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After a Ph.D from Ca' Foscari University and SPRU University of Sussex (UK) develop research in the area of strategic management and marketing decision making in Tourism and Cultural Industries. He publishes several research on marketing of museums, theaters and SME in the tourism sector. The present lines of research refer to religious tourism, the extreme consumer behavior (e.g. Ironman, adventurous tourists, tattooed). He served as director of the Department of Economics and Statistics of Udine University from 2007 to 2015.