MARA CERQUETTI
Associate Professor
MANAGEMENT

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MARA CERQUETTI is Professor of 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', 'Cultural Marketing' and 'Tourism and Heritage Management'.

After obtaining a Master's Degree in Arts and Humanities, a II level Master's Degree in Management and Conservation of Cultural Heritage and a Post-graduate Specialisation Course in Economics, Management and Enhancement of Cultural Heritage, she carried out research at the Cultural Observatory of the Marche Region. In 2006, she collaborated with the Centre of Excellence on Museum Management to analyse 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 was a researcher at the University of Macerata from 2007 to 2018.

She has been a Visiting Scholar at the Department of Arts Administration, College of Fine Arts, University of Kentucky (April-May 2026); at Goldsmiths, University of London (January-April 2016); at UIC Barcelona – Universitat Internacional de Catalunya (June-July 2019); and at the University of Pannonia, Veszprém (October-November 2019).

She has participated in several international conferences and her research results have been published in several national and international scientific journals such as «Corporate Social Responsibility and Environmental Management», «Nonprofit and Voluntary Sector Quarterly», «Land Use Policy», «European Planning Studies», «Leisure Studies», «Journal of Cultural Heritage Management and Sustainable Development», «Sustainability», «Museum Management and Curatorship», «Journal of Cultural Management and Policy», «Enlightening Tourism», «Tourism and Hospitality Management», «Sinergie», «Corporate Governance and Research & Development Studies», «Mercati e competitività», «Il capitale culturale» and «Economia dei servizi».

Since 2010, she has been a member of the Editorial Board of the journal «IL CAPITALE CULTURALE. Studies on the Value of Cultural Heritage», which she coordinated from 2010 to 2015. Since 2026, she has also served on the Editorial Board of the «European Journal of Cultural Management and Policy». From 2023 to 2025, she was a member of the Scientific Committee of the journal «Corporate Governance and Research & Development Studies», and from 2019 to 2022 she served on the Advisory Board of the European Journal of Cultural Management and Policy.

She coordinated the UniMC team in the project 'Digital Career Stories – Opening new career paths for arts and culture students' (Erasmus+ 2020) (2021-2023). In 2014, she participated in the project 'Patrimonio cultural y ciudadanía' supported by CUIA (Consorzio interUniversitario Italiano per l'Argentina). As UniMC's delegate, she was 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). She has recently participated in the following research projects: 'DiTEMP – Digital Transformation and Employability: acquiring transversal competences in curricular education' (Erasmus+ 2019), 'RE-ACT – Self-reflection tools for smart universities acting regionally' (Erasmus+ 2019), 'The Wine Lab. Generating Innovation between Practice and Research (TWL)' (Erasmus+ 2015), 'Archeologia al futuro. Teoria e prassi dell'archeologia pubblica per la conoscenza, tutela e valorizzazione, la partecipazione, la coesione sociale e lo sviluppo

sostenibile' (PRIN 2015) and 'Nuovi sentieri di sviluppo per le aree interne marchigiane' (Consiglio Regionale delle Marche 2017-2018).

In 2010, she served as a member of the Statute Committee established pursuant to Article 2, paragraph 5, of Italian Law No. 240 of 30 December 2010.

She is currently the Rector's Delegate for Environmental Sustainability and Transports (2024-2028). She previously served as the Students' Career Guidance Delegate for the Department of Education, Cultural Heritage and Tourism (2022-2024) and a member of the Governing Board of EUM – Edizioni Università di Macerata (2022-2024).

She was a member of the Academic Board of the PhD Programme in Global Studies. Justice, Rights, Politics (2020–2024) and, since 2025, has been a member of the Academic Board of the PhD Programme in Education and Inclusion for Cultural Heritage and Tourism.

She has also been a member of the Council of the School of Specialization in Historical and Artistic Heritage.

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 for authenticity expressed by new audiences: 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.). Given this gap and the distinctive features of Italian museums, Mara Cerquetti's research has tried to provide a conceptual model applying the principles of sustainable development to enhance cultural heritage and focusing on the strengths and weaknesses of the Italian heritage system. The results were published in 2022, in the volume *Competitività e sostenibilità del patrimonio culturale. Fattori abilitanti, prospettive di sviluppo e nuovi orientamenti per la practice* (Competitiveness and sustainability of cultural heritage. Enabling factors, development prospects and new guidelines for the practice). Related to this topic, she also co-edited, in the same year, the volume *Cultural Leadership in Transition: Tourism. Developing Innovative and Sustainable Models*, together with Elena Borin, Marta Crispí, and Judith Urbano.

