Oksana Tokarchuk

Curriculum Vitae

Present position

Associate Professor in Management and Marketing, Department of Economics and Management, University of Trento Sept. 2024 – present

Education

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

PhD visiting student in Economics, University of California, San Diego (EAP reciprocity student). Research work under supervision of Prof. J. Andreoni 2006–2008

Bachelor's Degree in Economics and Social Sciences, University of Trento (cum laude) 2003

Bachelor's Degree in Finance, Cherkassy Technological University (cum laude) 2000

Academic positions

Senior fixed-term Researcher (RTD-b), University of Trento 2021–2024

Junior fixed-term Researcher (RTD-a), Free University of Bozen-Bolzano 2012–2021

Post-doctoral Researcher, European project "INSEMTIVES – Incentives for Semantics", interdisciplinary research project, Department of Management and Computer Science, University of Trento2009–2012

Research visits abroad

SOEP in-residence Visiting Researcher, German Institute for Economic Research (DIW), Berlin. Project: "The impact of tourism on wellbeing of German residents" April 2019

SOEP in-residence Visiting Researcher, German Institute for Economic Research (DIW), Berlin. Project: "Tourism and wellbeing of residents: the impact of Airbnb", analysis of German Socio-Economic Panel (SOEP) data at detailed geographical levels 2017

Academic service and institutional roles

Director of the Master in International Management, Department of Economics and Management, University of Trento

Departmental Delegate for Lifelong Learning, Department of Economics and Management, University of Trento Oct. 2024 – present

Member, Joint Faculty–Student Committee (CPDS – Commissione Paritetica Docenti-Studenti), Department of Economics and Management, University of Trento 2024 – 2026

Member, Faculty Board (Collegio dei Docenti), Joint PhD Programme in Management, University of Trento – Free University of Bozen-Bolzano (MUR-accredited PhD programme) 2023 – present

Member, JPhD Quality Assurance Team, Joint PhD Programme in Management, University of Trento – Free University of Bozen-Bolzano 2024 – present

Member by delegation, Departmental Working Group on Artificial Intelligence, Department of Economics and Management, University of Trento (co-evaluation of AI-related regulations and policy matters with the AI Delegate) 2024 – present

Member, Selection Committee, Joint PhD Programme in Management, University of Trento – Free University of Bozen-Bolzano (3 selection cycles) 2023 – present

Member, Selection Committee, Master in International Management, University of Trento 2026

PhD supervision

Supervision of PhD candidates in the Joint PhD Programme in Management, University of Trento – Free University of Bozen-Bolzano.

Yves Pouabe – 39th cycle – **Co-supervisor** 2023 – present

- *Thesis: "Mind perception of service robots, service failure and consumer willingness to pay in hospitality"* (working title)

Mahsa Rahmanisagharani – 40th cycle – **Supervisor** 2024 – present

- *Thesis: "Gendered Communication in Entrepreneurial Finance"*
- Co-supervisor: Prof. Paola Rovelli (Free University of Bozen-Bolzano)

Anton Pustovalov – 40th cycle – **Co-supervisor** 2024 – present

- *Thesis: "Exploring the Experience Economy through Online Reviews and Listings from Airbnb and Booking"* (three-paper dissertation on Rome and Paris)
- **Best PhD Paper Award**, TTRA Europe Conference 2026 (joint with O. Tokarchuk)
- **2nd Best PhD Proposal Award**, ENTER Conference 2026

Caterina Giaimis – 41st cycle – **Co-supervisor** 2025 – present

- Research focus: sustainable marketing and artificial intelligence (project in development)

Letizia Droghetti – 41st cycle – **Co-supervisor** 2025 – present

- Research focus: dynamic pricing and destination image (project in development)

Master and Bachelor thesis supervision

Supervision of approximately 20 Master's theses and 5 Bachelor's theses since 2023, Department of Economics and Management, University of Trento.

