, Naples.

## 2.5 Akademske aktivnosti i članstva

- Član SIM (Società Italiana Marketing) – Društvo Talijanskog Marketinga
- Član naučnog komiteta na University Marketing Contest of Italian Marketing Society
- Član AIDEA (Accademia Italiana di Economia Aziendale) – Talijanska Akademija - Business Administration and Management
- 2012-today Član Naučnog komiteta, Katedra za Menadžement, University of Rome “La Sapienza”
- 2007-today Član Fakulteta, Doktorski program na “Preduzetništvu i Inovacijama”, Department of Management, Second University of Naples, Italy.
- 2006-today Član naučnog komiteta na master programu “Territory and Real Estate management”, School of Architecture and Department of Management, Second University of Naples, Italy

## 2.6. Ostali akademski kursevi i predavanja

- 2007-today **University “La Sapienza”, Rome**, Master in Marketing Management, professor of “Segmentation and positioning”.
- 2003-today **University “Federico II”, Naples**, Master in Service Management, professor of “Service Marketing”.
- 2006 **Second University of Naples**, Master in “Territory and Real Estate management”), professor of “Place marketing and tourism marketing”
- 2005 **Second University of Naples**, Master in “Planning, management and organization in health care”, School of Medicine and Department of Management, professor of “Service Management”.
- 2004 **Università of Macerata, Italy** – Master in Heritage management, professor of “Heritage marketing”
- 2003 **University “La Sapienza”, Rome**, Master in Marketing Management, professor of “Innovative marketing”
- 2001-02 **Second University of Naples and Intesa BCI (retail bank)**, Master Relationship Marketing in banks. Member of steering committee, professor of “Marketing”.
- 2001 **University of Molise**, Master in e-Business, professor of “Internet Marketing”.
- 1994 **University “Federico II”, Naples**, Master in Small Enterprises Management, professor of “Marketing”.