

**PERSONAL INFORMATION****Alessio Cavicchi**

 p.le Bertelli, 1, Macerata (Italy)  
 +39 334 6014131  
 a.cavicchi@unimc.it  
 <http://docenti.unimc.it/alessio.cavicchi> <http://goo.gl/1OX2AG>  
 Skype alessio.cavicchi

**Sex** Male | **Date of birth** 12/03/1976 | **Nationality** Italian

**POSITION****Associate Professor in Food Economics and Marketing****WORK EXPERIENCE**

1 Oct 2015–Present

**Associate Professor**

University of Macerata  
Piazzale Bertelli, 1, 62100 Macerata (Italy)  
<http://docenti.unimc.it/alessio.cavicchi>

Action Researcher in Food Economics and Marketing; Associate Professor of "Place Branding and Rural Development" and "Food Economics and Marketing": Degree of International Tourism and Destination Management;

Founder and current coordinator of the Double Degree Programme in Tourism Sciences between University of Macerata and University of Oviedo (Spain).

Founder and current coordinator of the Double Degree Programme in Tourism Sciences between University of Macerata and National University "Taras Shevchenko" in Kiev (Ukraine).

Rector's delegate for the Agrifood Cluster of Marche Region

**Business or sector** Education

1 May 2017–Present

**Scientific Expert**

Italy Ministry of Education and Research, Rome (Italy)

Experts on National Operational Programme (European Fund for Regional Development)

Experts on Internationalisation of the Italian University System

Oct 2015–Present

**Thematic Lead Expert**

Urbact - DG Regio, Bruxelles (Belgium)

Validated Lead Expert

Thematic Expertise on "Sustainable Food"

Aug 2015–Present

**External Expert**

Joint Research Center - European Commission, Seville (Spain)

Thematic work on Smart Specialisation and Food: Food, Gastronomy and Bio-Economy as Elements of Regional Innovation Strategies.

- Participation as External Expert to a Thematic Workshop during EXPO Milan 2015 in the EU Pavilion

- Writing of a Policy Brief on Food and Gastronomy as Elements of Regional Innovation Strategies.

Available here: <http://goo.gl/2E5oV1>

**Business or sector** Economic Development at EU level

Jul 2006–Sep 2015	<b>Researcher / Assistant Professor</b> University of Macerata - Department of Studies on Economic Development P.zza Oberdan, 3, 62100 Macerata (Italy) Researcher in Food Economics and Marketing; Assistant Professor of "Rural Development Policy" and "Food Economics and Marketing" - Degree of Management of Sustainable Tourism Systems at the Faculty of Education; Delegate for Internationalisation and Erasmus Programme; Delegate for Students' Traineeship (2006-2010), Organisation of short courses of excellences with visiting professors addressed to postgraduate students; Organisation of conferences and seminars on Entrepreneurial experience; Organisation of location based learning activities with students. Founder and current coordinator of the Double Degree Programme in Tourism Sciences between University of Macerata and University of Oviedo (Spain). Founder and current coordinator of the Double Degree Programme in Tourism Sciences between University of Macerata and National University "Taras Shevchenko" in Kiev (Ukraine).
	<b>Business or sector</b> Education
Aug 2015–Oct 2015	<b>Expert Evaluator</b> Innovation Fund Denmark, Copenhagen (Denmark) Evaluation and assessment of Danish large scale projects on tourism and agriculture
	<b>Business or sector</b> Public Policy and Research
Sep 2013–Dec 2013	<b>Expert Evaluator</b> European Executive Agency for Competitiveness and Innovation, Bruxelles (Belgium) Evaluation activity of Eco-innovation Project Proposals
	<b>Business or sector</b> Public Policy and Research
Sep 2012–Dec 2012	<b>Expert Evaluator</b> European Executive Agency for Competitiveness & Innovation, Bruxelles (Belgium) Evaluation activity of Eco-Innovation project proposals.
	<b>Business or sector</b> Public policy and Research
Mar 2011–Apr 2011	<b>Expert Evaluator</b> European Commission - DG Research Square de Meeùs 8, B-1049 Brussels (Belgium) Evaluation activity of european research project proposals under the 7th Framework Research Programme in the field of "Biotechnology, Agriculture and Food"
	<b>Business or sector</b> Research
Mar 2010–Apr 2010	<b>Expert Evaluator</b> European Commission - DG Research Square de Meeùs 8, B-1049 Brussels (Belgium) Evaluation activity of european research project proposals under the 7th Framework Research Programme in the field of "Biotechnology, Agriculture and Food"
	<b>Business or sector</b> Research
Nov 2008–Jul 2009	<b>Researcher - Consultant</b> COGEA SPA - European Commission DG Agriculture via Po, 102, 00198 Rome (Italy) Evaluation of CAP measures concerning sectors subject to past or present direct support - LOT 6:

