

# DAVIDE GIRARDELLI, Ph.D.

## EDUCATION

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- 2000 – 2006 University of Kentucky, Lexington, KY (USA).  
Ph.D. in Communication (organization communication).  
Ph.D. Dissertation: “A model of high performance suggestion systems.”
- 2003 – 2004 University of Kentucky, Lexington, KY (USA).  
Certificate in Lean Manufacturing (Toyota Production System).
- 1999 – 2000 Ateneo Impresa, Roma (Italy).  
Master in European Public Relations.
- 1992 – 1998 Università degli Studi di Padova, Padova, PD (Italy).  
Laurea in Lettere Moderne – Linguistics.  
Thesis: “Gli indici di leggibilità: teorie, metodi e applicazioni.”

## TEACHING EXPERIENCE

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- 2017 – present. Senior lecturer. Professional communication. RMIT Vietnam (Vietnam/Australia).
- 2011 – present. Contract lecturer. Communication Skills and Leadership. Free University of Bozen (Italy).
- 2010 – present. Contract lecturer. Social and Institutional Communication - Project Cycle Management. Free University of Bozen (Italy).
- 2013 – 2017. Assistant Professor. Communication. Wenzhou-Kean University (China/US).
- 2011 – 2013. Teaching assistant. Introduction to Academic Writing. Free University of Bozen (Italy).
- 2011 – 2013. Teaching assistant. Communication Skills and Leadership. Free University of Bozen (Italy).
- 2010 – 2012. Teaching assistant. Communication Skills and Strategy. Free University of Bozen (Italy).
- 2009 – 2010. Lecturer. Communication Skills and Strategy. Free University of Bozen (Italy).
- 2000 – 2001. Teaching assistant. COM 101: Introduction to Communications. University of Kentucky, Lexington, KY (USA).

## COURSES TAUGHT

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- COMM3660 Introduction to Public Relations [public relations]
- COMM3590 Business and Professional Communication [business communication]
- COMM2698 Contemporary PR Research [module on social media research methods]
- COMM2696 Features and Storytelling [journalism/creative writing]
- COMM2379 Mass Media in Asia [mass media theory]
- COMM2374 Foundations of Public Relations [public relations]
- COMM1402 Speech Communication as Critical Citizenship [public speaking]
- GE1000 Transition to Kean [general education]
- Social and Institutional Communication - Project Cycle Management [public relations/business communication]
- Communication Skills and Strategy [public speaking]
- Communication Skills and Leadership [public speaking/leadership skills]

## PEER-REVIEWED PUBLICATIONS

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- Girardelli, D., Patel, V. K., & Martin-Shannon, J. (2017). “Crossing the Rubicon”: Understanding Chinese EFL students’ volitional process underlying in-class participation with the Theory of Planned Behavior. *Educational Research and Evaluation*, 23(3-4), 119–137. doi: 10.1080/13803611.2017.1398668
- Girardelli, D. (2017). Impromptu speech gamification for ESL/EFL students. *Communication Teacher*, 31(3), 159–161. doi: 10.1080/17404622.2017.1314522
- Girardelli, D. (2016). Review of the book *The Italian American table: Food, family, and community in New York City*, by S. Cinotto. *The Journal of Modern Italian Studies*, 21(1), 159–161. doi: 10.1080/1354571X.2016.1112075
- Girardelli, D., & Patel, V. (2016). The theory of planned behavior and Chinese EFL students’ in-class participation. *Journal of Language Teaching and Research*, 7(1), 31–41. doi: 10.17507/jltr.0701.04
- Girardelli, D. (2014). Modelling employees’ suggestion-making behaviour. *International Journal of Management and Business*, 5(1), 13–35.
- Girardelli, D. (2004). Commodified identities: The myth of the Italian Food in the U.S. *Journal of Communication Inquiry*, 28(4), 307–324. doi: 10.1177/0196859904267337

