

## MARA CERQUETTI

Assistant Professor

MANAGEMENT

University of Macerata

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**Editorial Office 'Il capitale culturale'** <http://riviste.unimc.it/index.php/cap-cult>

**MARA CERQUETTI** is a researcher in Management at the Department of Education, Cultural Heritage and Tourism of the University of Macerata (UniMC). At the same University she teaches Management and Organization of Cultural Institutions and Cultural Heritage Management.

After obtaining a Master's Degree in Management and Conservation of Cultural Heritage and undergoing additional training in Economics, Management and Enhancement of Cultural Heritage, she carried out research at the Cultural Observatory of Marche Region. In 2006 she collaborated with the Centre of Excellence on Museum Management in the analysis of the Marche Region's local museum conditions and in 2008 she participated in the research 'Standards, guidelines and scheduling for museum accreditation in Marche Region'.

She has held seminars in Tunisia (ISEAH – Institut Supérieur des Etudes Appliquées aux Humanités in Tozeur – Université de Gafsa, 2009), France (Master franco-italien en Histoire de l'art et Management des biens culturels, UPMF – Grenoble et UniMC, 2012), Croatia (University of Zagreb, 2015; University of Split, 2017), and Spain (Facultad de Turismo de Oviedo, 2016). From January to April 2016 she was visiting scholar at Goldsmiths University in London.

She has been a member of the Scientific Committee and Editorial Board of the Journal «IL CAPITALE CULTURALE. Studies on the Value of Cultural Heritage» (<<http://riviste.unimc.it/index.php/cap-cult>>) since 2010.

She has also been a member of UniMC research team on Cultural Heritage including Multilingualism issues since 2014. In order to promote UniMC International research, she has participated in several international conferences and workshops. Among them: the European Policy Workshop 'Future of Cultural Heritage – Impact of external developments' (Brussels, 18 December 2012), the International Conference & Brokerage Event 'Achieving Impact: Socio-economic Sciences and Humanities (SSH) in Horizon 2020' (Athens, 26-27 February 2014) and the Workshop on Reflective Societies 'Bridge over troubled waters? The link between European historical heritage and the future of European integration' (Rome, 17 October 2014).

In 2014, she participated in the project 'Patrimonio cultural y ciudadanía' supported by CUIA (Consorzio interUniversitario Italiano per l'Argentina), attending two workshops in Buenos Aires on 'Patrimonio cultural inmaterial' and 'Estrategias innovativas en la gestión y valorización del paisaje cultural: experiencias italianas y argentinas en comparación'. As UniMC's delegate, she is a member of the International Steering Committee for the implementation of the 'SMART Value project – Values and valuation as key factors in protection, conservation and contemporary use of heritage – a collaborative research of European cultural heritage' (Joint Programming Initiative JPI – Coordination Action: JHEP Joint Heritage European Programme 2013-2016).

## RESEARCH ACTIVITY

Her research and publications focus on cultural heritage value, cultural policy and management, museum management and marketing, museum visitor studies, sustainable tourism and the link between cultural heritage and made in Italy.

Studying the enhancement of local cultural heritage, she has concentrated on tools and strategies for audience development and the possible application of experiential marketing to the management of local museums. In 2014 she published the volume 'Marketing museale e creazione di valore. Strategie per l'innovazione dei musei italiani' [Museum marketing and value creation. Strategies for Italian museums' innovation], highlighting local museums' distinctive features and meeting the need of authenticity expressed

by new publics: a theoretical framework is provided based on the innovation of museum communication and on museums as pivots to experience local culture.

The theme of sustainability in museum management is still underdeveloped in the international literature, despite the potential benefits for different actors (museums, local people, customers, etc.). Considering this gap and the distinctive features of Italian museums, she has tried to provide a conceptual model applying the principles of sustainable development to the enhancement of cultural heritage and focusing on strengths and weaknesses of museum networks.

The current research aims at analysing if the made in Italy (agrifood and fashion) industry is able to incorporate local distinctive knowledge and heritage into production processes and enhance it into becoming a competitive advantage.

Her current research also focuses on cultural heritage value, shifting from heritage value assessment to public value creation and measurement: the role of standards and indicators in enhancement activities is studied as tools to measure, evaluate and improve cultural institution performances and achieve institutional goals. Particular attention is given to processes and procedures to progressively accomplish the different steps for museum improvement and development and relationships between museums and other public and private organizations, which operate at different institutional levels and are involved in cultural heritage management.

Moreover, a recent research topic is the impact of cultural policies on cultural heritage management and museum development and the relationship between the subsidized sector and cultural and creative industries.