Rice and Tobacco. The evaluation process is based on the results of the structuring phase where the methodology was defined on the basis of the theoretical analysis of CAP measures applied to the rice sector. The methodology applied in the evaluation combines quantitative tools - statistical analysis and modelling – with collection and analysis of qualitative data

**Business or sector** Agriculture, forestry and fishing

May 2002–Jan 2003

**Project Manager**

University of Florence  
P.le Cascine, 18, 50144 Firenze (Italy)

Management and administrative coordination of European Project: "Food Risk Communication and Consumers' Trust in the Food Supply Chain"

**Business or sector** Research

Jul 2001–Jan 2002

**Bank Clerk**

Credito Emiliano  
Viale Adua, 159, 51100 Pistoia (Italy)  
Front office; Cash handling; Customer Service

**Business or sector** Financial and insurance activities

2005–Present

**Consultant for several Italian and European agri-food companies**

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**EDUCATION AND TRAINING**

Sep 2007–Sep 2007

**Summer School "Institutions and Organizations in the European Agri-Food Systems: Economic and Sociological Approaches"**

University of Perugia - Faculty of Agriculture  
Borgo XX Giugno, 74, 06121 Perugia (Italy)  
Agrifood systems; Rural Development; Sociology of Food Consumption

Oct 2002–Feb 2006

**PhD in Economics of Food and Environmental Resources**

University of Naples "Parthenope"  
Via Amm. Acton, 38, 80133 Naples (Italy)

Microeconomics; Macroeconomics; Food Policy; Food Marketing; Qualitative analysis Methods; Quantitative Analysis Methods; Food Quality; Food safety; Food Safety Risk Analysis (Risk Management / Risk Communication)

Aug 2005–Aug 2005

**Summer School in "Hands on Sensory Statistics: multivariate analysis for Sensory Sciences"**

Hal Macfie (Food Quality and Preference, editor) and Anne Hasted (Qi Statistics Ltd), Bath (United Kingdom)  
Multivariate analysis; Sensory Science; Consumer Behaviour

Sep 2003–Oct 2004

**MSc in Food Economics and Marketing**

University of Reading - School of Agriculture, Policy and Development  
Whiteknights PO Box 237, READING, RG6 6AR (United Kingdom)

Food Policy; Food Quality and Safety; Agribusiness Management; Principles of Marketing; Quantitative Research Methods; Qualitative Research Methods; Econometrics; Study skills;

Jan 2002–Apr 2002

**Traineeship**

EPP Group in the European Parliament  
Rue Wiertz, 43, 1047 Brussels (Belgium)

participation in the legislative work of parliamentary committees; management, organisation and follow-up of meetings; information and communication tasks

**Sep 1995–Apr 2001 Bachelor Degree in Economics**  
University of Florence  
Via delle Pandette, 32, 50127 Firenze (Italy)  
Economics; Accountancy; Constitutional Law; Private and Commercial Law; Statistics; Agricultural Economics

**Sep 1990–Jul 1995 High School in Accountancy**  
Istituto Aldo Capitini, Agliana (Pistoia) (Italy)  
Accountancy; Principles of Economics; Principles of Law; English and French language; Occupational techniques in Accountancy and Office Management

#### PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
French	B2	C1	B1	B1	B1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
[Common European Framework of Reference for Languages](#)

