

## Oksana Tokarchuk

<b>Present position</b>	Associate professor in Innovation Management and Marketing at University of Trento	Sept. 2024-present
<b>Education</b>	Bachelor's Degree in Finance, Cherkassy Technological University (cum laude)	2000
	Bachelor's Degree in Economics and Social Sciences, University of Trento (cum laude)	2003
	PhD in Economics, University of California, San Diego, EAP reciprocity student, research work under supervision of prof. J. Andreoni	2006-2008
	PhD in Economics and Management, University of Trento. Thesis "Experimental elicitation of time preference: myths and reality" (Supervisors: Prof. Axel Stig Leijonhufvud and Prof. Enrico Zaninotto)	2004-2009
<b>Professional experience</b>	Researcher fixed-term senior at University of Trento	2021-2024
	Researcher fixed-term junior at Free University of Bolzano	2012-2021
	Post-doc researcher within the European project "Insemtives – incentives for semantics", interdisciplinary research project, Department of Management and Computer Science, University of Trento, Italy	2009-2012
<b>Teaching experience</b>	International Marketing, University of Trento, Master in International Management, teaching language: English	2023-present
	Digital Marketing and Advertising, Free University of Bolzano, teaching language: Italian	2023-present
	Laboratorio di Analisi dei Mercati, University of Trento, Laurea triennale in Gestione Aziendale, teaching language: Italian	2021-present
	Principles of Marketing, School of Innovation, University of Trento, teaching language: English	2021-present
	Emotional Intelligence, School of Innovation, University of Trento, teaching language: English	2021-present
	Master Mind, School of Innovation, University of Trento, teaching language: English	2021-present

Consumer behavior and analytics, University of Trento, Master in International Management, teaching language: English	2022-2023
Analytics of Consumer Behavior, Free University of Bozen-Bolzano, BSc in Informatics and Management of Digital Businesses, teaching language: English	2020-2024
Introduction to Management, Free University of Bozen-Bolzano, BSc Degree in Tourism-, Sport- and Eventmanagement, teaching language: English	2012-2021
Marketing, Free University of Bozen-Bolzano, BSc Degree in Tourism-, Sport- and Eventmanagement, teaching language: English	2020-2021
Introduction to Emotional Intelligence, Free University of Bolzano, Studium Generale, teaching language: Italian	2019-2020

## Publications

### **A-rank journals publications according to ASN**

Cozzio, C., Tokarchuk, O., & Maurer, O. (2023). All-inclusive holiday packages, tourist consumption and spending patterns at tourism destinations. *Tourism Review*, 78(1), 89-100.

Tokarchuk, O., Barr, J. C., & Cozzio, C. (2022). How much is too much? Estimating tourism carrying capacity in urban context using sentiment analysis. *Tourism Management*, 91, 104522, <https://doi.org/10.1016/j.tourman.2022.104522>

Cozzio, C., Tokarchuk, O., & Maurer, O. (2021). Minimising plate waste at hotel breakfast buffets: an experimental approach through persuasive messages. *British Food Journal*, 123(9), 3208-3227.

Tokarchuk, O., Gabriele, R., and Maurer, O. (2021). "Estimating tourism social carrying capacity", *Annals of Tourism Research*, Vol. 86 (C), <https://doi.org/10.1016/j.annals.2020.102971>

Cozzio, C., Tokarchuk, O., and Maurer, O. (2020) "The effect of price bundling on tourists' extra expenditure: a mental budget approach", *Current Issues in Tourism*, Vol. 24, Issue 20, pp.2838-2842  
<https://doi.org/10.1080/13683500.2020.1849045>

Brida, J.G., and Tokarchuk, O. (2017) "Tourists' spending and adherence to shopping plans: The case of the Christmas Market in Merano, Italy", *Tourism management*, Vol 61, No 1, pp 55-62, <http://dx.doi.org/10.1016/j.tourman.2017.01.016>

Brida J.G., Meleddu, M., and Tokarchuk O. (2017) "Use value of cultural events: The case of the Christmas markets",

Tourism management, Vol. 59, No 4, pp 67-75,  
<http://dx.doi.org/10.1016/j.tourman.2016.07.012>

Tokarchuk, O., Gabriele, R. and Maurer, O. (2017) "Development of city tourism and wellbeing of urban residents: a case of German Magic cities", Tourism Economics, Vol. 23, No. 3 <https://doi.org/10.1177/1354816616656272>