Her 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. On this topic, in 2017, she edited the volume *Bridging theories, strategies and practices in valuing cultural heritage*.

In 2024, she co-edited the handbook on *Economia e gestione dei beni culturali e dei musei. Modelli e strumenti per la progettazione del sistema di offerta* (Economics and management of cultural heritage and museums. Models and tools for planning the offer system) (McGraw-Hill), together with Marta Maria Montella.

Further research topics are the impact of cultural policies on cultural heritage management and museum development and the relationship between the subsidized sector, cultural and creative industries and tourism.

EDUCATIONAL AND ACADEMIC QUALIFICATION

2026	Full professor in Management | University of Macerata
2024-2027	Visiting Fellow in the School of Digital, Technology, Innovation and Business |

Staffordshire University, Stoke-on-Trent, UK

2023 Qualification as Full professor in Management

2018 Associate professor in Management | University of Macerata

2017 Qualification as Associate professor in Management

2007 Assistant professor in Management | University of Macerata

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 Specialisation 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 thesis: *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

Since 2022/2023 Course: Management and Organization of Cultural Institutions (SECS-P/08: 48 h – 8 ECTS) | UniMC – Department of Education, Cultural Heritage and Tourism – Master's Degree in Cultural Heritage Management (LM-89)

Course: Cultural Marketing (SECS-P/08: 36 h – 6 ECTS) | UniMC – Department of Education, Cultural Heritage and Tourism – Master's Degree in Cultural Heritage Management (LM-89)

Course: Cultural Marketing (SECS-P/08: 15 h – 3 ECTS) | UniMC – SSBSA (Scuola di Specializzazione in Beni Storico-Artistici)

Since 2021/2022 Course (in English): Tourism and Heritage Management (SECS-P/08: 36 h – 6 ECTS) | UniMC – Department of Education, Cultural Heritage and Tourism – Master's Degree in International Tourism and Destination Management – ITourDeM (LM-49)

2019/2022 Course: Management (SECS-P/08: 15 h – 3 ECTS) | UniMC – SSBSA (Scuola di Specializzazione in Beni Storico-Artistici)

Course: Cultural Marketing (SECS-P/08: 45 h – 9 ECTS) | UniMC – Department of Education, Cultural Heritage and Tourism – Master's Degree in Cultural Heritage Management (LM-89)

Course: Management and Organization of Cultural Institutions (SECS-P/08: 45 h – 9 ECTS) | UniMC – Department of Education, Cultural Heritage and Tourism – Master's Degree in

Cultural Heritage Management (LM-89)

2019 Course: Business Economics (SECS-P/07: 15 h – 3 ECTS) | UniMC – SSBSA (Scuola di Specializzazione in Beni Storico-Artistici)

Course: Cultural Marketing (SECS-P/08: 30 h – 6 ECTS) | UniMC – Department of Education, Cultural Heritage and Tourism – Master's Degree in Cultural Heritage Management (LM-89)

2016-2020 Course (in English): Cultural Heritage Management (SECS-P/08: 36 h – 6 ECTS) | UniMC – Department of Education, Cultural Heritage and Tourism – Master's Degree in International Tourism and Destination Management – ITourDeM (LM-49)

2014 Course: Enhancement of Built Heritage (16 h – 2 ECTS) | Master (II level) in Analysis, Conservation and Enhancement of Built Heritage (Ancona, Marche Polytechnic University, 3-11 July 2014)

2014/2019 Course: Management and Organization of Cultural Institutions (SECS-P/08: 60 h – 12 ECTS) | UniMC – Department of Education, Cultural Heritage and Tourism – Master's Degree in Cultural Heritage Management (LM-89)

2012/2014 Course: Communication in Cultural Institutions and Sites (seminar SECS-P/08: 21 h – 3 ECTS) | 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 ECTS) | 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 ECTS) | 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 ECTS) | 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 ECTS) | 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 ECTS) | 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 ECTS) | 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 ECTS) | UniMC – Faculty of Cultural Heritage – Master's Degree in Cultural Heritage Management (95-S)