## **PEER-REVIEWED CONFERENCE PROCEEDINGS**

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- Girardelli, D., Barroero, P., & Gu, T. (2016). Gamifying impromptu speech for ESL/EFL students. *Proceedings of the 2nd International Conference on Higher Education Advances (HEAd'16), Valencia, Spain* (pp.18–25). doi: 10.4995/HEAd16.2016.2431
- Girardelli, D., Patel, V., & Zhou, X. (2015). Explaining ESL Chinese students' in-class participation using the theory of planned behavior: An exploratory study. *The Asian Conference on Language Learning 2015, Kobe, Japan. Official Conference Proceedings* (pp. 237–253). Nagoya, Japan: The International Academic Forum (IAFOR).
- Girardelli, D. (2010). Modelling employees' suggestion-making behaviour. *Proceedings of the 8th International Academy Of Management And Business 2010 Conference, Madrid, Spain*.
- Girardelli, D. (2002). "Just like Independence Day!" Intertextuality as hegemony: A postmodern reading of the September 11th tragedy. *Proceedings of the 2002 Hawaii International Conference on Social Sciences, Honolulu, HI (USA)*. Also available online: <http://old.disinfo.com/archive/pages/article/id2296/pg1/index.html>

## **CONFERENCE PRESENTATIONS-PEER-REVIEWED PAPERS**

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- Girardelli, D., & Patel, V. (2017). The role of face-saving, communication anxiety, and self-efficacy in Chinese EFL students' in-class participation. 12th Annual International Conference of the China Association for Intercultural Communication (CAFIC), Ningbo (China).
- Girardelli, D., Chiang, Y-N., Gu, T., & Zhou, X. (2017). Chinese EFL Students' in-class participation: A belief elicitation study using the Theory of Planned Behavior. 2017 International Communication Association Annual Conference, San Diego (USA) [poster presentation]
- Girardelli, D., Patel, V., Zhou, X., & Gu, T. (2016). The role of face-saving and communication anxiety in Chinese EFL students' in-class participation: An extension of the theory of planned behavior. 2016 International Communication Association Annual Conference, Fukuoka (Japan).
- Girardelli, D. & Barroero, P. (2016). GIFTS: "Dented Helmet vs. Spambot": Gamifying impromptu speech for ESL/ESF students. 2016 International Communication Association Annual Conference, Fukuoka (Japan).
- Girardelli, D., Barroero, P., & Gu, T. (2016). Gamifying impromptu speech for ESL/EFL students. 2016 2nd International Conference on Higher Education Advances (HEAd'16), Valencia (Spain).
- Girardelli, D., Patel, V., & Zhou, X. (2015). Explaining Esl Chinese students' in-class participation using the Theory of Planned Behavior: An exploratory study. The Fifth Annual Asian Conference on Language Learning, Osaka (Japan).
- Zimmerman, R., Janssen, E., Girardelli, D., Kittel, J. A., Floyd, B., & Mehrotra, P. (2010). Arousing ourselves into risky sex: Effects of arousal on condom-related decision making. 2010 Annual Meeting of the Society for the Scientific Study of Sexuality, Las Vegas, NV (USA).
- Girardelli, D. (2010). Modelling employees' suggestion-making behaviour. 8th International Academy of Management and Business 2010 Conference, Madrid (Spain).
- Moore, R., Hansen, L., Girardelli, D. (2006). Is the chill gone? A follow-up study of newspaper editors regarding libel. 2006 Annual Meeting of the Association of Educators in Journalism and Mass Communication, San Francisco, CA (USA).
- Girardelli, D. (2006). A model of high-performance suggestion systems. 2006 Annual Meeting of the Academy of Management, Atlanta, GA (USA).
- Girardelli, D. (2006). A model of high-performance suggestion systems. 2006 International Communication Association Annual Conference, Dresden (Germany).
- Girardelli, D. (2005). "Lean" shopfloor innovation: Developing a theoretical model of line workers' participation in suggestion systems in lean production environments. 2005 International Communication Association Annual Conference, New York, NY (USA).
- Girardelli, D. (2005). "Just like Independence Day!" The falling towers on 9/11 and the hegemonic function of intertextuality. 2005 International Communication Association Annual Conference, New York, NY (USA).
- Girardelli, D. Gasparian, L., & Floyd, B. (2004). The sky of Venus seen from Mars: A cognitive investigation of Americans' perceptions of the Europeans. 2004 International Communication Association Annual Conference, New Orleans, LA (USA).
- Girardelli, D. (2004). A schema-based conceptualization of "image" and "reputation" in public relations. 2004 International Communication Association Annual Conference, New Orleans, LA (USA).