She has participated in several International conferences: ‘Heritage 2010’ – 2<sup>nd</sup> International Conference on Heritage and sustainable Development (Évora, 22-26 June 2010); ‘Can I Google it?’ – ENCATC’s 18<sup>th</sup> Annual Conference (Brussels, 6-8 October 2010); ‘Management Culture in the 21<sup>st</sup> Century’ – EURAM 11<sup>th</sup> Annual Conference (Tallinn, 1-4 June 2011); ‘Marketing Places and Spaces. Shifting Tourist Flows’, 5<sup>th</sup> Advances in Tourism Marketing Conference (Vilamoura, 2-4 October 2013); ‘The European Pilgrimage Routes for promoting sustainable and quality tourism in rural areas International Conference’ (Florence, 4-6 December 2014); XIII International Scientific Conference ‘How to assess built heritage? Assumptions, methodologies, examples of heritage assessment systems’ (Florence, 6 March 2015); ‘The Ecology of Culture: Community Engagement, Co-creation, Cross Fertilization’ – 6<sup>th</sup> ENCATC Annual Research Session (Lecce, 21-23 October 2015); 2<sup>nd</sup> workshop on Gastronomy and Local Development ‘Quality of products, quality of places, Quality of experiences’ (La Rochelle, La Rochelle Tourism Management Institute, 5-6 November 2015); ‘Cultural Management Education in Risk Societies – Towards a Paradigm and Policy Shift?!’ – 7<sup>th</sup> ENCATC Annual Research Session (Valencia, 5-7 October 2016).

## EDUCATIONAL QUALIFICATION

- 2006 Specialisation Technician Art Historian for Museums and Cultural Heritage, Regional course ‘Local Museums toward quality standards’ promoted by Marche Region – Department of Economic Development – Cultural Service – F.S.E. 2000-2006, year 2002 – P.O.R.–Ob. 3–Axis A–Measure 2
- 2005 Post-graduate Course in Economics, Management and Enhancement of Cultural Heritage (120 h), University ‘G. D’Annunzio’ of Chieti-Pescara – Final project work: *L’antica Marca Fermana nel nuovo scenario globale: progetto di valorizzazione basato sul patrimonio diffuso sul territorio* [The ancient *Marca Fermana* in the new global context: enhancement project based on diffused cultural heritage]
- 2004-2005 Master’s Degree (II level) in Management and Conservation of Cultural Heritage (Art History), University of Macerata – Final project work: *Dalla mediateca al territorio: percorsi di valorizzazione, fruizione e conoscenza* [From audiovisual library to territory: ways of enhancing, using and knowing] – Final mark: 100/100
- 2002 Master’s Degree in Arts and Humanities, University of Macerata – Thesis in Philosophy of Language: *Percorsi incrociati. Forme della rappresentazione e dell’enunciazione nella trilogia di Koker di Abbas Kiarostami* [Crossways. Shapes of representing and enunciating in Abbas Kiarostami’s *Koker Trilogy*] (Supervisor: Prof. János S. Petöfi) – Final mark: 110 cum laude

## TEACHING

- 2016 Course (in English): Cultural Heritage Management (SECS-P/08: 36 h – 6 course credits) | UniMC – Department of Education, Cultural Heritage and Tourism – Master’s Degree in International Tourism and Destination Management – ITourDeM (LM-49)
- Lecture (in English): Cultural Heritage and Sustainable Tourism: The Italian Experience (3 h) | ‘TOBITATE! Young Ambassador Program’, Italian Association for Sustainability Science (Marconi University of Rome, 8 September 2016)
- Lecture (in English): Cultural heritage, tourism, food and wine (4 h) | Summer School on Arts, fashion, and culture ‘The era of innovative and creative industries. How to develop a winning Italy-China cooperation’ (Confucius Institute of Macerata, University of Macerata, 15 July 2016)
- Guest Lecture (in English): Strategies and Tools to Communicate Italian Cultural Heritage (2 h) | Laboratory of Management of Visual Art (Sylvia Joan Lahav) – Second Cycle Degree/Two Year Master in ‘Innovation and Organization of Culture and the Arts’ (University of Bologna, 12 May 2016)
- 2015 Lecture (in English): Italian History, Culture, Architecture – The sustainable management of Italian (local) cultural heritage. Key issues for audience and attendance development (3 h) | ‘TOBITATE! Young Ambassador Program’, Italian Association for Sustainability Science (Sapienza University of Rome, 7 September 2015)
- Lesson/seminar: Cultural enterprise and communication (2 h) | CultLab: spin off di impresa culturale (Tolentino, Abbadia di Fiastra, 10 April 2015)
- 2014 Course: Enhancement of Built Heritage (16 h – 2 course credits) | Master (II level) in Analysis, Conservation and Enhancement of Built Heritage (Ancona, Marche Polytechnic University, 3-11 July 2014)
- Lesson/seminar: Management, Marketing and Communication of Cultural Heritage (4 h) | ANCI course on ‘Culture: Strategic Lever for Local Development’ (Ascoli Piceno, 21 March 2014)
- 2013/2016 Course: Management and Organization of Cultural Institutions (SECS-P/08: 60 h – 12 course credits) | UniMC – Department of Education, Cultural Heritage and Tourism – Master’s Degree in Cultural Heritage Management (LM-89)
- 2013 Lesson/seminar: Italian Museums (4 h) | MEMATIC – Master in Economics and Management of Cultural Activities and Tourism – module VII ‘Cultural Tourism’ (Roma, University of Tor Vergata, 7 November 2013)
- Lesson/seminar: Marketing for Culture. The Enhancement of Cultural Heritage for Tourism and Territory (6 h) | Workshop on Tourism and Cultural Marketing ‘Territory as a Resource’ – project ‘Places of Cultural Entertainment’ (Grottammare, 12 October 2013)
- 2012/2014 Course: Communication in Cultural Institutions and Sites (seminar SECS-P/08: 21 h – 3 course credits) | UniMC – Department of Education, Cultural Heritage and Tourism – Master’s Degree in Cultural Heritage Management (LM-89)
- 2012/2013 Course: Management and Organization of Cultural Institutions (SECS-P/08: 45 h – 9 course credits) | UniMC – Department of Education, Cultural Heritage and Tourism – Master’s Degree in Cultural Heritage Management (LM-89)