2007/2008 Course: Principles of Economics and Management (seminar SECS-P/08: 21 h – 3 ECTS) | 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 ECTS) | 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 ECTS) | UniMC – Faculty of Education – Bachelor's Degree in Building and Management of Tourism Systems (39)

2006/2008 Course: Business Organization (seminar SECS-P/10: 21 h – 3 ECTS) | UniMC – Faculty of Cultural Heritage – Master's Degree in Cultural Heritage Management (95-S)

2006/2007 Course: 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

2025/2026 Visiting Scholar at the University of Kentucky, College of Fine Arts, Department of Arts Administration (9 April 2026 – 11 May 2026) | Research Project "Rethinking Sustainable Development: The Strategic Role of the Arts and Cultural Heritage in Facing Climate Change" (UniMC Call for Applications "Programma di Mobilità Docenti all'estero (MO.DOC.) – 3rd edition, a.y. 2025/2026")

2018/2019 Research Scholarship at the Faculty of Business and Economics, University of Pannonia, Veszprém (1 September 2019 – 31 October 2019) | Research project: 'The role of local identity for promoting quality of life and sustainable tourism development in emerging and changing destinations. A European perspective' (Project no. EFOP-3.6.2-16-2017-00017 – Sustainable, intelligent and inclusive regional and city models | Research field: II.2 – Aspects of the quality of life by the Lake Balaton as a living space)

Visiting Scholar at UIC (Universidad Internacional de Cataluña), Barcelona (2 June 2019 – 6 July 2019) | Research Project: 'Bridging theories, strategies and practices for enhancing cultural heritage and developing cultural tourism in inland areas in Europe' (Bando UniMC INTERNATIONAL MOBILITY for RESEARCH – a.a. 2018/2019)

2015/2016 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: 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 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).

TEACHING MOBILITY AND OTHER INTERNATIONAL TEACHING EXPERIENCES

2025/2026 Teaching activity (24 h) at Pwani University (Kilifi, Kenya) within the ERASMUS+ 2023-1-IT02-KA171-000127182 project (24 January – 12 February 2026)

2024/2025 Lectures: Exploring authenticity beyond enchanting masterpieces. A SWOT analysis of the Italian heritage system; Towards participatory governance in cultural heritage management in Italy: paradigm shift or path-dependence? (5 h) | International Research Camp 2024-2025, HoMe – Hochschule Merseburg University of Applied Sciences, 20-22 May 2025

2023/2024 Seminar: *Horizontes de empleo en la restauración del patrimonio cultural en Italia* (8 h) | University of Granada, 22-23 April 2024

2022/2023 Lectures: Managing cultural heritage in the 21st century; Innovating the heritage system in Italy (8 h) | Heilbronn University of Applied Sciences, 3-8 October 2022

2020/2021 Course: Cultural policy (12 h) | Master in Arts and Cultural Management, EESC ESC Dijon-Bourgogne – Burgundy School of Business (BSB), Dijon, 21-24 September 2020

2018/2019 Course: Cultural policy (12 h) | Master in Arts and Cultural Management, EESC ESC Dijon-Bourgogne – Burgundy School of Business (BSB), Dijon, 15-17 October 2018

2017/2018 Lectures: Italy as a Tourism Destination; Managing Cultural Heritage in Inner Areas (8 h) | Veszprém, University of Pannonia, Department of Tourism, 13-16 February 2018

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

2015/216 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: 1ères visions croisées du Master franco-italien en Histoire de l'art et Management des biens culturels*, UPMF – Grenoble et UNIMC – Fermo | Grenoble, UPMF, 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, 23-28 February 2009

OTHER TEACHING EXPERIENCES

2026 Lecture: *Cultural Institutions in the Age of Climate Change: Rethinking Missions, Strategies, and Practices* | Blended Intensive Programme "Cultural Heritage and Tourism in Climate Change Adaptation Processes Towards More Sustainable Societies" (Università di Macerata, 29 June 2026)

