

Prof. Antonio Usai

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SHORT BIO

Antonio Usai is Associate Professor of Economics and Business Management at the University of Sassari. He directs research groups working on issues of innovation and strategic management, tourism management, and innovative and sustainable development strategies for tourist destinations. He is the author of numerous publications and the Founder and CEO of Tourism Plus, a University of Sassari spin-off.

CURRENT RESEARCH INTERESTS

Innovation and strategic management, Tourism management, Innovative and sustainable development strategies for tourist destinations

SELECTED PUBLICATIONS & WPs

- Cerchione, R., Centobelli, P., Borin, E., Usai, A., Oropallo, E., 2024. [The WISED knowledge-creating company: rethinking SECI model in light of the digital transition](#). Journal of Knowledge Management 28, 2997–3022.
- Scuotto, V., Tzanidis, T., Usai, A., Quaglia, R., 2023. [The digital humanism era triggered by individual creativity](#). Journal of Business Research 158, 113709.
- Usai, A., Orlando, B., Mazzoleni, A., 2020. [Happiness as a driver of entrepreneurial initiative and innovation capital](#). Journal of Intellectual Capital 21, 1229–1255.

WORKING PAPERS

- “Intellectual Capital Perspective on Urban Sophisticate Retailing: A Media Narratives Analysis through Dual Processing Theory” (with international research group);
- “How Does Political Polarisation Affect Employees’ Knowledge Management, Behaviours and Coping Mechanisms in the Workplace?” (with international research group).

PHD SUPERVISION

MD Masud Rana - XXXIX cycle (co-supervised with Prof. D. Porcheddu - University of Sassari)

Giorgia Folino – XXXX cycle