- 2010/2012 Course: Management and Organization of Cultural Institutions (SECS-P/08: 45 h – 9 course credits) | UniMC – Faculty of Cultural Heritage – Master’s Degree in Cultural Heritage Management (LM-89)
- 2009/2012 Course: Communication in Cultural Institutions and Sites (seminar SECS-P/08: 21 h – 3 course credits) | UniMC – Faculty of Cultural Heritage – Master’s Degree in Cultural Heritage Management (LM-89)
- 2009/2011 Course: Principles of Economics and Management (seminar SECS-P/08: 21 h – 3 course credits) | UniMC – Faculty of Cultural Heritage – Bachelor’s Degree in Conservation and Management of Cultural Heritage (L-1)
- 2009/2010 Course: Management and Organization of Cultural Institutions – I module (SECS-P/08: 25 h – 5 course credits) | UniMC – Faculty of Cultural Heritage – Master’s Degree in Cultural Heritage Management (LM-89)
- 2008/2009 Course: Management and Organization of Cultural Institutions (SECS-P/08: 45 h – 9 course credits) | UniMC – Faculty of Cultural Heritage – Master’s Degree in Cultural Heritage Management (LM-89)
- Course: Communication and Didactics of Cultural Institutions (seminar SECS-P/08: 21 h – 3 course credits) | UniMC – Faculty of Cultural Heritage – Master’s Degree in Cultural Heritage Management (95-S)
- Lesson/seminar: Economics of Cultural Heritage Enhancement (5 h) | Master ‘Lebanon, Models of Government and Local Productive Systems’ (Perugia, University for Foreigners, 29 April 2009)
- Lessons: The Enhancement of Cultural Capital and the ‘Diffused Museum’ (4 h) | Course-laboratory for tourism entrepreneurs and traders of Fermano (Fermo, Faculty of Cultural Heritage, November 2008)
- 2007/2008 Course: Principles of Economics and Management (seminar SECS-P/08: 21 h – 3 course credits) | UniMC – Faculty of Cultural Heritage – Bachelor’s Degree in Conservation and Management of Cultural Heritage (13)
- Course: Communication and Didactics of Cultural Institutions (seminar SECS-P/08: 21 h – 3 course credits) | UniMC – Faculty of Cultural Heritage – Master’s Degree in Cultural Heritage Management (95-S)
- Course: Organization and Management of Tourism Enterprises (SECS-P/08: 30 h – 6 course credits) | UniMC – Faculty of Education – Bachelor’s Degree in Building and Management of Tourism Systems (39)
- 2006/2008 Course: Organization (seminar SECS-P/10: 21 h – 3 course credits) | UniMC – Faculty of Cultural Heritage – Master’s Degree in Cultural Heritage Management (95-S)
- 2006/2007 Lesson/seminar: Museum Budgeting (6 h) | CST – Tourism Studies Center (Assisi)
- 2005/2006 Course: Economics and Management of Cultural Institutions (10 h) | UniMC – Master in Economics, Management and Enhancement of Cultural Heritage

#### **VISITING SCHOLAR**

- 2015/216 Visiting Scholar at ICCE (Institute for Creative and Cultural Entrepreneurship), Goldsmiths,

University of London (12 January 2016-17 April 2016) | Research project: 'Policies to support creative and cultural industries: opportunities or threats for cultural heritage? A European perspective' (UniMC, Bando Giovani Ricercatori – a.a. 2014-2015)

Guest lecture (in English): Beyond enchanting masterpieces. Policies and strategies for the sustainable development of heritage tourism in Italy | Sara Linden's Culture, Tourism and Regeneration course (Goldsmiths University, 4 February 2016);

Guest lecture (in English): In search of new cultural destinations. Local cultural heritage and landscape in Italy | Heather Jeffrey's Culture, Mobility and the Tourist Landscape course (University of East London, 14 April 2016).