Lecture: *Towards Participatory Governance in Cultural Heritage Management. The Case of Italy: Paradigm Shift or Path-Dependence?* (2 h) | PhD Program in Cultural Systems (Scuola IMT Alti Studi Lucca, 12 June 2026)

Lecture: *Le reti e i distretti culturali* (2 h) | Master di II livello in "Economia e Gestione dei Beni Culturali" (Università degli Studi RomaTre | Dipartimento di Economia Aziendale, 5 June 2026)

2025 Lecture: *Le reti e i distretti culturali* (2 h) | Master di II livello in "Management-Promozione-Innovazioni Tecnologiche nella Gestione dei Beni Culturali" (Università degli Studi RomaTre | Dipartimento di Economia Aziendale, 7 June 2025)

Lecture: *The challenge of sustainability in the cultural sector. Insights into heritage institutions* (2 h) | PhD Course in Global Studies. Institutions, Rights, Democracy (Università di Macerata, 28 March 2025)

Lecture: *Abitare il paesaggio: comunità, patrimonio culturale e sviluppo locale* (Winter School "Scuola del Paesaggio" – Metodi e strumenti per una lettura del paesaggio rurale, Urbisaglia, 5 February 2025)

2024 ERUA Travelling Seminar on "Digital Storytelling as a Powerful Educational Tool" (University of the Aegean and University of Macerata: online, 11, 14, 21 October 2024; University of the Aegean, Mytilene, Lesvos, Greece, 11-14 November 2024; University of Macerata, Macerata, Italy, 25-28 November 2024)

Lecture: *Le reti e i distretti culturali* (4 h) | Master di II livello in "Management-Promozione-Innovazioni Tecnologiche nella Gestione dei Beni Culturali" (Università degli Studi RomaTre | Dipartimento di Economia Aziendale, 8 June 2024)

Lecture: *The challenge of sustainability in the cultural sector. Insights into museums (2 h)* | *PhD Course in Global Studies. Institutions, Rights, Democracy* (Università di Macerata, 15 March 2024)

2023 Lecture: *Tra locale e globale. Nuove sfide per il marketing degli istituti museali nell'era dell'incertezza* (2 h) / Dottorato in "Medium e medialità" (Università degli Studi e-Campus, 19 May 2023)

Lectures: *Musei e territorio. Strategie e strumenti di comunicazione del vantaggio competitivo italiano* and *Il design thinking per l'analisi dell'identità del museo e per la progettazione del suo sviluppo* (5 h) / Training "Il curatore digitale" (Fondazione Marche Cultura, 22 March 2023)

2022 Lecture: *Management et marketing territorial* (Modulo A-La gestion) / Progetto CEFEL "Communauté, education, formation, economie, labour" – Archéologie publicque – Cours pour les operateurs des sites (Parco Archeologico e Paesaggistico della Valle dei Templi di Agrigento, 31 October 2022)

Seminar: *Reti museali e musei in rete* / Master biennale di II livello in "CULTURE DEL PATRIMONIO. Conoscenza, tutela, valorizzazione, gestione" a.a. 2021-2022 (Università degli Studi di Roma Tre, Dipartimento di Architettura, 18 May 2022)

2021 Lecture: *L'Heritage Marketing e il riposizionamento delle risorse culturali e ambientali* (5 h) / Corso di formazione per operatore per la promozione e l'accoglienza turistica (UNPLI Macerata, 9-10 November 2021)

Lecture: *Valore e valorizzazione dei musei italiani* (1 h) / Corso di perfezionamento in Economia e Management dei beni museali e culturali (University of Florence, 4 October 2021)

Lecture: *La gestione delle relazioni tra musei e territorio. Reti, sistemi e distretti culturali* (2 h) / Corso di Alta formazione Università di Roma La Sapienza "MUSEO E TERRITORIO (1972-2000). Politiche, sistemi organizzativi, narrazioni nella stagione delle riforme" (Palermo, 10 September 2021)

Lecture: *Il marketing culturale per la valorizzazione del territorio* (1 h) / II workshop "Costruiamo la storia per la serietà fondativa dei percorsi turistici" (Jesi, 4 September 2021)

2019 Lecture: *Cultural heritage and sustainable tourism. Experiencing authenticity beyond enchanting masterpieces* (5 h) | Summer School on Western Culture and Civilization (University of Macerata, 22-23 July 2019)