#### Communication skills

I have good ability to be involved in multicultural and international environments gained through deep experience abroad, especially in European Organisations. Particularly, during scientific evaluation at European level, I have been involved in consensus meetings and focus groups activities. I believe to have a good team spirit, developed during my activity in several Faculty and Departmental Commissions (on research, didactic activities and University's third mission). I have developed good communication skills especially through my participation to several international conferences. Moreover since 2006, I have taught more than 100 hours per year at University level. I like to interact with my students because every time I have something new to learn from them and new research questions emerge

#### Organisational / managerial skills

Since 2009, I have promoted and organised business-matching activities and an annual Forum at University of Macerata, involving more than 100 entrepreneurs and local authorities on the issue of "Place Branding" Since 2006, I have organised for my students at University of Macerata, meetings and study visits with entrepreneurs following a "location based learning" approach, developing good organisational skills. Since 2006, I have organised and managed several experimental sessions at Italian Center for Sensory Analysis, involving entrepreneurs and academicians to mind the gap of knowledge flows through an experiential-learning approach. During the PhD period, in academic years 2002/2003 and 2003/2004 I have developed good project management experience, through the work as Project Manager of a Master in "Food Quality and Welfare" and as Project Manager for a European research project: "Food Risk Communication and Consumers' Trust in the Food Supply Chain" – QLK1-CT-2002-02343. 5Th European Research Framework Programme.

#### Job-related skills

SCIENTIFIC EVALUATION ACTIVITIES

2015: evaluator for the National Agency "Innovation Fund Denmark" of large scale projects on tourism and agriculture

2013: evaluator for the Executive Agency for Competitiveness and Innovation of the EU Commission. Eco-Innovation Programme

2012: evaluator for "National Agency for the Evaluation of Universities and Research Institutes (ANUR), Research Assessment 2004-2010, field of Agricultural Economics

2012: evaluator for the Executive Agency for Competitiveness and Innovation of the EU Commission. Eco-Innovation Programme

2011: evaluator for Italian Governmental Fund for Basic Research (FIRB)

2011: evaluator for Marche Region "Call for industrial district and network of enterprises" (DGR n.1495/2010)

2011: evaluator for Regional Programme of Development for Calabria Region: POR Calabria FSE 2007-2013

2011: expert evaluator for the 7Th EU Research Framework Programme KBBE- 2010-5 Food

2010: expert evaluator for the 7Th EU Research Framework Programme KBBE- 2010-4 Food

2009: framework contract for the evaluation of CAP measures concerning sectors subject to past or present direct support — Lot No 6: rice and tobacco. Framework contract n° 30-CE-0197396/00-06

Since 2008: member of the Committee for Evaluation of Scientific works, University of Macerata

#### REFEREE FOR THE FOLLOWING JOURNALS, BOOKS AND CONFERENCES

Journals:

International academic journals: *Annals of Animal Science (ISI- SCOPUS)*, *British Food Journal (ISI- SCOPUS)*, *Food Quality and Preference (ISI - SCOPUS)*, *International Journal of Wine Business Research (SCOPUS)*, *International Journal of Business and Globalization (SCOPUS)*, *International Journal of Hospitality Management (ISI – SCOPUS)*, *Journal of Consumer Marketing*, *Journal of the Science of Food and Agriculture (ISI - SCOPUS)*, *International Marketing Review (ISI - SCOPUS)*, *International Food and Agribusiness Management Review (ISI – SCOPUS)*, *Eurasian Business Review*, *African Journal of Business Management (ISI)*, *International Journal of Food Science and Technology (IF)*, *Wine Economics and Policy*.

International books: *Consumer Behaviour III edition (Evans, Jamal, Foxall)*, Wiley.

National academic journals: *Agriregioneuropa*, *Rivista di Economia Agraria*, *Rivista di Politica Agricola Internazionale*, *Rivista di Economia Agroalimentare*, *L'industria*

Conferences: 2014 AIEAA Conference, 2014 SIDEA Conference, 2013 SIDEA Conference, 2013 SIEA Conference, "4<sup>th</sup> International Conference of the Academy of Wine Business Research", Siena, 16<sup>th</sup> -19<sup>th</sup>, July 2008; 'XI Congress of European Association of Agricultural Economists (EAAE) - "The Future of Rural Europe in the Global Agri-Food System", Copenhagen, 24<sup>th</sup> -27<sup>th</sup> August 2005.