#### **ERASMUS TEACHING MOBILITY**

- 2016/2017 Lectures: Managing cultural heritage in the earthquake area; The rhetoric of creativity in Europe: what impact on cultural heritage management? Evidence from the UK (8 h) (University of Split, Faculty of Humanities and Social Sciences, Department of Art History, 28 February-5 March 2017)
- 2015/2016 Lectures: Crucial issues for museum audience development. Theoretical assumptions and empirical evidence from the Italian context; Museum marketing and networks. New challenges for local sustainable development (8 h) (Facultad de Turismo de Oviedo, 27-29 April 2016)
- 2014/2015 Lectures: The management of Italian local cultural heritage: key issues for audience and attendance development; The value-focused approach to cultural heritage management in Italy: from heritage value assessment to public value creation and measurement (8 h) (University of Zagreb, 18-22 May 2015)
- 2011/2012 Seminar: *Stratégies de gestions des biens culturels* (6 h) – *Connaître, gérer, valoriser les biens culturels: 1<sup>ères</sup> visions croisées du Master franco-italien en Histoire de l'art et Management des biens culturels*, UPMF – Grenoble et UNIMC – Fermo | Grenoble, UPMF (Grenoble, 6-7 February 2012)
- 2008/2009 Course: Economics and Management of Cultural Heritage (20 h) | ISEAH (Institut Supérieur des Etudes Appliquées aux Humanités) of Tozeur – University of Gafsa (Tozeur, 23-28 February 2009)

#### **STEERING COMMITTEES AND ORGANIZATION OF TEACHING PROGRAMMES**

- 2016 Member of the Steering Committee of the Summer School on Arts, fashion, and culture 'The era of innovative and creative industries. How to develop a winning Italy-China cooperation' (Confucius Institute of Macerata, University of Macerata, July 2016)
- 2015 Member of the Evaluation Commission of the course 'Culture, creativity and innovation. Value creation through cultural and creative industries' (University of Macerata, October-November 2015)

#### **ACADEMIC ORGANIZATIONAL TASKS**

- 2017- Quality Manager and SUA-CdS (*Scheda Unica Annuale Corso di Studio*) Manager for the iTourDeM course (International Tourism and Destination Management – LM-49)
- 2014- Coordinator of UniMC research unit on Cultural Heritage including Multilingualism issues
- 2013- Member of the Commission on European Research Design for the Division of Cultural

## Heritage

- 2013-2015 Member of the Commission on Course Planning (2013/2014 and 2014/2015) for the Department of Education, Cultural Heritage and Tourism
- 2012 Member of the Commission on ‘Double Master franco-italien en Histoire de l’Art et Patrimoine’ (LM-89) University of Macerata / University of Grenoble Pierre Mendès-France (UPMF)
- 2011 Member of the Statutory Commission of the University of Macerata
- Contact person for Scientific Research for the Department of Cultural Heritage
- 2009/2012 Member of the Commission on Course Planning and Evaluation for the Faculty of Cultural Heritage

## **PARTICIPATION IN JOURNAL OR BOOK SERIES SCIENTIFIC COMMITTEES, EDITORIAL BOARDS, REFEREES’ COMMITTEES**

- 2011- Member of the Scientific Committee of the Book Series “Economia vs Cultura” (University of Macerata, Department of Education, Cultural Heritage and Tourism)
- 2010- Member of the Scientific Committee of the Journal «IL CAPITALE CULTURALE. Studies on the Value of Cultural Heritage»
- Member of the Editorial Board of the Journal «IL CAPITALE CULTURALE. Studies on the Value of Cultural Heritage»

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- 2016 Referee for the Symposium “Marketing of arts, cultural and creative industries in the digital era” (Turin, 23-24 September 2016)
- Referee for IGI Global E-Editorial Discovery
- 2015 Referee for the «International Journal of Electronic Marketing and Retailing» (IJEMR)
- 2014 Referee for the «Quaderni DEM» (Department of Economics and Management), University of Ferrara
- 2013- Referee for the Journal «Mercati e competitività»
- Referee for the Journal «Sinergie»

## **PARTICIPATION IN SCIENTIFIC COMMITTEES**

- 2016 Member of the Scientific Committee of the International Seminars’ Week (Macerata, 12-16 December 2016)
- Member of the Scientific Committee of the International Workshop ‘Enhancing Sustainable Tourism in Adriatic-Ionian Region’ (Macerata, 15-16 September 2016)

## **PARTICIPATION IN EXAMINING BOARDS**

- 2017 Member of the examining board for the conferring of the Ph.D. in “Economics, Society, Law” – curriculum “Economics and Management” (XXIX cycle) (University of Urbino)