Tokarchuk O., Gabriele, R., and Maurer, O. (2016) "Tourism intensity impact on satisfaction with life of German residents", Tourism Economics, Vol. 22, No. 6, pp 316-331,  
[10.1177/1354816616672356](https://doi.org/10.1177/1354816616672356)

### **Books**

Tokarchuk, O. (2018) "Il modello di comprehensive congruity nel marketing turistico". p. 1-136, Canterano:Gioacchino Onorati editore srl unip., ISBN: 978-88-255-1319-6

### **Chapters in peer-reviewed books**

Iarmolenko, S., and Tokarchuk, O. (2024). "Ukraine" in Jafar J. and Xiao H. (eds.) Encyclopedia of Tourism. 2nd edition. Frankfurt: Springer

Tokarchuk O., Maurer, O. (2019) "Tourism and residents' quality of life: The role of moderating factors", in Osti, L.(ed.) "Tourism Sustainability: Insights and Reflections", Gioacchino Onorati editore srl unip, ISBN 9788825524598

Iarmolenko, S., and Tokarchuk, O. (2016). "Ukraine" in Jafar J. and Xiao H. (eds.) Encyclopedia of Tourism. Frankfurt: Springer, pp. 984-986, ISBN 978-3-319-01383-1

### **Other international refereed journals with impact factor**

Tokarchuk, O. & Gabriele, R. (2023). Firm performance and contribution of female training. Sinergie Italian Journal of Management, 41(2). <https://doi.org/10.7433/s121.2023.10>  
Savadori, L., Tokarchuk, O., Pizzato, M., & Pighin, S. (2023). The impact of infection risk communication format on tourism travel intentions during COVID-19. Journal of Hospitality and Tourism Management, 54, 65-75.  
[10.1016/j.jhtm.2022.12.004](https://doi.org/10.1016/j.jhtm.2022.12.004)

Tokarchuk O., Gabriele, R., and Neglia, G. (2021) "Teleworking during the Covid-19 Crisis in Italy: Evidence and Tentative Interpretations", Sustainability Vol. 13, No. 4,  
<https://doi.org/10.3390/su13042147>

Tokarchuk, O., Maurer, O., and Bosnjak, M. (2015) "Tourism Experience at Destination and Quality of Life Enhancement: a Case for Comprehensive Congruity Model", Applied Research on Quality of Life, Vol. 10, No. 4, pp. 599-613,  
doi:[10.1007/s11482-014-9342-2](https://doi.org/10.1007/s11482-014-9342-2)

Brida, J.G., and Tokarchuk, O. (2015) "Keeping mental budgets: visitors' spending at a Christmas market", *Tourism Economics*, Vol. 21, No 1, pp 67-82, doi:[10.5367/te.2014.0437](https://doi.org/10.5367/te.2014.0437)

Tokarchuk, O., Cuel, R., and Zamarian, M. (2012) "Analyzing Crowd Labor and Designing Incentives for Humans in the Loop", *IEEE Internet Computing*, vol. 16, No. 5, pp. 45-51, Sept.-Oct. 2012, doi:[10.1109/MIC.2012.66](https://doi.org/10.1109/MIC.2012.66)

### **Articles published by others in magazines, etc. about my projects**

Fondirigenti, la formazione manager aumenta produttività imprese. (2023, December 4). *La Stampa*.  
<https://finanza.lastampa.it/News/2023/12/04/fondirigenti-la-formazione-manager-aumenta-produttivita-impreses/MTUxXzIwMjMtMTItMDRfVExC>

Redazione, L. (2021, October 27). Aumentano le donne manager in azienda.

Forme. <https://www.forme.online/2021/10/27/fondirigenti-aumentano-le-donne-manager-in-azienda/>

Becca, A. (2021, July, 30) „Dirigenti, un futuro rosa“, *Milano Finanza*.

Tucci, C. (2021, July, 13) "Donne manager, I vantaggi della formazione", *Il Sole24Ore*. Retrieved from [https://24plus.ilsole24ore.com/art/donne-manager-ecco-quanto-aumentano-produttivita-azienda-AEMrUTW?refresh\\_ce=1](https://24plus.ilsole24ore.com/art/donne-manager-ecco-quanto-aumentano-produttivita-azienda-AEMrUTW?refresh_ce=1)

Koch, H. (2014, June 19) "Zufriedener durch mehr Besucher", *taz. Die Tageszeitung*. Retrieved from <https://taz.de/!337235/>

