


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 Pavillon

- 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

Researcher / Assistant Professor

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).

Business or sector Education

Aug 2015–Oct 2015

Expert Evaluator

Innovation Fund Denmark, Copenhagen (Denmark)

Evaluation and assessment of Danish large scale projects on tourism and agriculture

Business or sector Public Policy and Research

Sep 2013–Dec 2013

Expert Evaluator

European Executive Agency for Competitiveness and Innovation, Bruxelles (Belgium)

Evaluation activity of Eco-innovation Project Proposals

Business or sector Public Policy and Research

Sep 2012–Dec 2012

Expert Evaluator

European Executive Agency for Competitiveness & Innovation, Bruxelles (Belgium)

Evaluation activity of Eco-Innovation project proposals.

Business or sector Public policy and Research

Mar 2011–Apr 2011

Expert Evaluator

European Commission - DG Research
Square de Meeûs 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"

Business or sector Research

Mar 2010–Apr 2010

Expert Evaluator

European Commission - DG Research
Square de Meeûs 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"

Business or sector Research

Nov 2008–Jul 2009

Researcher - Consultant

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

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)

Agri-food 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

Foreign 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 a 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 (ANVUR), 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: *Agriregionieuropa*, *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, "4th International Conference of the Academy of Wine Business Research", Siena, 16th -19th, July 2008; XI Congress of European Association of Agricultural Economists (EAAE) - "The Future of Rural Europe in the Global Agri-Food System", Copenhagen, 24th -27th August 2005.

Digital skills 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 "Enometrika"

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

PhD Supervision and Tutoring

Dr. Chiara Rinaldi - University of Macerata - PhD Curriculum in Education (2012)

Dr. Chiara Mignani - University of Macerata - PhD Curriculum in Social Psychology (2016)

Dr. Paolo Passarini - University of Macerata - PhD Curriculum in International Law (2016)

Dr. Alessandra Campanari - University of Macerata - PhD Curriculum in Modern Languages (2018)

Dr. Eleonora Belletti - University of Macerata - PhD Curriculum in Social Psychology (2018)

Ongoing

Federica Baldoni - University of Macerata - PhD Curriculum in International Law

Chiara Aleffi - University of Macerata - PhD Curriculum in Social Psychology

Sabrina Tomasi - University of Macerata - PhD Curriculum in Social Psychology

Gigliola Paviotti - University of Macerata - PhD Curriculum in Education

- 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 REFEREED 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).
- CARAHER, 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.
- MAZZOCCHI, M., LOBB, A.E., TRAILL, W.B. e CAVICCHI, A. (2006). Role of Trust and Risk in Consumer Food Choice: The SPARTA Model. In Romano D., Stefani G. (a cura di). How Safe is Eating Chicken? A Study on the Impact of Trust and Food Risk Communication on Consumer Behaviour in the European Union. Firenze: Florence University Press, 101-123.
- STEFANI, G., ROMANO, D., PATELLI, P. e CAVICCHI, A. (2006). Trust lost and regained: A welfare analysis of food risk communication strategies. In Romano D., Stefani G. (a cura di). How Safe is Eating Chicken? A Study on the Impact of Trust and Food Risk Communication on Consumer Behaviour in the European Union. Firenze: Florence University Press. 123-142
- STEFANI, G., ROCCHI, B., GIOIA, M. e CAVICCHI, A., (2006). La disponibilità a pagare dei consumatori per le caratteristiche di tipicità. In Rocchi, B. e Romano, D. (a cura di), Tipicamente Buono: concezioni di qualità lungo la filiera dei prodotti agro-alimentari in Toscana, Franco Angeli, Milano: 51-73.
- CAVICCHI, A., (2006). L'innovazione nell'Agricoltura Toscana. In IRPET, 8° Rapporto Economia e politiche rurali in Toscana, Agrisole – Il sole 24 ore. Roma
- CAVICCHI, A., (2005). Le politiche alimentari della Regione Toscana. In IRPET, 7° Rapporto Economia e politiche rurali in Toscana, Agrisole – Il sole 24 ore. Roma
- ROMANO, D., CAVICCHI, A. e STEFANI, G., (2004). Region of Origin's Impact on WTP for Specialty Food: A Valuation Experiment. In Defrancesco, E., Galletto, L. e Thiene, M. (a cura di), Food, Agriculture and the Environment: Economic Issues, Franco Angeli, Milano: 275-290.
- CAVICCHI, A. e STEFANI, G., (2004). Le politiche alimentari della Regione Toscana. In IRPET, 6° Rapporto Economia e politiche rurali in Toscana, Agrisole – Il sole 24 ore. Roma: 121-125.