Carlo Bo, D.R. n. 11/2017)

Reviewer of thesis for the conferring of the Ph.D. in “Accounting, Management and Finance” (University of Chieti-Pescara, January/February 2017)

#### **PARTICIPATION IN RESEARCH TEAMS**

- 2016-2019 Member of the National Research Project ‘Archeologia al futuro. Teoria e prassi dell’archeologia pubblica per la conoscenza, tutela e valorizzazione, la partecipazione, la coesione sociale e lo sviluppo sostenibile’ (The future archaeology. Theory and practice of public archaeology for knowledge, protection and enhancement, participation, social cohesion and sustainable development) | Call for Proposal PRIN 2015 – 36 months
- Member of the EU project ‘The Wine Lab. Generating Innovation between Practice and Research (TWL)’ (Erasmus + Programme – Key Action 2 – KA2 – Cooperation for innovation and the exchange of good practices | Call for Proposals EAC/A04/2015 – Knowledge Alliances) – 1/11/2016 – 31/10/2019
- 2016- Member of the CUEIM Study Group on Tourism
- 2014-2016 Member of the UniMC project ‘CROSS-cultural Doors. The perception and Communication of cultural heritage for audience development and rights of citizenSHIP in Europe’ – Coordinator of the team working on “Museums and cultural heritage”
- 2014 Participation in the project ‘*Patrimonio cultural y ciudadanía (Italia/Argentina)*’ (Announcement CUIA 2014 for financing interuniversity cooperation initiatives with Argentina)
- 2013-2017 Participation in the Joint Programming Initiative JPI – Coordination Action: JHEP Joint Heritage European Programme, promoted by MiBACT and MIUR ‘SMART Value. Values and valuation as key factors in protection, conservation and contemporary use of heritage – a collaborative research of European cultural heritage’ (November 2013 – July 2016)
- Member of the International Steering Committee as UniMC delegate for the management of ‘SMART Value’ project
- 2013/2014 Member of the AIDEA (Italian Academy of Business Economics) GSA (Study Group) on ‘Management, Arts and Culture’
- 2012/2013 Participation in the study group on ‘Cultural Heritage and Value Creation: the Naturalistic Component’
- Member of the ICOM Italia’s Commission on Museum evaluation
- 2010/2012 Member of the AIDEA (Italian Academy of Business Economics) GSA (Study Group) on ‘Politics and Management of Cultural Heritage in the Different Perspectives of Value. Tools and Methods for Measurement and Evaluation’ and ‘Management for the Sustainability of Tourism Development and Destination Competitiveness’
- 2008 Participation in the research ‘Standards, guidelines and scheduling for museum accreditation in Marche Region’ (Docup ob. 2 Marche 2000/2006 – Measure 3.2) for CUEIM – (University Consortium of Industrial and Business Economics)
- 2006 Collaboration with the Centre of Excellence on Museum Management in the analysis of the Marche Region’s local museum conditions

Scholarship at the Marche Region's Cultural Observatory

2005/2006 Participation in the research 'The Management of Local Tourism Systems: strategies and tools for building, development and governance' in collaboration with the Universities of Urbino and Macerata (National Research Project 2004)

#### **PARTICIPATION IN WORKSHOPS, CONFERENCES AND MEETINGS**

2017 *Turismo esperienziale e patrimonio culturale*, Speech / Workshop "Turismo esperienziale, modelli e professioni per l'incoming" (Ascoli Piceno, 28 April 2017)

*Valorizzare le risorse place-specific in un'ottica integrata. Una proposta per le aree interne*, Speech / Workshop "Alfabetizzazione, apprendimento, arte. Il divario culturale delle aree rurali fragili" (Rovigo, 17-18 March 2017)

*Cultural Heritage e Made in Italy: una relazione da valorizzare*, Speech / Workshop "Tracce di gusto" (Macerata, 14 March 2017)

*Wiki:AppenninoCentroItalia. Un progetto di ecosistema digitale post-terremoto basato su Wikipedia*, Project presentation (by the Sezione di Beni Culturali "Giovanni Urbani") / Workshop "Dalla gestione dei grandi rischi alla preservazione del patrimonio artistico-culturale dei territori. Guardando alla Cina e oltre" (Macerata, 21 February 2017)

*Un progetto di ecosistema digitale post-terremoto basato su Wikipedia*, Project presentation (by the Sezione di Beni Culturali "Giovanni Urbani") / Workshop "Recuperare il valore del territorio dopo il terremoto" (Macerata, 26 January 2017)

2016 *La valorizzazione delle risorse culturali nell'era "glocale". Il contributo delle scienze manageriali*, Public lecture / Conference 'La visione del fare: Francesco Stelluti e i Lincei' (Fabriano, 15 October 2016)