Kaufmann, S. (2014, June 29) "In den Köpfen der Deutschen", *Frankfurter Rundschau*. Retrieved from <http://www.fr-online.de/wirtschaft/haushaltsbefragung-in-den-koepfen-der-deutschen-,1472780,27650768.html>

### **Supervision of collaborators, students and research assistants**

Tutor for 1 PhD student in joint PhD program in Management, Free University of Bolzano - University of Trento

2023-present

Mentoring of various Master and Bachelor thesis, Department of Economics and Management, University of Trento

2021 - present

### **Third mission**

Regular delivery of lectures for high school students within the program of Advisory Service "Thematic lectures for high schools" – two high schools per year, involving around 60 students, University of Trento

2021

<b>International Conference Organization</b>	Co-chair 2024 Management International Conference, Trento, Italy	June, 2024
	Member of organizing committee R&D conference 2022, Trento, Italy	July, 2022
	Co-chair Consumer Behaviour in Tourism Symposium 2020 (CBTS 2020), Trier, Germany	December, 2020
	Co-chair Workshop 'Tourism Sustainability and Regional Development' (TomSust 2018), Free University of Bozen-Bolzano, Italy	December, 2020
	Co-Chair Euregio Workshop on Experimental Economics, Free University of Bozen-Bolzano, Italy	November, 2018
<b>Scientific board of International Conferences</b>	Scientific Board International Conference "Managing Tourism Across Continents 2021", The Association of Turkish Tourism Academics (TUADER)	September, 2014
	Scientific Committee Consumer Behaviour in Tourism Symposium (CBTS 2012 - 2020), TOMTE, Brunico, Italy	2012-2020
<b>Memberships in scientific societies</b>	European Academy of Management (EURAM)	2018-present
	International Association in Tourism Economics (IATE)	2015-present
	Italian Management Association (SIMA)	2017-present
	Italian Marketing Association (SIM)	2014-present
	Italian Academy of Business Economics	2015-present
<b>Editorial Board Membership</b>	Topic Editor in Tourism management of Sustainability, an international, cross-disciplinary journal (ISSN 2071-1050; CODEN: SUSTDE)	2015-2022
	Member of Scientific Committee of Book Series in Tourism Management and Marketing, Aracne editrice	2020-present
	Member of Editorial Advisory board of Journal of Global Business Insights (ISSN 2640-6489 Online, ISSN 2640-6470 Print)	2019 - present

	Editor, special issue of e-Review of Tourism Research (eRTR)	2018 - present
<b>Research at foreign institutions</b>	SOEP in-residence visiting researcher at the German Institute for Economic Research (DIW), Berlin. Objective: Analysis of German Socio-Economic Panel (SOEP) data at detailed geographical levels within the project "Tourism and wellbeing of residents: the impact of Airbnb"	2017
	SOEP in-residence visiting researcher at the German Institute for Economic Research (DIW), Berlin. Objective: Analysis of German Socio-Economic Panel (SOEP) data at detailed geographical levels within the project "The impact of tourism on wellbeing of German residents"	April 2019
<b>Research premiums and awards</b>	Selected Paper at Sinergie-Sima Management Conference 2022, Sinergie-SIMA Management, University of Bocconi, Italy	June 2022
	Best Paper Award at 51 <sup>st</sup> TTRA Annual Conference 2021, University of Florida (USA), Travel and Tourism Research Association.	June, 2021
	Award for academic activity, Free University of Bolzano	February 2015
	Three-year premium for productivity and excellence in academic activity, Free University of Bolzano	2012-2021
<b>Research Projects</b>	Member of PNRR project "Surveying Firms Innovation for the Circular Economy: a testbed survey of four Italian regions" SurFICE within SPOKE 5 "Innovazioni: Ecosistemi per le economie circolari" GRINS, PI: Sandro Montresor	2024-2025
	Member of UNITN local unit of Spoke 6 "Tourism, culture and creative industries" within Interconnected Nord-Est Innovation Ecosystem (INEST) consortium, PNNR, Italy	2023-2025
	Member of UNITN local unit of Erasmus+ program project "Circular Economy Practical Training Materials for Plastics Manufacturing Industries" (Circvet)	2023-2025
	Member of the team for the project "Evaluation of PNRR measures in the Province of Trento"	2023-2025
	Principal investigator conto terzi project "Measuring carrying capacity for Tenno lake area", the project entrusted by Trentino Marketing s.r.l.	2023
	Member of the team on the conto terzi project "Managerial training impact on firm performance" entrusted by Fondirigenti	2023
	Principal investigator conto terzi project "Managerial training for female managers: evidence and impact", project entrusted by Fondirigenti, Italy	2020-2021