ARTICLES PUBLISHED IN ITALIAN REFEREED JOURNALS

CAVICCHI A. (2015), Nuove povertà, spreco e sicurezza alimentare in Italia,

AGRIREGIONIEUROPA, 40; Ancona, Associazione Alessandro Bartola; pp. 48 - 51 (ISSN: 1828-5880)

ROCCHI B., CAVICCHI A. and BALDESCHI M. (2011). Consumers' attitude towards farmers' markets in Tuscany, Sviluppo Locale, 37-38; Torino, Rosenberg & Sellier; pp. 5 - 23

CASINI L., CAVICCHI A., CORSI A.M. and SANTINI C. (2011). Orientamento alla sostenibilità nell'industria vitivinicola: una rassegna della letteratura. Economia e Diritto Agroalimentare, 16(2), 283-301.

SANTINI C. and CAVICCHI A. (2011). L'approccio delle imprese agroalimentari all'analisi sensoriale: l'esperienza del Centro Italiano di Analisi Sensoriale. Agriregionieuropa, n. 24, Marzo.

TAGLIONI, C., TORQUATI, B. and CAVICCHI, A. (2010). Il valore della marca sulla scelta di un prodotto alimentare: risultati di un'indagine su un latte di origine regionale. Agriregionieuropa, n. 23, Dicembre.

CAVICCHI, A., SANTINI, C. and BAILETTI, L. (2010). Marca o denominazione di origine? Uno studio esplorativo sulla brand equity del Pecorino di Fossa. Agriregionieuropa, n. 20, Marzo.

CAVICCHI, A. (2010). Regolamentazione e gestione del rischio nei settori agroalimentare e ambientale. Alcune riflessioni sull'approccio economico al Principio di Precauzione, Economia e Diritto Agroalimentare, n. 2/2010.

CAVICCHI, A. (2008). Qualità alimentare e percezione del consumatore. Agriregionieuropa, n. 15, Dicembre: 10-13.

ROMANO, D., BANTERLE, A., CAGLIERO, R., CAVICCHI, A., MAURACHER, C., NOCELLA, G., OLPER, A., PULINA, P., RUSSO, C., SOREGAROLI, C. e VIAGGI D. (2006). L'XI Congresso degli Economisti Agrari Europei, Copenhagen, 24-27 agosto 2005, Rivista di Economia Agraria, Anno LX, No 4.

STEFANI, G., ROMANO, D. e CAVICCHI, A., (2005). Regione di origine e disponibilità a pagare per prodotti alimentari tipici: un approccio di economia sperimentale applicato a tre prodotti toscani. Rivista di Economia Agraria, Anno LX, No. 1

ARTICLES PUBLISHED IN CONFERENCE PROCEEDINGS (BOOKS AND JOURNALS)

CAVICCHI, A., RINALDI, C., SANTINI, C. (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

ORTH, U.R., STOECKL, A., CAVICCHI, A., FARAONI, M., LARREINA, M., OLSON, J., VEALE, R.; WILSON, D.; SANTINI, C. (2015), Having A Great Vacation And Blaming The Wines: An Attribution Theory Perspective On Consumer Attachments To Regional Brands, in *Proceedings Of The 2010 Academy Of Marketing Science (Ams) Annual Conference*; Berlin, Germany, Springer-Verlag Berlin; pp. 83 - 83

CAVICCHI, A. e MICUCCI, S. (2011). L'influenza del marketing e della comunicazione sugli stili alimentari dei bambini. Quali politiche e strumenti a disposizione dei governi?, In Verducci, D. (a cura di) Atti del Convegno "La comunicazione come questione antropologica", Macerata: CEUM.