*Policies to support cultural and creative industries: opportunities or threats for cultural heritage? Empirical evidence from the UK*, Paper presentation / 7<sup>th</sup> ENCATC Annual Research Session 'Cultural Management Education in Risk Societies – Towards a Paradigm and Policy Shift?!' (Valencia, 5-7 October 2016)

Chair – Parallel Session 'Project Café: an innovative model of project guidance' / 7<sup>th</sup> ENCATC Annual Research Session 'Cultural Management Education in Risk Societies – Towards a Paradigm and Policy Shift?!' (Valencia, 5-7 October 2016)

Chair – Research Session 'Cultural Policy and Diplomacy' / 7<sup>th</sup> ENCATC Annual Research Session 'Cultural Management Education in Risk Societies – Towards a Paradigm and Policy Shift?!' (Valencia, 5-7 October 2016)

*Il ruolo dei musei aziendali nel marketing made in Italy: tipologie e posizionamento strategico* (co-author: Marta Maria Montella), Paper presentation / Workshop 'Cultura, creatività e Made in Italy: quali opportunità per le imprese?' (Urbino, 21 September 2016)

Chair – Scientific Session 'Participatory processes in tourism and cultural management' (in English) / International Workshop 'Enhancing Sustainable Tourism in Adriatic-Ionian Region' (Macerata, 15-16 September 2016)

Chair – Start up Session 'The support for tourism start ups' (in Italian) / International Workshop 'Enhancing Sustainable Tourism in Adriatic-Ionian Region' (Macerata, 15-16 September 2016)



Giuseppe Capriotti, Mara Cerquetti, *Audience development e indagini sul pubblico in un contesto multiculturale: limiti e potenzialità*, Paper presentation / Final Conference of the UniMC project 'CROSS-SHIP – Cross-Cultural Doors. The Perception and Communication of Cultural Heritage for Audience Development and Rights of Citizenship in Europe' (Macerata, 4-6 May 2016)

2015

*Landscape, cultural heritage and local agrifood products. An integrated approach for local development. The case of Marche Region (Italy)*, Paper presentation / 2<sup>ème</sup> colloque Gastronomie et Développement Local 'Qualité Des produits, qualité des lieux, qualité des expériences' – 2<sup>nd</sup> workshop Gastronomy and Local Development 'Quality of products, quality of places, Quality of experiences' (La Rochelle, La Rochelle Tourism Management Institute, 5-6 November 2015)

*More is better! Crucial issues and challenges for museum audience development in a multicultural society. A literature review*, Paper presentation / 6<sup>th</sup> ENCATC Annual Research Session 'The Ecology of Culture: Community Engagement, Co-creation, Cross Fertilization' (Lecce, 21-23 October 2015)

*Comunicazione e branding del patrimonio culturale. Prospettive per il "museo diffuso"*, Speech / Workshop 'Cultura, patrimonio culturale, imprese culturali: reti, sistemi, distretti e servizi' (Forlì, 25 September 2015)

*Verso un approccio interdisciplinare alla valorizzazione del patrimonio culturale nei territori periferici*, Paper presentation / XXVII Convegno annuale di Sinergie 'Heritage, management e impresa: quali sinergie?' (Università degli Studi del Molise, 9-10 July 2015)

Chair – 'Musei, archivi e biblioteche: valori di crescita economica e sociale – Proiezione' / 'Festival della Soft Economy 2015 – Competere con la cultura' (Macerata, 25 June 2015)

Speech – Round table 'La valorizzazione degli itinerari turistico-culturali. Strumenti e contenuti' / 'Le carresi e i tratturi. La valorizzazione degli itinerari turistico-culturali nei territori bassomolisani tra tradizione e modernità' (San Martino in Pensilis, 27 April 2015)

Discussant – Track 'Cineturismo e itinerari creativo-culturali: la promozione degli spazi urbani' / Workshop 'La città di celluloidi tra vocazione turistica ed esperienze creative' (Macerata, 26 March 2015)

*Cultural Heritage management and value creation. Toward a dynamic and multi-level approach to Italian museum development*, Paper presentation / XIII International Scientific Conference 'How to assess built heritage? Assumptions, methodologies, examples of heritage assessment systems' (Florence, 6 March 2015)

*Verso l'innovazione degli archivi: paradigmi e modelli di gestione*, Speech / Giornata di studio 'Gli archivisti e la professione oggi: problemi e prospettive' (Ancona, 4 March 2015)

2014

*The Way to St. James and the Via Lauretana: a comparative analysis of the social, cultural and territorial effects* (co-authors: Caterina Cirelli, Francesca Coltrinari, Rubén Camilo Lois González, Lucrezia Lopez, Enrico Nicosia, Carmelo Maria Porto), Paper presentation / 'The European Pilgrimage Routes for promoting sustainable and quality tourism in rural areas' International Conference (Florence, 4 December 2014)