Digital competence      Office package; SPSS, N-VIVO; T-LAB

#### ADDITIONAL INFORMATION

##### Editorial Boards

European Managing Editor of the "International Food and Agribusiness Management Review" (ISI-Scopus)

Scientific Board member of "Sustainability" (ISI-Scopus)

Advisory Board member and Guest Editor of the "British Food Journal" (ISI-Scopus)

Scientific Board member of "Tourism Review International"

Editorial Board member and Book Review Editor of "Wine Economics and Policy" (Scopus)

Former Co-editor of "Enometrica"

Editorial Board member of "Il capitale culturale. Studies on the Value of Cultural Heritage"

Scientific Board member of Economia Agro-alimentare

Scientific Societies	Member of "European Association of Agricultural Economists" (EAAE) Member of "European Association of Wine Economists" (EuAWE) Member of "International Food and Agribusiness Management Association" (IFAMA)
Scientific Committees	External scientific expert for the Italian Ministry of Cultural Heritage and Tourism  Board member of the European Chapter of IFAMA (International Food and Agribusiness Management Association). Delegate for educational programmes. Board member of PhD Programme in "Wine Economics and Rural Development" at University of Florence Board member of the Regional Cluster of Agrifood companies – Marche Region Board member of "Regional Observatory on Tourism" – Marche Region (2012/2013) Board member of "Laboratorio Ghino Valenti" – Laboratory on agribusiness and food law at University of Macerata Board member of "Made in Fabriano Academy". Association for the development and promotion of Marche Region
Research Projects	2015 - ongoing: Assisted living technologies for the health tourism sector, "ALHTOUR" - HORIZON 2020 - Twinning project  2014- ongoing: Grey and green in Europe: elderly living in urban areas, "GRAGE" - EU FP7 - Marie Curie - RISE  2014-2015: Local stakeholders support group coordinator – European funded project – URBACT II Operational Programme: "Gastro-Urbact: Innovative City: City Strategy On Gastronomy As A Tool For Tourism And Employment Development" 2013 - ongoing: China and Europe taking care of healthcare solutions - "CHETCH" - EU FP7 - Marie Curie - IRSES  2013-2015: Coordinator of the European funded project - Leonardo Transfer of Innovation Programme: "Farm Inc. – Introducing Marketing Principles in the Agricultural Sector" 2013: LLP Erasmus Preparatory Visit: year 2012 "Preparatory Visit to Fachhochschule Burgenland" - LLP National Agency 2010: OATS - Organic Agricultural Tourism, Leonardo da Vinci Programme – European Commission. 2008: INTERREG "Bioforenergy". 2006: Italian Ministry of Agriculture "La fauna selvatica nella valorizzazione delle risorse agricole e territoriali" 2006: European Project SENSOR - "Sustainability impact assessment: tools for environmental, social and economic effects of multifunctional land use in European regions". 2005: Italian Committee for Economic Planning (CIPE) "Innovation in Marche Agri-food sector". 2003-2005: "Food Risk Communication and Consumers' Trust in the Food Supply Chain" – QLK1-CT-2002-02343. 5Th European Research Framework Programme. 2002-2004: "Exploring Costs and Benefits of Haccp: A pilot study in the dairy and meat products industry in the European Union" – QLK1-CT-2002-30164. 5Th European Research Framework Programme. 2002 – 2004: ARSIA (Regional agency for development and innovation in the agri-food sector – Tuscany) "Typical products and quality perception in the supply chain" 2002 – 2003: INRM (National Institute for Scientific Research on Mountains) "Quality concepts in specialty products supply chain and development of local systems: the case of Garfagnana".
Citations	Finalist (first 10 projects over 115) at IDEATRE60, business plan competition for innovative start-ups in food sector funded by Accenture. Best paper award ("The Role of Tourism Experiences in Attaching Consumers to Regional Brands") at 6th International Conference of the Academy of Wine Business Research - Applied Sessions (together with Ulrich Orth, Albert Stöckl, Joëlle Brouard, Monica Faraoni, Mikel Larreina, Benoît Lecat,

Janeen Olsen, Carmen Rodriguez-Santos, Cristina Santini, Roberta Veale, Damien Wilson).