CAVICCHI A., CORINTO G.L. and GHERGO S. (2011). Film-induced food and wine tourism in Marche: the phenomenon of TV reality shows produced for Nordic countries. In Romano M.F. (ed) First European Conference on Wine and Food Tourism. Edizioni ETS, Pisa.

CAVICCHI A., SANTINI C., FARAONI M., SEGHIERI C., STOECKL A., ORTH U. (2011). The Tale of two Italian Regions: Wine Tourism in Marche and Tuscany. In Romano M.F. (ed) First European Conference on Wine and Food Tourism. Edizioni ETS, Pisa.

ROCCHI, B., CAVICCHI, A., and BALDESCHI, M. (2010). Consumers' attitude towards farmers' markets in Tuscany. In Arfini et al. (eds) Spatial Dynamics in Agri-Food Systems: Implications for sustainability and consumer value, Monte Parma Editore.

CAVICCHI, A., SANTINI, C. and BECCACECE, E. (2010). The Brunello crisis: media role and its impact on wine reputation and tourist flows. E-review of Tourism Research, Vol. 8: 13-16.

CAVICCHI, A., SANTINI, C. e BAILETTI, L. (2010). Enhancing SMEs potentialities by avoiding marketing myopia: an integrated academic-practitioner approach. In AGROSTAT 2010 11th European Symposium on Statistical Methods for Food Industry, February, 23-25th 2010, Benevento (Italy).

WORKING PAPERS AND RESEARCH REPORTS

CAVICCHI A., ROCCHI B. and BALDESCHI M. (2011). Consumers' attitude towards farmers' markets: an explorative analysis in Tuscany, Working Papers Series, n. 31, Dipartimento di Studi sullo Sviluppo Economico, Edizioni CEUM.

CAVICCHI, A. (2009). L'economista agrario di fronte all'incertezza: alcune riflessioni sul principio di

precauzione, Working Papers Series, n. 19, Dipartimento di Studi sullo Sviluppo Economico, Edizioni CEUM.

CAVICCHI, A., (2005). Case Studies on Governments' Communication Campaigns, Deliverable n. 15 - "Food risk Communication and Consumers' Trust in the Food Supply Chain" (QLK1-CT-2002-02343), Florence University Press, Firenze.

STEFANI, G., ROMANO, D. e CAVICCHI, A., (2005). Trust Project: Policy Simulation Results, Deliverable n. 14 - "Food risk Communication and Consumers' Trust in the Food Supply Chain" (QLK1-CT-2002-02343), Florence University Press, Firenze.

CAVICCHI, A., LOBB, A.E., MAZZOCCHI, M., ROMANO, D., STEFANI, G. e TRAILL, W.B., (2005). Cross country segmentation, Deliverable n. 8 – "Food risk Communication and Consumers' Trust in the Food Supply Chain" (QLK1-CT-2002-02343), Florence University Press, Firenze.

STEFANI, G. e CAVICCHI, A., (2004). Exploring Costs and Benefits of HACCP. The IT-1D Dairy Case. In TNO, Exploring Costs and Benefits of HACCP: A Pilot Study in the Dairy and Meat Products Industry in the European Union. QLK1-CT-2003-30164, TNO Report V5776, Appendix 1, Zeist, The Netherlands.

CAVICCHI, A. e STEFANI, G., (2004). Exploring Costs and Benefits of HACCP. The IT-1M Meat Case. In TNO, Exploring Costs and Benefits of HACCP: A Pilot Study in the Dairy and Meat Products Industry in the European Union. QLK1-CT-2003-30164, TNO Report V5776, Appendix 1, Zeist, The Netherlands.