- Girardelli, D. (2003). "Everyone's Italian!" Tracing Barthes' Italianicity in the Fazoli's Restaurants. 2003 National Communication Association Annual Convention, Miami Beach, FL (USA).
- Girardelli, D. (2003). The images(s) of the Americans among Italian adolescents: An explorative study with the Q-methodology. 2003 International Communication Association Annual Conference, San Diego, CA (USA).
- Girardelli, D. (2003). "Everyone's Italian" The Image of Italy that we eat at the "Fazoli's" Restaurants. 2003 International Communication Association Annual Conference, San Diego, CA (USA).
- Girardelli, D. (2002). Tracing Barthes' "Italianicity" in the U.S. Supermarkets: Italian food between Othering and Parody. 2002 National Communication Association Annual Convention, New Orleans, LA (USA).
- Girardelli, D. (2002). "Just like Independence Day!" Intertextuality as hegemony: A postmodern reading of the September 11th Tragedy. 2002 National Communication Association Annual Convention, New Orleans, LA (USA).
- Girardelli, D. (2002). Image(s) of United States among Italian adolescents. 2002 Kentucky Communication Association Annual Conference, Carrollton, KY (USA).
- Girardelli, D. (2002). "Just like Independence Day!" Intertextuality as hegemony: A postmodern reading of the September 11<sup>th</sup> Tragedy. Hawaii International Conference on Social Sciences, Honolulu, HI (USA).
- Girardelli, D. (2002). Intercultural coorientation in action: A case study. 2002 Southern States Communication Association Annual Convention, Winston-Salem, NC (USA).

## **RESEARCH EXPERIENCE**

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- 2002 – 2006. Principal Investigator. Project: "Patterns in the Image of Italian-Americans and Italians in the U.S." Funded by National Italian American Foundation, \$10,000.
2005. Graduate Research Assistant. Project: "Is the Chill Gone? A Follow-up Survey of Newspaper Editors Regarding Libel." Funded by the Executive Vice President for Research Support Grants, University of Kentucky, \$16,000. Principal investigators: Professors R. Moore and L. Hansen.
- 2003 – 2004. Graduate Research Assistant. Project: "Improving School Learning Environments in HIV Prevention." Funded by National Institute for Nursing Research, \$2,086,866. Learning Environment Grant Principal investigators: Professors R. Zimmerman, E. Anderman, and D. Lane.
2002. Graduate Research Assistant. Project: "Risk-taking, Arousal, Marijuana, and Sexual Decisions." Funded by National Institute on Drug Abuse, \$392,850. Principal investigators: Professors R. Zimmerman and D. Lynam.
- 2000 – 2001. Graduate Research Assistant. Project: "Preparing Future Faculty in Communication at the University of Kentucky: Developing a Curriculum to Prepare Doctoral Students for Teaching in the Multicultural Classroom of the 21st Century." Funded by National Communication Association, \$10,000.

## **GRANTS AND SCHOLARSHIPS**

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2015. \$2700 Students Partnering with Faculty (SpF) research program. Project: "Occidentalism: The myth of Italy in Chinese reality shows." Wenzhou-Kean University, Wenzhou (China).
2015. \$2600 Students Partnering with Faculty (SpF) research program. Project: "Explaining Chinese ESL students' in-class participation using the Theory of Planned Behavior". Wenzhou-Kean University, Wenzhou (China).
2005. \$990 College Research Activity award. Project: "Modeling employee participation in suggestion systems with the Theory of Planned Behavior." Graduate Program in Communication, University of Kentucky, Lexington, KY (USA).
2005. \$5,000. Research Activity Support. Project: "Modeling employee participation in suggestion systems with the Theory of Planned Behavior." Toyota Motor Manufacturing, Georgetown, KY (USA).
2002. \$10,000 Research Grant. Project: Patterns in the Image of Italian-Americans and Italians in the U.S. National Italian American Foundation, Washington, DC (USA).
2002. \$350 Travel grant to attend the 2002 National Italian American Foundation Conference in Washington, DC (USA). Institute of International Education/Fulbright, Chicago, IL (USA).
2000. \$6,000 Scholarship. Italian Fulbright Commission. Rome (Italy).
1999. \$300 "Leonardo" Grant. Università degli Studi di Padova/European Union.