**Publications****ARTICLES PUBLISHED IN INTERNATIONAL REFEREE JOURNALS (WITH I.F.)**

SANTINI, C., MARINELLI, E., BODEN, M., CAVICCHI, A., HAEGEMAN, K. (2016) Reducing the distance between thinkers and doers in the entrepreneurial discovery process: An exploratory study." *Journal of Business Research*, 69(5), pp. 1840-1844.

TORQUATI, B; TAGLIONI, C.; CAVICCHI, A. (2015) Evaluating the CO2 Emission of the Milk Supply Chain in Italy: An Exploratory Study, *SUSTAINABILITY*, 7; Basel, MDPI; pp. 7245 - 7260

BEETON, S.; CAVICCHI, A. (2015) Not Quite Under the Tuscan Sun... the Potential of Film Tourism in Marche Region, *ALMATOURISM*, 6 (4); Bologna, Alma Mater Studiorum, Università di Bologna; pp. 146 - 160

GILINSKY, A.; NEWTON, S.K.; ATKIN, T.S.; SANTINI, C., CAVICCHI, A.; CASAS, A.R.; HUERTAS, R. (2015) Perceived efficacy of sustainability strategies in the US, Italian, and Spanish wine industries, *INTERNATIONAL JOURNAL OF WINE BUSINESS RESEARCH*, 27; Bradford, Emerald; pp. 164 - 181

CAVICCHI, A., CUTRINI, E., Fidanza, B., Perna, R. (2015) PlayMarche: un Distretto regionale dei beni culturali 2.0, *IL CAPITALE CULTURALE*, 11; Macerata, -Macerata : EUM, 2005- Roma: L. Lucarini; pp. 1 - 35

ANDERSSON, T.D., GETZ, D., VUJICIC, S., ROBINSON, R.N.; CAVICCHI, A. (2015) Preferred travel experiences of foodies: An application of photo elicitation, in *JOURNAL OF VACATION MARKETING*, 22; Londra, Sage; pp. 55 - 67.

SANTINI, C., & CAVICCHI, A. (2014). The adaptive change of the Italian Food Bank Foundation: a case study.

*British Food Journal*

, 116(9).

CARAHÉR, M., and CAVICCHI, A. (2014). Old crises on new plates or old plates for a new crises? Food banks and food insecurity. *British Food Journal*, 116(9).

CAVICCHI, A., SANTINI, C., and BAILETTI, L. (2014). Mind the "academician-practitioner" gap: an experience-based model in the food and beverage sector. *Qualitative Market Research: An International Journal*, 17(4).

STEFANI, G., CAVICCHI, A., and ROMANO, D. (2014). Blissed ignorance? The role of process information on consumer evaluation of a typical Italian salami. *Nutrition & Food Science*, 44(4), 345-362.

CAVICCHI, A., RINALDI, C. and CORSI, M. (2013). Higher education institutions as managers of wicked problems: place branding and rural development in Marche Region, Italy. *International Food and Agribusiness Management Review* (forthcoming).

LAI M.B., CAVICCHI A., RICKERTSEN K., CASINI L. and CORSI A.M. (2013). Monopoly and wine: the Norwegian case. *British Food Journal* , vol. 115 (2), p. 314-326.

ORTH U.R., STÖCKL A., VEALE R., BROUARD J., CAVICCHI A., FARAONI M., LARREINA M., LECAT B., OLSEN J., RODRIGUEZ-SANTOS C., SANTINI C., WILSON D. (2012), Using attribution theory to explain tourists' attachments to place-based brands, *Journal of Business Research* (in press)

STEFANI, G., SCARPA, R. AND CAVICCHI, A. (2012). Exploring consumer's preferences for farmed sea bream. *Aquaculture International*, (accepted).

CAVICCHI A., STEFANI G., ROMANO D. and SANTINI C. (2011). Exploring social marketing landscapes: a review of healthy food campaigns. *African Journal of Business Management*, Vol.5 (5), pp. 1533-1542.

MAZZOCCHI M., LOBB A.E., TRAILL W.B. and CAVICCHI A. (2008). Food scares & trust: a european study. *Journal of Agricultural Economics*, Vol. 59 (1): 2-24.