CAVICCHI, A. e ROCCHI, B., (2004). Exploring Costs and Benefits of HACCP. The IT-2M Meat Case. In TNO, Exploring Costs and Benefits of HACCP: A Pilot Study in the Dairy and Meat Products Industry in the European Union. QLK1-CT-2003-30164, TNO Report V5776, Appendix 1, Zeist, The Netherlands.

ROCCHI, B. e CAVICCHI, A., (2004). Exploring Costs and Benefits of HACCP. The IT-2D Dairy Case. In TNO, Exploring Costs and Benefits of HACCP: A Pilot Study in the Dairy and Meat Products Industry in the European Union. QLK1-CT-2003-30164, TNO Report V5776, Appendix 1, Zeist, The Netherlands.

EDITED BOOKS

CAVICCHI A. and SANTINI, C. (2014). Food and Wine Events in Europe: A Stakeholder Approach. Routledge

CAVICCHI A. and CORINTO G.L. (2010). Produzioni agroalimentari di qualità e strategie competitive nel territorio marchigiano: casi di studio; Macerata: CEUM.

ENTRIES IN ENCYCLOPEDIA

CAVICCHI A. (2015) Blue Flag, in C. Cater, B. Garrod, T. Low The Encyclopedia of Sustainable Tourism; Boston, Cabi Publisher; pp. 390 - 390

CAVICCHI A. (2015) NIMBY: The "not in my backyard" Syndrome, in Carl Cater, Brian Garrod, Tiffany Low The Encyclopedia of Sustainable Tourism; Boston, Cabi Publisher; pp. 120 - 120

BOOK REVIEWS

CAVICCHI, A (2014), Sustainable Hospitality and Tourism as Motors for Development. Case Studies from Developing Regions of the World, P. Sloan, C. Simons-Kaufman, W. Legrand (Eds.). Routledge (2012), in Tourism Management, 41 pp. 26 - 27

CAVICCHI, A. (2011). Shopper Marketing. How to increase purchase decisions at the point of sale, edited by Markus Ståhlberg and Ville Maila. Journal of Consumer Marketing, 29 (1) pp. 74 - 75

CAVICCHI, A. (2011), Market Orientation. Transforming Food and Agribusiness around the Customer, edited by Adam Lindgreen, Martin Hingley, David Harness and Paul Custance. Journal of Consumer Marketing, 28 (5): 388-388.

CAVICCHI, A. (2010), The New Cultures of Food: Marketing Opportunities from Ethnic, Religious and Cultural Diversity, edited by Adam Lindgreen and Martin Hingley. Journal of Consumer Marketing, 27 (5): 478-478.

PROFESSIONAL ARTICLES

- CAVICCHI, A. (2015) Analisi sensoriale: al servizio della qualità, in LARGO CONSUMO, 2; Milano, Editoriale Largo Consumo srl; pp. 72 - 72
- CAVICCHI, A. (2015) Comunicare meglio per il mondo agricolo è fondamentale, L'INFORMATORE AGRARIO, 43; Verona, Edizioni L'Informatore Agrario S.r.l.; pp. 1 - 1
- CAVICCHI, A., SANTINI, C. (2015) Dall'Action Research all'experiential education: una conversazione tra università e impresa, ATLANTIDE, 34; Milano, Mondo Atlantide srl; pp. 23 - 27
- CAVICCHI, A. (2015) L'educazione a riconoscere la qualità è la strada per la valorizzazione, in IL LATTE, 8; Milano, Tecniche Nuove SPA; pp. 19 - 19

POLICY BRIEFS

CAVICCHI, A., & STANCOVA, K. C. (2016). *Food and gastronomy as elements of regional innovation strategies* (No. JRC99987). Institute for Prospective and Technological Studies, Joint Research Centre.

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 LECTURESHIPS

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 (Nestlé), 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