Lecture: *Il Sistema culturale in Italia* (6 h) | Master in Cultural Heritage Manager (ISTAO, 20 May 2019)

2018 Lecture: *The role of cultural heritage for the resilience of inland areas* | Study visit, Princeton University, School of Architecture (Poltrona Frau Museum, Tolentino, 31 October 2018)

Lecture: *Cultural Heritage and Sustainable Tourism Development. Experiencing authenticity beyond enchanting masterpieces* (3 h) | "TOBITATE! Young Ambassador Program", Italian Association for Sustainability Science (Sapienza University of Rome, 7 September 2018)

Lecture: *Cultural heritage and sustainable tourism. Experiencing authenticity beyond enchanting masterpieces* (3 h) | Summer School on Western Culture and Civilization (University of Macerata, 23-24 July 2018)

Guest Lecture: *Italian cultural heritage and museums: a SWOT analysis* (3 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, 23 April 2018)

2017 Lecture: *Cultural heritage and sustainable tourism* (3 h) | Summer School on Western Culture and Civilization (University of Macerata, 18 July 2017)

Lecture: *Beyond Enchanting Masterpieces. Cultural Heritage and Sustainable Tourism: The Italian Experience* (3 h) | 'TOBITATE! Young Ambassador Program', Italian Association for Sustainability Science (Sapienza University of Rome, 8 September 2017)

2016 Lecture: *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: *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: *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: *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)

Lecture: *Impresa culturale e comunicazione* (2 h) | CultLab: spin off di impresa culturale (Tolentino, Abbadia di Fiastra, 10 April 2015)

2014 Lecture: *Management, marketing, comunicazione dei beni culturali* (4 h) | Percorso di formazione ANCI 'Cultura come leva strategica di sviluppo dei territori' (Ascoli Piceno, 21 March 2014)

2013 Lecture: *I musei italiani* (4 h) | Master in Economia e Management delle Attività Turistiche e Culturali – modulo VII 'Turismo culturale' (Roma, University of Tor Vergata, 7 November 2013)

Lecture: *Il marketing applicato al settore culturale. La valorizzazione dei beni culturali in ottica territoriale e turistica* (6 h) | Workshop on cultural and tourism marketing 'Il territorio come risorsa" – Project "I luoghi dell'animazione' (Grottammare, 12 October 2013)

2008/2009 Lecture: *Economia della valorizzazione dei beni artistici e culturali* (5 h) | Master 'Libano, modelli di governo e sistemi produttivi locali' (Perugia, University for Foreigners, 29 April 2009)

Lectures: *La valorizzazione del capitale culturale* and *Il museo diffuso* (4 h) | Course-laboratory for tourism entrepreneurs and traders of Fermano (Fermo, Faculty of Cultural Heritage, November 2008)

PARTICIPATION IN BOARDS AND STEERING COMMITTEES

2025– Member of the Teaching Body of the PhD Programme in Education and Inclusion for Cultural Heritage and Tourism

2022-2024 Member of the Board of Directors EUM – Edizioni Università di Macerata

2020-2024 Member of the Teaching Body of the PhD Programme in Global Studies. Justice, Rights, Politics

2017-2019 Member of the Steering Committee of the Summer School in Western Culture and Civilization (Confucius Institute of Macerata, University of Macerata, China Center, July 2017)

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)

PH.D. PROJECTS' TUTORSHIP

2025– *Musei 4.0? Impatto e sostenibilità degli investimenti digitali per la fruizione dei musei e del museo diffuso / Museums 4.0? Impact and Sustainability of Digital Investments for Museum Access and the Diffused Museum* (P.R. Marche FSE+ 2021/2027 – Progetto "Dottorato Innovativo a caratterizzazione industriale" – Borse di studio per dottorato di ricerca per l'innovazione del sistema regionale – Bando competitivo edizione 2025)

2021-2024 *Welfare culturale e rigenerazione socio-territoriale. Un modello multidimensionale e multistakeholder per la misurazione dell'impatto della cultura nelle aree periferiche / Cultural welfare and socio-territorial regeneration. A multidimensional and multistakeholder model to measure the impact of culture on peripheral areas* (Progetti PON 2014-2020 "Ricerca e innovazione" – Borse aggiuntive dottorato di ricerca ciclo XXXVII – AA.AA. 2021/2024)