Teaching experience

Current

International Marketing, Master in International Management, University of Trento (English)2023 – present

Laboratorio di Analisi dei Mercati, Laurea triennale in Gestione Aziendale, University of Trento (Italian) 2021 – present

Principles of Marketing, School of Innovation, University of Trento (English) 2021 – present

Emotional Intelligence, School of Innovation, University of Trento (English) 2021 – present

Master Mind, School of Innovation, University of Trento (English) 2021 – present

Product management, School of Innovation, University of Trento (English) 2021 – present

Introduction to Digital Marketing and Advertising, Free University of Bozen-Bolzano (Italian)2023 – present

Analytics of Consumer Behavior, Free University of Bozen-Bolzano (English) 2020 – 2026

Past

Consumer Behavior and Analytics, Master in International Management, University of Trento (English) 2022 – 2023

Introduction to Management, BSc Degree in Tourism, Sport and Event Management, Free University of Bozen-Bolzano (English) 2012 – 2021

Marketing, BSc Degree in Tourism, Sport and Event Management, Free University of Bozen-Bolzano (English) 2020 – 2021

Introduction to Emotional Intelligence, Studium Generale, Free University of Bozen-Bolzano (Italian) 2019 – 2020

Research projects

Member, PNRR project *"Unveiling territorial factors shaping tourist WELl-being and COMpetitiveness" (WELCOM)*, within SPOKE 5 "Innovazioni: Ecosistemi per le economie circolari", GRINS. PI: Roberto Gabriele 2024 – 2025

Member, 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, Spoke 6 *"Tourism, culture and creative industries"*, Interconnected Nord-Est Innovation Ecosystem (INEST) consortium, PNRR, Italy 2023 – 2025

Member of UNITN local unit, Erasmus+ programme project *"Circular Economy Practical Training Materials for Plastics Manufacturing Industries" (CIRCVET)* 2023 – 2025

Member of the project team, *"Evaluation of PNRR measures in the Province of Trento"* 2023 – 2026

Principal Investigator, conto terzi project *"Measuring carrying capacity for Tenno lake area"*, entrusted by Trentino Marketing s.r.l. 2023

Team member, 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"*, entrusted by Fondirigenti, Italy 2020 – 2021

Co-investigator, competitive research project *"Psychological drivers of protective behaviour and risk perception: An application to the Covid-19 pandemic"*. Funding body: University of Trento2020 – 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 Bozen-Bolzano2020 – 2022

Awards and honours

Selected Paper, Sinergie-SIMA Management Conference 2026, University of Pavia, Italy May 2026

Best PhD Paper Award, TTRA Europe Conference, for Pustovalov, A. & Tokarchuk, O., *"The 4Es of the Experience Economy in Peer-to-Peer Accommodation: A Comparative Study of Airbnb Reviews in Rome and Paris"* 2026

Selected Paper, Sinergie-SIMA Management Conference 2022, University of Bocconi, Italy June 2022

Best Paper Award, 51st TTRA Annual Conference, University of Florida (USA), Travel and Tourism Research Association June 2021

Award for academic activity, Free University of Bozen-Bolzano Feb. 2015

Three-year premium for productivity and excellence in academic activity, Free University of Bozen-Bolzano 2012 – 2021

Publications

Articles in A-rank journals (ASN classification)

Gabriele, R., Pierucci, E., Sforza, M., & Tokarchuk, O. (2026). Igniting innovation: how managerial training drives patent propensity. *International Journal of Manpower*, 1–27.

Tokarchuk, O., & Gabriele, R. (2026). Placebo analysis for causal inference in tourism. *Tourism Management*, 114, 105360.