STEFANI G., CAVICCHI A., ROMANO D. and LOBB A.E. (2008). Determinants of Intention to Purchase Chicken in Italy: The Role of Consumer Risk Perception and Trust In Different Information Sources. *Agribusiness: an international journal*, Vol. 24, No. 4, Autumn 2008.

CASINI L., CAVICCHI A. and CORSI A.M. (2008). Trends in British Wine Market and Consumer Confusion. *British Food Journal* , Vol. 110 (6), 545 – 558.

STEFANI G., ROMANO D. and CAVICCHI A. (2006). Consumer Expectations, Liking and Willingness to Pay for Specialty Foods. Do Sensory Characteristics Tell the Whole Story?. *Food Quality and Preference*, vol. 17, (1-2): 53-62.

## ARTICLES PUBLISHED IN INTERNATIONAL REFEREED JOURNALS (NO I.F.)

Bertella, Giovanna; Cavicchi, Alessio (2015) Marchigiane Families Open Their Homes to Tourists: Sharing Food and Stories at the Dinner Table, in *JOURNAL OF GASTRONOMY AND TOURISM*, 1; Putnam Valley, NY, Cognizant Communication Corporation; pp. 69 - 70 (ISSN: 2169-2971)

Cavicchi, Alessio; Rinaldi, Chiara; Santini, Cristina (2015) Fostering entrepreneurial education in Agribusiness through experiential learning, in *Proceedings in Food System Dynamics, Proceedings in System Dynamics and Innovation in Food Networks 2015* in *PROCEEDINGS IN FOOD SYSTEM DYNAMICS* Centmapress; pp. 470 - 476 (ISSN: 2194-511X)

CAVICCHI A., SANTINI C. (2011). Brunellopoli: wine scandal under the Tuscan sun. *Tourism Review International*, vol. 15 (3).

TAGLIONI, C., CAVICCHI, A., TORQUATI, B. AND SCARPA, R. (2011) Influence of Brand Equity on Milk Choice: A Choice Experiment Survey. *International Journal on Food System Dynamics*, Vol. 2 (3).

SANTINI, C., CAVICCHI, A., and ROCCHI, B. (2007). Italian Wineries and Strategic Options: the Role of Premium Bag in Box. *International Journal of Wine Business Research*, Vol. 19 (3): 216-230.

ROCCHI, B., ROMANO, D., CAVICCHI, A., and STEFANI, G. (2005). Costs and Benefits of Compliance with HACCP Regulation in the European Meat and Dairy Sectors. *Food Economics Journal (Acta Agriculturae Scandinavica, Section C – Economy*, 1 April 2005), vol. 2 (1): 52-59.

## BOOK CHAPTERS

CAVICCHI, A., SANTINI, C., FONTANA, T.; NARDI, L. (2015) Il modello "slow tourism": coinvolgimento degli stakeholders, efficacia e sostenibilità dell'iniziativa "Salina Isola Slow", in Paolo Corvo, Gianpaolo Fassino Quando il cibo si fa benessere. Alimentazione e qualità della vita, 8; Milano, FrancoAngeli; pp. 159 - 174

CAVICCHI, A., SANTINI, C. (2015) Sustainability in the wine industry: key questions and research trends, in Chris Gerling Environmentally Sustainable Viticulture; Boca Raton, CRC Press - Taylor & Francis; pp. 3 - 24

CAVICCHI, A., SANTINI, C. (2014) An overview of the book, in Cavicchi Alessio, Cristina Santini *Food and Wine Events in Europe: A Stakeholder Approach*; Londra, Taylor & Francis; pp. 21 - 24

SANTINI, C., CAVICCHI, A. (2014), Issues still left on the "table", in Cristina Santini, Alessio Cavicchi *Food and Wine Events in Europe: a Stakeholder Approach*; Londra, Routledge (Taylor and Francis); pp. 224 - 229

STOECKL, A. LICK, E., CAVICCHI, A., LECAT B.; MORENO-MELGAREJO, A.; SANTINI C., TREIBER, B (2014) The drink driving dilemma in connection with food and wine events, in Cristina Santini, Alessio Cavicchi *Food and Wine Events in Europe: a Stakeholder Approach*; Londra, Routledge (Taylor and Francis); pp. 213 – 223.