*Progettazione europea e fund raising*, Speech / Culture Grand Tour's Meeting 'Crocevia di culture. Gestione e innovazione in musei, archivi e biblioteche delle Marche' (Ancona, 24 October 2014)

*Il museo-pivot dell'esperienza del territorio: una strategia made in Italy per valorizzare le risorse locali*, Speech / Workshop 'Piccoli musei e reti di istituzioni culturali per una nuova filiera dell'offerta turistica' (San Lorenzo in Campo, 20 September 2014)

*Territorio, patrimonio culturale e produzioni tipiche: verso strategie di marketing intersettoriale. Il caso della regione Marche* (co-authors: Marta Maria Montella, Cristina Santini), Paper presentation / IX Italian Marketing Society's Annual Meeting 'Food marketing: mercati, filiere, sostenibilità e strategie di marca' (Modena, 18-19 September 2014)

*La sostenibilità nei musei. Il caso del sistema museale della regione Marche*, Speech / Workshop GSA AIDEA 'Lo sviluppo turistico sostenibile: sfide per le imprese e i territori' (University of Urbino, 30 May 2014)

*Instrumentos y estrategias para la valorización integrada de los recursos culturales y naturales / Strumenti e strategie per la valorizzazione integrata delle risorse culturali e naturalistiche*, Speech / I interuniversity workshop 'Estrategias innovativas en la gestión y valorización del paisaje cultural: experiencias italianas y argentinas en comparación / Strategie innovative nella gestione e valorizzazione del paesaggio culturale: esperienze italiane e argentine a confronto' (Buenos Aires, Universidad de Quilmes, Departamento de Economía y Administración, 14 abril 2014)

*Patrimonio cultural material y inmaterial: noción y valor / Patrimonio culturale materiale e immateriale: nozione e valore*, Speech / Workshop 'Patrimonio cultural y ciudadanía' (Buenos Aires, Instituto Nacional del Profesorado 'Joaquin V. González', Sesión de la escuela de Patrimonio Cultural, 11 abril 2014)

Mara Cerquetti, Concetta Ferrara, *Il valore di produzione del patrimonio culturale. Prospettive per la Valdaso*, Speech / Conference 'Tipicità. Made in Marche Festival' (Fermo, 17 March 2014)

2013 *The Sustainable Management of Museums: Theoretical Considerations and Empirical Evidence from Marche Region*, Paper presentation / 5<sup>th</sup> Advances in Tourism Marketing Conference 'Marketing Places and Spaces. Shifting Tourist Flows' (Vilamoura, 2-4 October 2013)

Discussant – Section 'Cultural Heritage and Value Creation' / XXVI AIDEA Conference 'The firm's role in the economy: Does a growth oriented business model exist?' (University of Salento, 19-21 September 2013)

2012 *Paesaggio e patrimonio culturale come fattori di vantaggio competitivo per le imprese di prodotti tipici della regione Marche*, Paper presentation / XXIV Sinergie Annual Conference 'Il territorio come giacimento di vitalità per l'impresa' (University of Salento, 18-19 October 2012)

Speech / Meeting of ICOM Italia's Commission on Museum evaluation 'La valutazione per i musei: esperienze, confronti e prospettive' – Showcase Section: Presentazione di progetti di valutazione dei musei italiani (Roma, 19 June 2012)

*Local Cultural Heritage and Tourism Management: Key Issues for Sustainable Heritage Tourism – An Italian Perspective*, Paper presentation / 6<sup>th</sup> World Conference for Graduate Research in Tourism, Hospitality and Leisure (Fethiye, 24-29 April 2012)

*Comunicare l'Olocausto. Jüdisches Museum Berlin e Yad Vashem Jerusalem: strategie e strumenti di gestione dei servizi al pubblico*, Speech / International Meeting 'Germania-Israele. Lo specchio della memoria: sviluppare un'identità nazionale pensando alla Shoah'

(University of Macerata, 27 January 2012)