2020-2023 *Il patrimonio culturale aziendale e locale come leva di marketing per le imprese del Made in Italy / Local and corporate cultural heritage as a marketing lever for Made-in-Italy industries* (POR Marche FSE 2014/2020 – Progetto "Dottorato Innovativo" – Borse di studio per dottorato di ricerca per l'innovazione del sistema regionale – Edizione Anno 2020)

ACADEMIC ORGANIZATIONAL TASKS

2024– UniMC Representative to RUS – Rete delle Università per lo Sviluppo Sostenibile

Rector's Delegate for Environmental Sustainability and Transports

2022-2024 Students' career guidance delegate for the Department of Education, Cultural Heritage and Tourism

Chair of the Admission Committee for the ITourDeM course (International Tourism and Destination Management – LM-49)

2021– Internships' Organisational Didactic Director for the ITourDeM course (International Tourism and Destination Management – LM-49)

2017– Member of the Quality Management Committee for the ITourDeM course (International Tourism and Destination Management – LM-49)

2017-2021 Quality Manager and SUA-CdS (*Scheda Unica Annuale Corso di Studio*) Manager for the ITourDeM course (International Tourism and Destination Management – LM-49)

2014/2018 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 Mendés-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

2026-2027 Member of the Editorial Board of the journal "European Journal of Cultural Management and Policy"

2023-2025 Member of the Scientific Committee of the journal "Corporate Governance and Research & Development Studies"

2019-2022 Member of the Advisory Board of the journal "European Journal of Cultural Management and Policy"

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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2026 Referee for «International Journal of Arts Management» (IJAM)

Referee for «European Journal of Cultural Management and Policy» (EJCMP)

Referee for «Piccola Impresa / Small Business» (PISB)

Referee for «Economia della cultura»

Referee for European Collaborative Cloud for Cultural Heritage (ECCCH) initiative

Referee for Sinergie-SIMA Conference 2026

2025 Referee for «Cultural Trends»

Referee for «Economia della cultura»

Referee for «Journal of Engineering and Technology Management»

Referee for «Edward Elgar»

Referee for «Piccola Impresa / Small Business» (PISB)

Referee for «Horizon Research Publishing»

Referee for «ISEDI»

Referee for «Micro & Macro Marketing»

Referee for Sinergie-SIMA Conference 2025

Referee for EURAM Conference 2025

2024 Referee for G. Giappichelli Editore Srl

Referee for «Corporate Social Responsibility and Environmental Management»

Referee for «Piccola Impresa / Small Business»

Referee for «Nonprofit and Voluntary Sector Quarterly»

2023 Referee for «Corporate Governance and Research & Development Studies»

Referee for «Memory Studies»

Referee for «Journal of Heritage Tourism» (JHT)

Referee for «Sinergie Italian Journal of Management» (SIJM)

Referee for «Corporate Social Responsibility and Environmental Management»

2022 Referee for «Socio-Economic Planning Sciences» (SEPS)

Referee for «European Journal of Cultural Management and Policy» (EJCMP)

2021 Referee for «Frontiers»

Referee for «International Journal of Entrepreneurship and Small Business» (IJESB)

Referee for «Journal of Hospitality & Tourism Research» (JHTR)

Referee for «Sustainability»

Referee for «Enlightening Tourism. A Pathmaking Journal» (ET)

Referee for «Museum Management and Curatorship»

2020 Referee for «European Planning Studies» (EPS)

Referee for «European Journal of Cultural Management and Policy» (EJCMP)

Referee for «Archeologia Medievale» (AM)

Referee for «European Journal of Tourism Research» (EJTR)

Referee for «Land Use Policy» (LUP)

Referee for «Advances in Hospitality and Tourism Research» (AHTR)

Referee for «International Journal of Financial Studies» (IJFS)

Referee for «Journal of Cultural Heritage»

2019 Referee for «Enlightening Tourism. A Pathmaking Journal» (ET)

Referee for «Museum Management and Curatorship»

Referee for «Micro & Macro Marketing»

Referee for «International Journal of Arts Management» (IJAM)

2018 Referee for the AIMAC Conference 2019

Referee for «Enlightening Tourism. A Pathmaking Journal» (ET)