CAVICCHI, A., SANTINI, C. (2014) The importance of a stakeholder approach to investigate (and plan) food and wine events, in Cavicchi Alessio, Cristina Santini *Food and Wine Events in Europe: a Stakeholder Approach* Routledge (Taylor and Francis); pp. 3 – 14.

SANTINI, C., CAVICCHI, A. and CANAVARI, M. (2011) The Risk™ strategic game of rural tourism: how sensory analysis can help in achieving a sustainable competitive advantage, in Sidali, K.L., Spiller, A. and Schulze, B. (eds) *Food, Agriculture & Tourism*, Springer.

CAVICCHI, A. and ROCCHI, B. (2010), The new trends of sustainable consumption: farmers' market as a business imperative to re-educate consumers, in Stoner, J.A.F. and Wankel, C. (eds), *Sustainability as a Business Imperative*, New York Palgrave Macmillan.

CAVICCHI, A., SANTINI, C. and BECCACECE E. (2010) Are you ready for the unexpected? The case of Brunello crisis, in Faraoni, M., Santini, C. (eds) *Managing the Wine Business: research issues and cases from USA and Italy*, McGrawHill.

CAVICCHI, A., SIMEONE, M., SANTINI, C. and BAILETTI, L. (2010). Marketing Research and Sensory Analysis: A Reasoned Review and Agenda of their Contribution to Market Orientation in the Food Industry, in Lindgreen, A. and Hingley, M. (eds) *Market Orientation Transforming Food and Agribusiness around the Customer*, Gower Publishing Ltd, Aldershot

CAVICCHI, A. and CORSI, A. (2010). Consumer Values and the Choice of Specialty Foods: The Case of the Oliva Ascolana del Piceno (Protected Designation of Origin) , in Lindgreen, A. and Hingley, M. (eds) *Market Orientation Transforming Food and Agribusiness around the Customer*, Gower Publishing Ltd, Aldershot

SANTINI, C. and CAVICCHI, A (2010). Old World Wineries and Market Orientation: Empirical Evidences from the Italian Wine Industry, in Lindgreen, A. and Hingley, M. (eds) *Market Orientation Transforming Food and Agribusiness around the Customer*, Gower Publishing Ltd, Aldershot

SANTINI, C. and CAVICCHI A., (2010). How (Ch)easy is developing a new product? A cheese-case, in Phillips, F.Y. (ed), *Managing Innovation, Entrepreneurship and New Product Development*, Meyer and Meyer, Maastricht School of Management Series, Maastricht.

CAVICCHI, A. (2010). Il concetto di qualità nel settore agroalimentare, In Cavicchi, A. e Corinto, G.L. (a cura di) *Produzioni agroalimentari di qualità e strategie competitive nel territorio marchigiano: casi di studio*; Macerata: CEUM.

SANTINI, C. e CAVICCHI, A. (2010). Nuove tendenze nei servizi per le produzioni di qualità: il caso del Centro Italiano di Analisi Sensoriale, In Cavicchi, A. e Corinto, G.L. (a cura di) *Produzioni agroalimentari di qualità e strategie competitive nel territorio marchigiano: casi di studio*; Macerata: CEUM.

CAVICCHI, A. e SANTINI, C. (2010). Innovazione di prodotto nel mercato lattiero caseario: il caso Cooperlat, In Cavicchi, A. e Corinto, G.L. (a cura di) *Produzioni agroalimentari di qualità e strategie competitive nel territorio marchigiano: casi di studio*; Macerata: CEUM.

CAVICCHI, A. (2009). Indagare la percezione e la disponibilità a pagare per attributi di qualità alimentare: il contributo della ricerca partecipata "università-impresa" alla riduzione della marketing myopia. In AA.VV. (a cura di) *Intraprendere nell'agroalimentare tra globalizzazione e percezione del consumatore – Atti del 6° Forum di CDO Agroalimentare*. Milano: Franco Angeli.