- 2011 *Standards, guidelines and scheduling for local museum accreditation. The case study of the Marche Region*, Paper presentation / EURAM 11<sup>th</sup> Annual Conference ‘Management Culture in the 21<sup>st</sup> Century’ – Public Management General Track – Competitive (Tallinn, 1<sup>st</sup>-4<sup>th</sup> June 2011)
- Mara Cerquetti, Pierluigi Feliciati, *Il punto di vista degli utenti*, Seminar / Seminars ‘Eppur si ricerca ancora. Problemi, primi risultati e prospettive future’ (Fermo, 9 marzo 2011)
- 2010 *Local art museums and their visitors: towards the audience development. Theoretical requirements and empirical evidences*, Paper presentation / ENCATC’s 18<sup>th</sup> Annual Conference ‘Can I Google it?’ (Brussels, 6<sup>th</sup>-8<sup>th</sup> October 2010)
- La cultura a km 0 o del valore del patrimonio culturale locale*, Speech / Meeting ‘Gite scolastiche a km 0. Economia del turismo scolastico’ (Fermo, 25 September 2010)
- The role of experiential marketing in the management of Italian local cultural heritage*, Paper presentation / 2<sup>nd</sup> International Conference on Heritage and sustainable Development ‘Heritage 2010’ – Heritage and Economics (Évora, 22-26 June 2010)
- 2009 *Il rapporto tra istruzione, economia e territorio nel progetto scolastico di Umberto Preziosi: analisi di un possibile modello managerial*, Paper Presentation / Meeting ‘Umberto Preziosi e l’Istituto d’Arte di Fermo’ (Fermo, 17 December 2009)
- L’innovazione del prodotto culturale*, Paper Presentation / Meeting ‘Economia, cultura, territorio’ (Fermo, Faculty of Cultural Heritage, 7 December 2009)
- Il patrimonio culturale come fattore di sviluppo: dalla conoscenza alla partecipazione*, Speech / Meeting ‘Il Volontario per i monumenti’ (Camerino, 23 May 2009)
- Ipotesi progettuale per la realizzazione del Museo Diffuso della Resistenza*, Speech / Meeting ‘Il futuro della memoria. Verso la realizzazione di un Parco Storico della Resistenza’ (Caldarola, 26 April 2009)
- Gli investimenti per la valorizzazione del patrimonio culturale: determinanti e benefici*, Speech / Meeting ‘La cultura e la crisi economico-finanziaria: problematiche e prospettive’ (San Benedetto del Tronto, 18 April 2009)
- 2008 *Il futuro della memoria. La valorizzazione del patrimonio storico e ambientale per lo sviluppo locale*, Speech / Meeting ‘Tutelare l’ambiente per conservare la memoria. Contributi per il progetto di Riserva regionale naturale e parco Storico della Resistenza del Monte San Vicino’ (Matelica, 28 June 2008)
- I musei-luoghi della memoria: strategie di comunicazione con il pubblico*, Paper presentation / Meeting ‘Antigiudaismo, antisemitismo e memoria: un approccio pluridisciplinare’ (University of Macerata, 22-23 January 2008)
- 2007 *“Il diario di bordo”: la comunicazione nell’attività del museo*, Speech / Meeting ‘I piani di salvaguardia del patrimonio museale’ (Ripatransone, 25 October 2007)
- La donazione Famiglia Carlo De Carolis: prospettive di studio e Ricerca*, Speech (Montefiore dell’Aso, 31 March 2007)

## MEMBERSHIP

- 2016- Member of the ENCATC (European Network on Cultural Management and Policy)
- 2013- Member of the SIMA (*Società Italiana di Management*)
- 2012- Member of the SIM (*Società Italiana Marketing*)

## FURTHER TRAINING

- 2014 Seminar ‘English Medium Instruction in University Settings’ (Macerata, 27 November 2011); professor: Prof. Ernesto Macarto (Professor of Applied Linguistics, Director of Department of Education, University of Oxford)
- 2013 Seminar SIM (Italian Marketing Society) ‘Publishing in International Journals: Principles and Methods’ (Roma, Department CORIS, 30 January 2013); professor: Prof. Daniele Dalli (University of Pisa)  
  
Interdisciplinary course on ‘Research and Scientific Writing’ (Macerata, 29-31 January 2013 e 5-7 February 2013); professor: Prof. Ricardo Pietrobon (Duke University, North Carolina, USA)
- 2012 Seminar on ‘Cultural Heritage Management. An International Research Perspective’; by GIOCA Research, University of Bologna, ArtLab 2012 (Lecce, 26-27 September 2012)
- 2009 Summer School in the Economics of Culture: Module I – Economics of Cultural Goods, Module II – Management of Culture, Module III – Marketing and Communication (course organized by CEIS – Centre for Economic and International Studies of the University of Rome “Tor Vergata” in cooperation with BAICR – Consortium of Cultural Institutions, School of Economics, University of Rome ‘Tor Vergata’, 19-30 October 2009)
- 2008 Essex Summer School in Science Data Analysis. Participant and Non-Participant Observation (4-15 August 2008)
- 2007 Summer School on ‘Viable Systems Approach (VSA) to Entrepreneurial Studies’ (Gaeta, 2-6 July 2007)

## (OTHER) WORKSHOPS AND MEETINGS

- 2014 Workshop on Reflective Societies ‘Bridge over troubled waters? The link between European historical heritage and the future of European integration’ (Rome, 17 October 2014)  
  
International Conference & Brokerage Event ‘Achieving Impact: Socio-economic Sciences and Humanities (SSH) in Horizon 2020’ (Athens, 26-27 February 2014)
- 2012 European Policy Workshop ‘Future of Cultural Heritage – Impact of external developments’ (Brussels, 18 December 2012)

Macerata, April 29, 2017

Mara Cerquetti