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., & Maurer, O. (2021). Estimating tourism social carrying capacity. *Annals of Tourism Research*, 86(C). https://doi.org/10.1016/j.annals.2020.102971

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

Brida, J. G., & Tokarchuk, O. (2017). Tourists' spending and adherence to shopping plans: The case of the Christmas Market in Merano, Italy. *Tourism Management*, 61(1), 55–62. http://dx.doi.org/10.1016/j.tourman.2017.01.016

Brida, J. G., Meleddu, M., & Tokarchuk, O. (2017). Use value of cultural events: The case of the Christmas markets. *Tourism Management*, 59(4), 67–75. http://dx.doi.org/10.1016/j.tourman.2016.07.012

Tokarchuk, O., Gabriele, R., & Maurer, O. (2017). Development of city tourism and wellbeing of urban residents: a case of German Magic cities. *Tourism Economics*, 23(3). https://doi.org/10.1177/1354816616656272

Tokarchuk, O., Gabriele, R., & Maurer, O. (2016). Tourism intensity impact on satisfaction with life of German residents. *Tourism Economics*, 22(6), 316–331. https://doi.org/10.1177/1354816616672356

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. https://doi.org/10.1016/j.jhtm.2022.12.004

Tokarchuk, O., Gabriele, R., & Neglia, G. (2021). Teleworking during the Covid-19 crisis in Italy: Evidence and tentative interpretations. *Sustainability*, 13(4). https://doi.org/10.3390/su13042147

Tokarchuk, O., Maurer, O., & Bosnjak, M. (2015). Tourism experience at destination and quality of life enhancement: a case for comprehensive congruity model. *Applied Research on Quality of Life*, 10(4), 599–613. https://doi.org/10.1007/s11482-014-9342-2

Brida, J. G., & Tokarchuk, O. (2015). Keeping mental budgets: visitors' spending at a Christmas market. *Tourism Economics*, 21(1), 67–82. https://doi.org/10.5367/te.2014.0437

Tokarchuk, O., Cuel, R., & Zamarian, M. (2012). Analyzing crowd labor and designing incentives for humans in the loop. *IEEE Internet Computing*, 16(5), 45–51. https://doi.org/10.1109/MIC.2012.66

Books

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

Chapters in peer-reviewed books

Ramer, S., & Tokarchuk, O. (2024). Ukraine. In J. Jafari & H. Xiao (Eds.), *Encyclopedia of Tourism*. Springer, Cham. https://doi.org/10.1007/978-3-030-74923-1_592

Tokarchuk, O., & Maurer, O. (2019). Tourism and residents' quality of life: The role of moderating factors. In L. Osti (Ed.), *Tourism sustainability: Insights and reflections*. Gioacchino Onorati editore srl unip. ISBN 9788825524598.

Iarmolenko, S., & Tokarchuk, O. (2016). Ukraine. In J. Jafari & H. Xiao (Eds.), *Encyclopedia of Tourism* (pp. 984–986). Frankfurt: Springer. ISBN 978-3-319-01383-1.

Conference organisation and scientific committees

Conference chair / organising committee

Co-chair, 2024 Management International Conference, Trento, Italy June 2024

Member, organising committee, R&D Management Conference 2022, Trento, Italy July 2022

Co-chair, Consumer Behaviour in Tourism Symposium 2020 (CBTS 2020), Trier, Germany Dec. 2020

Co-chair, Workshop "Tourism Sustainability and Regional Development" (TomSust 2018), Free University of Bozen-Bolzano, Italy Dec. 2018

Co-chair, Euregio Workshop on Experimental Economics, Free University of Bozen-Bolzano, ItalyNov. 2018

Scientific boards of international conferences

Scientific Board, International Conference "Managing Tourism Across Continents 2021", The Association of Turkish Tourism Academics (TUADER) Sept. 2021

Scientific Committee, Consumer Behaviour in Tourism Symposium (CBTS), TOMTE, Brunico, Italy2012 – 2020

Conference presentations

Tokarchuk, O., & Gabriele, R. (2023). Dynamic view on urban destination carrying capacity. TomSust 2023 "Workshop on sustainable tourism marketing and management", Free University of Bozen-Bolzano, Brunico, October 11–12, 2023.