CAVICCHI, A., (2009). La distribuzione alimentare. In IRPET, 11° Rapporto Economia e politiche rurali in Toscana, Agrisole – Il sole 24 ore. Roma

CAVICCHI, A., (2008). La distribuzione alimentare. In IRPET, 10° Rapporto Economia e politiche rurali in Toscana, Agrisole – Il sole 24 ore. Roma

CAVICCHI, A., (2008). La distribuzione alimentare. In IRPET, 9° Rapporto Economia e politiche rurali in Toscana, Agrisole – Il sole 24 ore. Roma

CAVICCHI, A., (2008). La promozione di campagne di comunicazione ed educazione alimentare: il ruolo del marketing sociale. *Annali della facoltà di Scienze della Formazione* (2006), 3, CEUM, Macerata.

CAVICCHI, A., MAZZESCHI, A. e GUERRI, S., (2007). Qualità attesa e motivazione nel consumo di vino: una indagine esplorativa su due gruppi di consumatori in Toscana. In Menghini, S. (a cura di) "Il ruolo del settore vitivinicolo nei processi di sviluppo sostenibile", Franco Angeli, Milano.

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#### FULL RECORDS OF TEACHING EXPERIENCE

#### ACADEMIC LECTURESHIPS

March 2013: "Wine Tourism in Italy", Master Course at University of Applied Sciences "FACHHOCHSCHULE BURGENLAND GMBH", Eisenstadt (Austria)

Since 2011/2012: "Rural Tourism and Marketing Strategies", II level degree in Education and Management of Tourism Systems - University of Macerata

Since 2010/2011: "Food Economics and Marketing", I level degree in Education and Management of Tourism Systems – University of Macerata

2007/2008 - 2011/2012: "Economics and firms' business models" – Master Degree in Communication Sciences – University of Macerata.

2007/2008 - 2010/2011: "Consumer Behaviour and Food Marketing" (course taught in English language) – I level degree in Education and Management of Tourism Systems – University of Macerata.

2009/2010: "Food Marketing" – Master Degree in "Marketing and Culture of Enogastronomy and Hospitality" – University of Macerata

2007/2008: "Economics and Policy of Food Quality and Safety" – Master Degree in "Management of agri-food systems and environmental resources" – University of Macerata

2007/2008 – 2008/2009: "Rural Development Policies" — I level degree in Education and Management of Tourism Systems - Università degli Studi di Macerata.

2006/2007 – 2009/2010: "Economics of Food Quality" – I level degree in Education and Management of Tourism Systems - Università degli Studi di Macerata.

2006/2007: "Consumer Behaviour Analysis" – Master Degree in "Marketing e Rural Development – University of Macerata.

2005/2006 e 2006/2007: "Economics of Food Quality and Consumption" – I level degree in Rural Development – University of Florence.

2004/2005 e 2005/2006: "Business Administration" – II level degree in Biotechnology – University of Florence.

Since 2004/2005: "Marketing and Law of Herbal Medicine", Professional course of "Herbal Medicine Expert" – University of Florence

2003: "Food consumption and diet styles: consumers buying behaviour" and "Quality in Agri-food sector", Professional Course in "Marketing of Quality", ISMEA, Rome.

2002/2003: "Certifications of Food Quality", Master in Food quality and welfare - Università degli Studi di Firenze

#### TEACHING ASSISTANT

2002/2003 e 2004/2005: "Agriculture and Economic Development" – I level degree in Agriculture - University of Florence

2004/2005 e 2005/2006: "Agri-food Policy" – II level degree in Management of Food Quality – University of Florence

2002/2003: "Food Law" – I level degree in Viticulture - University of Florence

2002/2003: "Wine Law" – I level degree in Viticulture - University of Florence

2002/2003: "Principles of Economics" – I level degree of Biotechnology – University of Florence.

#### PROFESSIONAL LECTURERSHIPS

Since 2006 I have taught several courses on Consumer Science in collaboration with the Italian Center for Sensory Analysis, to managers and staff members of the following companies (among others): Lindt, Ferrero, Coop Italia, San Pellegrino (Nestlè), Amadori, Gruppo Montenegro. Moreover, I

have taught several courses to members of farmers professional associations

**Presentations** I have presented with accepted papers or invited speeches to more than 50 national and international academic and professional conferences