

# CECILIA BARTALONI

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## About me

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I have six years of experience in tertiary education, of which two were spent in Library Services and four in tourism marketing research. More recently, I have moved to Academic Governance, where I support the revision of academic papers and courses. My academic background includes a Bachelor's in Languages and Communication for Business and Tourism and a Master's in Business Management and Territorial Policy. I am skilled in project management, data analysis, and research.

## Skills

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- Advanced proficiency in Microsoft Office Suite (PowerPoint, Word, Excel, Outlook, and SharePoint)
- Survey questionnaire design (Qualtrics)
- Statistical analysis, use of RStudio and SMART-PLS
- Knowledge of Zotero referencing software and APA7 referencing style
- Knowledge of research databases Discover and Scopus
- Research planning and problem solving

## Experience

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### Academic Governance Support - IPU New Zealand

📅 October 2024 - now — 📍 Palmerston North, New Zealand

- Support the organisation of Academic Governance meetings.
- Draft minutes and reports.
- Plan and support the revision of existing academic programs.
- Collect feedback from internal and external stakeholders regarding our academic offer.

### Library Assistant - IPU New Zealand

📅 April 2024 - November 2024 — 📍 Palmerston North, New Zealand

- Provide information at the help desk.
- Streamline library operations by accurately labeling and organizing books
- Maintain a tidy and welcoming environment.
- Process book issues and returns using the library database Accessit.

### Library Client Services Assistant - Massey University

📅 April 2023 - now — 📍 Palmerston North, New Zealand

- Provide information at the help desk, at the phone, and using the CRM software LibAnswer.
- Efficiently shelve or retrieve books, contributing to the timely management of library resources.
- Collaborate with colleagues to design and set up library displays.
- Maintain an inviting and welcoming environment for visitors.
- Process book issues and returns using the library database Folio.

## **Research Fellow - University of Aosta Valley**

⌚ Jan 2019 - Jul 2019 –📍 Aosta, Italy

- Authored comprehensive research reports and detailed minutes
- Liased with the University of Savoie-Mont Blanc for the implementation of a conjoint research project.
- Prepared a strategy for the application of Mont Blanc to the World Heritage Lists.

## **Communication Intern - Permanent Secretariat of the Alpine Convention**

⌚ Feb 2018 - May 2018 –📍 Innsbruck, Austria

- Designed and created promotional content for the Young Academic Awards and *We are Alps* 2018.
- Translated and proofread texts from English to Italian and French.
- Oversaw the stock management of Alpine Convention's publications.

## **Data research analyst Intern - Covalence SA**

⌚ Mar 2016 - Jun 2016 –📍 Geneva, Switzerland

- Recorded information in French, English and Spanish in the Covalence SA database
- Coded qualitative data for the Covalence SA index in French, English and Spanish processing around 70 articles per day.

## **Education**

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### **Ph.D. in Management and Economics - Free University of Bozen-Bolzano**

⌚ Oct 2019 - Jan 2024 –📍 Bolzano, Italy

- Researched the impact of new technologies on customer experience in the hospitality industry.
- Managed 4,800 Euros of research funding.
- Attended Ph.D. seminars in consumer behavior and marketing strategy as a visiting scholar at the Florida State University from September to December 2023
- Published one academic article in a peer reviewed journal.
- Thesis: *Internet of Things as an Antecedent of Emotions and Memorable Experiences in the Hospitality Sector.*

### **M.A. in Business Management and Territorial Policy - University of Aosta Valley**

⌚ Oct 2016 - Dec 2018 –📍 Aosta, Italy

- Studied marketing communication, brand management, economics, and international business
- Thesis: *Airports and Tourism: Evidence on the Italian Case.*

### **B.A. in Languages and Communication for Business and Tourism - University of Aosta Valley**

⌚ Oct 2013 - Oct 2016 –📍 Aosta, Italy

- Studied English, French, Spanish, marketing, communication, and international business.
- Exchange student at the University of Savoie-Mont Blanc (France) from September 2014 - May 2015.
- Thesis: *Corporate Social Responsibility and Peace-building: Evidence from the Cocoa Supply Chain.*

## **Publications**

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- Are customers ready to be smart? designing smart hotel experiences Bartaloni, C., & Alderighi, M. (2024). *Tourism and hospitality management*, 30(2), 195-207.
- Bartaloni, C., Osti, L., & Hofacker, C. F. (2025). Unpacking the affective dimension of memorable hospitality experiences. *International Journal of Hospitality Management*, 127, 104083.

## **Conferences and seminars**

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- AIB conference 2022 (Panama City Beach, Florida, US ), Are customers ready to be smart? designing smart hotel experiences - Oral presentaiton at Doctoral Colloquim
- CAUTHE 2022 Huynh, M. T., Bartaloni, C., & Aichner, T. (2022). Cognitive and emotional dimensions of tourism experiences in heritage sites: Evidence from Sicily. In CAUTHE 2022 Conference Online: Shaping the Next Normal in Tourism, Hospitality and Events: Handbook of Abstracts of the 32nd Annual Conference. Council for Australasian University Tourism and Hospitality Education (CAUTHE). Oral presentation
- Enter 2021 Internet of Things and memorable experiences in the hotel industry - Oral presentation at Ph.D. Workshop
- Il Marketing per una società migliore: XVII SIM Conference IoT and memorable experiences in the hotel industry. Oral presentation

## **Clubs and volunteering**

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- Member of Toastmaster International since April 2023.
- Volunteer at the Palmerston North Clothing Swap Shop for Plunket from December 2023 to April 2024.

## **Training and certificates**

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- Certificate of French language proficiency Diplôme approfondi de langue française (DALF), 2012.
- IELTS Academic, bandscore 7.5 (C1).