Tokarchuk, O., & Gabriele, R. (2023). Unraveling the effects of Airbnb on urban residents' well-being: A case study of Berlin. 2023 European Tourism Conference "European Tourism Research in the Age of Sustainability and Technology", Modul University, Vienna, Austria, September 6–9, 2023.

Rondelli, V., Tokarchuk, O., & Gabriele, R. (2023). Interaction of learning-by-exporting and learning-by-importing: Italian context. 23rd Annual Conference of the European Academy of Management, June 14–16, 2023, Dublin, Ireland.

Tokarchuk, O. (2022). Organisation of conference track "Gender and other forms of diversity within the firm and innovation", R&D Management Conference, July 9–13, 2022, University of Trento, Italy.

Tokarchuk, O., & Gabriele, R. (2022). Firm performance and contribution of female managers training. Sinergie-SIMA 2022 "Boosting Knowledge & Trust for a Sustainable Business", June 30 – July 1, 2022, University of Bocconi, Milano.

Tokarchuk, O., & Gabriele, R. (2022). The effect of female managers training on firm productivity. 22nd Annual Conference of the European Academy of Management, June 15–17, 2022, Winterthur, Switzerland.

Tokarchuk, O., & Gabriele, R. (2020). The impact of different methods of managerial training on firm performance: The case of Italian SMEs. European Academy of Management (EURAM) 2020 Conference, December 4–6, 2020.

Tokarchuk, O., Cozzio, C., & Maurer, O. (2020). The effect of price bundling on individual decision-making behavior toward complementary unbundled items. Academy of Marketing Science (AMS) Conference 2020, December 15–17, 2020.

Tokarchuk, O., Cozzio, C., & Maurer, O. (2020). The effect of price bundling on tourists' extra expenditure: a mental budget approach. XVII SIM Conference "Il Marketing per una società migliore", LIUC – Università Cattaneo di Castellanza, October 15–16, 2020.

Tokarchuk, O., & Gabriele, R. (2020). Residents' desensitisation towards tourists: an empirical analysis. 2020 Travel and Tourism Research Association (TTRA) Europe Chapter Conference, September 27–30, 2020.

Invited talks and research seminars

Satisfaction with life and tourism: empirical investigation on a case of Germany. DIW Berlin, April 2019.

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. Research Day, Free University of Bozen-Bolzano, October 2015.

Enhancement of quality of life through vacations. University of Trento, May 2015.

Enhancing residents' wellbeing through tourism development. DIW Berlin, February 2015.

Game mechanics: motivating communities to create content. School of Economics and Management, Free University of Bozen-Bolzano, March 2014.

Editorial activity and peer review

Editorial board memberships

Member, Scientific Committee, Book Series in Tourism Management and Marketing, Aracne editrice2020 – present

Member, Editorial Advisory Board, Journal of Global Business Insights (ISSN 2640-6489 Online; 2640-6470 Print) 2019 – present

Editor, Special Issue of e-Review of Tourism Research (eRTR) 2018 – present

Topic Editor in Tourism Management, Sustainability (ISSN 2071-1050; CODEN: SUSTDE), an international, cross-disciplinary journal 2015 – 2022

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 Foundation (NSF); Journal of Risk and Uncertainty; Journal of Socio-Economics; Sustainability.

Memberships in scientific societies

European Academy of Management (EURAM)	2018 – present
Italian Management Association (SIMA)	2017 – present
Italian Academy of Business Economics (AIDEA)	2015 – present
International Association for Tourism Economics (IATE)	2015 – present
Italian Marketing Association (SIM)	2014 – present

Third mission and outreach

Regular delivery of lectures for high school students within the Advisory Service programme *"Thematic lectures for high schools"* – two high schools per year, approx. 60 students/year, University of Trento2021 – present

Press coverage of research 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-imprese/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 Sole 24 Ore*. https://24plus.ilsole24ore.com/art/donne-manager-ecco-quanto-aumentano-produttivita-azienda-AEMrUTW

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

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

Languages

English – C2

Italian – C1

German – B2

Ukrainian – native

Russian – native