## **AWARDS/HONORS**

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2017. Untenured Faculty Research Initiative (UFRI) Award. Project: “Chinese EFL Students’ in-class participation: A TPB-Based belief elicitation study”. Kean University, Union (USA).
2016. Top Paper Award. “The role of face-saving and communication anxiety in Chinese EFL students’ in-class participation: An extension of the theory of planned behavior.” 2016 International Communication Association Annual Conference, Instructional and Developmental Division, Fukuoka (Japan).
2016. Best Student Oral Presentation. “Explaining Chinese EFL students’ in-class participation with the Theory of Planned Behavior: An introduction on how to organize a focus group” (Student presenters: Tingting Gu & Xiaogao Zhou; Academic advisor: Davide Girardelli). Multidisciplinary Panel 2016 WKU Student Research Day, Wenzhou-Kean University, Wenzhou (China).
2015. “An introduction to Commodified identities: The myth of the Italian Food in the U.S.” Video-interview included in SAGE Publications’ Media & Communication Video Collection as “highly-read published journal article.”
2010. Top Paper Award. “Modelling employees’ suggestion-making behaviour.” 8th International Academy of Management and Business 2010 Conference, Madrid (Spain).
2003. \$3,000 Dean’s Scholarship – top graduate student. Graduate Program in Communication, University of Kentucky, Lexington, KY (USA).
2003. Top Two Student Paper. “Everyone’s Italian” The Image of Italy that We Eat At the “Fazoli’s” Restaurants.” 2003 International Communication Association Annual Conference, Popular Communication Division, San Diego, CA. (USA).
2002. Graduate Paper of the Year Award and \$75 award. Image(s) of United States among Italian adolescents. 2002 Kentucky Communication Association Annual Conference. Carrollton, KY (USA).

## **PROFESSIONAL EXPERIENCE**

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- 2006 – 2008. Project Coordinator. Holiday System, Rovereto (Italy). Tour Operator. Main clients: Juventus Football Club, Telecom Italia.
2000. Internship. Business Press S.p.A., Milano (Italy). Public Relations. Main Clients: Apple, 3Com, Palm.
1999. Internship. Autocrew GmbH/Mannesmann Sachs, Schweinfurt (Germany).

## **LEADERSHIP/SERVICE**

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- 2017 – present. Elected Vice-Chair. Instructional and Developmental Communication Division. International Communication Association.
- 2014 – present. Reviewer. Public relations Division. International Communication Association.
- 2014 – present. Reviewer. Popular Communication Division. International Communication Association.
- 2015 – present. Reviewer. Organizational Communication Division. International Communication Association.
- 2015 – 2017. Elected member. Assessment senate committee. Kean University, Union (USA).
- 2015 – 2017. Elected member. Distance learning senate committee. Kean University, Union (USA).
- 2007 – 2013. Elected member. Giunta esecutiva. Unione Commercio Turismo e Attività di Servizio, Rovereto (Italy).
- 2009 – 2012. Vice President. Consiglio di Amministrazione. Azienda per il Turismo di Rovereto e Vallagarina, Rovereto (Italy).
- 2008 – 2012. Elected member. Direttivo. Gruppo Giovani Imprenditori del Terziario (Unione), Trento (Italy).
- 2007 – 2011. President. Unione degli Albergatori della Vallagarina, Rovereto (Italy).
- 2006 – 2010. President. Consorzio Brentonico Vacanze, Brentonico (Italy).
- 2006 – 2009. Elected member. Consiglio di Amministrazione. Azienda per il Turismo di Rovereto e Vallagarina, Rovereto (Italy).
- 2004 – 2005. Reviewer. Popular Communication Division. International Communication Association.
- 2002 – 2003. Co-Chair, Symposium Committee. Graduate Student Association. Graduate Program in Communication, University of Kentucky, Lexington, KY (USA).
- 2001 – 2002. Chair, Colloquium Committee. Graduate Student Association. Graduate Program in Communication, University of Kentucky, Lexington, KY (USA).
- 1995 – 1997. Student representative. Università degli Studi di Padova, Padova (Italy).

## **COMPUTER SKILLS**

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Operating Systems: Microsoft Windows, Apple MacOS.

Office Productivity: Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Microsoft Access, Adobe Acrobat Professional.

Data Analysis: SPSS, Quanal (Q-sort analysis), SAS.

Data Entry Management/Questionnaire Design: Cardiff Teleform.

Email Marketing: Sendblaster.

## **LANGUAGE SKILLS**

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Italian: Mother tongue.

English: Excellent writing, reading, and speaking skills (TOEFL, GRE, GMAT)

German: Good writing, reading, and speaking skills (ZMP).

French: Good writing, reading, and speaking skills.

Chinese: Basic writing, reading, and speaking skills.

Ho Chi Minh City, December 14, 2017

  
Davide Girardelli