Co-investigator, competitive research project "Psychological drivers of protective behavior and risk perception: An application to the Covid-19 pandemic". Funding body: University of Trento 2020–2021

Principal investigator competitive research project "The evolution of tourists' spending". Analysis of survey data of German tourists from 1971 to 2018. Funding body: Free University of Bolzano 2020-2022

**Presentations  
at scientific  
conferences**

"Dynamic view on urban destination carrying capacity" with R. Gabriele at TomSust 2023 "Workshop on sustainable tourism marketing and management", Free University of Bolzano, Brunico, October, 11-12, 2023

"Unraveling the Effects of Airbnb on Urban Residents' Well-being: A Case Study of Berlin"

With R. Gabriele, at 2023 European Tourism Conference

"European Tourism Research in the Age of Sustainability and Technology", Modul University, Vienna, Austria, September 6-9, 2023

"Interaction of learning-by-exporting and learning-by-importing: Italian context" with Rondelli, V. & Gabriele, R. at 23rd Annual Conference of European Academy of Management, June, 14-16 2023, Dublin, Ireland.

Organization of conference track "Gender and other forms of diversity within the firm and innovation" at R&D Management Conference, July, 9- 13 2022, University of Trento, Italy

"Firm performance and contribution of female managers training" with Gabriele, R., at Sinergie-SIMA 2022 "Boosting Knowledge & Trust for a sustainable Business", June 30th – July, 1st 2022, University of Bocconi, Milano.

"The effect of female managers training on firm productivity" with Gabriele, R. at 22nd Annual Conference of European Academy of Management, June 15-17 2022, Winterthur, Svizzera.

„The impact of different methods of managerial training on firm performance: The case of Italian SMEs" with R. Gabriele, peer-reviewed paper presentation at European Academy of Management (EURAM) 2020 Conference, December. 4<sup>th</sup>-6<sup>th</sup>, 2020

The effect of price bundling on individual decision-making behavior toward complementary unbundled items" with C. Cozzio and O. Maurer, peer-reviewed paper presentation at

Academy of Marketing Science (AMS) Conference 2020, December 15<sup>th</sup>-17<sup>th</sup>, 2020

“The effect of price bundling on tourists’ extra expenditure: a mental budget approach” with Cozzio, C., and Maurer, O., peer-reviewed paper presentation at XVII<sup>th</sup> SIM Conference “Il Marketing per una società migliore”, LLIUC – University of Cattaneo di Castellanza, 15<sup>th</sup>-16<sup>th</sup> October, 2020

“Effectiveness of training methods for SME managers” with R. Gabriele accepted to Sinergie - Sima Management Conference “Grand challenges: companies and universities working for a better society”, University of Pisa - Sant’Anna School of Advanced Studies, 6<sup>th</sup>-7<sup>th</sup> September 2020

„Residents' desensibilization towards tourists: an empirical analysis” with R. Gabriele, peer-reviewed paper presentation at 2020 Travel and Tourism Research Association (TTRA) Europe Chapter Conference, Sept. 27<sup>th</sup>-30<sup>th</sup>, 2020

**Presentations  
at research  
seminars**

Research Seminar “Satisfaction with life and tourism: empirical investigation on a case of Germany”, April 2019, at DIW Berlin

“Interaction With Tourists Of The Same Culture Boosts Quality Of Life Of Local Residents: A Cross-Cultural Investigation Of Tourism Impact On Wellbeing Of Residents In Alto Adige” presentation at Research Day at Free University of Bolzano, October 2015

Research seminar “Enhancement of Quality of Life through vacations”, May 2015, at University of Trento

Research Seminar “Enhancing residents’ wellbeing through tourism development”, Feb. 2015, at DIW Berlin

Research seminar “Game mechanics: motivating communities to create content”, March 2014, at School of Economics and Management, Free University of Bolzano

**Language  
Skills**

English – C2  
Italian – C1  
German – B2

**Referee  
activity for  
scientific  
journals and  
institutions**

EURAM; Academy of Management Conference; International Journal of Consumer Studies; Tourism Management; International Journal of Tourism Research; Current Issues in Tourism; Tourism Economics; Tourism Analysis; International Journal of Hospitality Management; International Journal of Culture, Tourism and Hospitality Research; Managing Service



Quality; Young Consumer; International Journal of Computational Economics and Econometrics; National Science Foundations (NSF); Journal of Risk and Uncertainty; Journal of Socio-Economics; Sustainability