Referee for «Cities»

Referee for EUM – Edizioni Università di Macerata

Referee for «Journal of Cultural Management and Policy»

Referee for «Land Use Policy» (LUP)

2017 Referee for G. Giappichelli Editore s.r.l.

Referee for «Enlightening Tourism. A Pathmaking Journal» (ET)

Referee for «International Journal of Entrepreneurship and Small Business» (IJESB)

Referee for the University of Verona (Evaluation of Joint Projects 2017)

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 «International Journal of Electronic Marketing and Retailing» (IJEMR)

2014 Referee for «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

2026 Co-organizer "Rethinking Culture and Creativity" (Università Ca' Foscari, Venezia, 29-30 October 2026)

2025 Co-organizer "Rethinking Culture and Creativity" (Università di Catania, 10-11 October 2025)

2024 Co-organizer "Rethinking Culture and Creativity" (Università "G. D'Annunzio" Chieti-Pescara, 3-4 October 2024)

2023 Co-organizer "Rethinking Culture and Creativity" (Università di Torino, 29-20 October 2023)

2022 Co-organizer "Rethinking Culture and Creativity. The Role of Cultural Heritage in the Green and Digital Transition" (Online International Workshop, University of Macerata, 10-11 November 2022)

2020 Member of the Scientific Committee of the "Tourism as a Driver or Barrier for Quality of Life – Tourism Conference" (University of Pannonia, Veszprém, Hungary, 9-11 September 2020)

2018 Member of the Scientific Committee of the 2018 ENCATC Congress (Bucharest, Romania, 26-28 September 2018)

Member of the Scientific Committee of the International Seminars' Week (Macerata, 16-20 April 2018)

2017 Member of the Scientific Committee of the International Seminars' Week (Macerata, 3-7 April 2017)

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

2026 Reviewer of the PhD Thesis in "Tecnologie per Ambienti di Vita Resilienti" – title "Linee di monitoraggio per le performance dei musei" (Università degli Studi della Campania Luigi Vanvitelli, Scuola di Dottorato in Politecnica e delle Scienze di Base, ciclo XXXVIII, 11/01/2026)

2025 Reviewer of the PhD Thesis in "Communication, Markets and Society" – title "Conservare, comunicare, coinvolgere: un'indagine sulla digitalizzazione delle collezioni di arte moderna e contemporanea in Italia" (IULM, XXXVIII ciclo, 17/11/2025)

2024 Reviewer of the PhD Thesis in "Management and Law" – Curriculum in Economia Aziendale – title "Il place branding per lo sviluppo sostenibile locale: il caso Parco Naturale del Conero" (Università Politecnica delle Marche, XXXVI Cycle, 14/04/2024)

Reviewer of the PhD Thesis in "Development Economics and Local Systems – DELoS" – title "Exploring the relationship between reputation, museums, cities, and digital technologies" (University of Florence, XXXVI Cycle, 3/03/2024)

2023 Chair of the Evaluation Commission for the Award of the Ph.D. Degree in "Communication, Education and Humanities" (RD 99/2011), UIC – Universitat Internacional de Catalunya, Barcelona (Thesis title: "The Museum in the museum: stored collections and their usability")

2022 Reviewer of the PhD Thesis in "Scienze per il Patrimonio e la Produzione Culturale" – title "Digital Museums and Cultural Participation of Generazione Z" (University of Catania, XXXV Cycle, 04/11/2022 – 10/01/2023)

Member of the Board of Examiners for the Award of the Ph.D. Degree in Architectural and Landscape Heritage to the Ph.D. Candidate Erica Meneghin of the Politecnico di Torino (ScuDo – Scuola di Dottorato, 21/02/2022)

2019 Member of the Evaluation Commission of the Master in Cultural Management (MuSeC) (University of Ferrara, 11 January 2019)

2017 Member of the Evaluation Commission to assign 5 study grants for interdisciplinary research activity on the topic "Nuovi sentieri di sviluppo per le aree interne marchigiane: rapporti tra politiche, piani, programmi e azioni per l'emergenza, la gestione della ricostruzione e le strategie di sviluppo delle aree interne: valorizzazione dei beni culturali e sviluppo turistico" (New development paths for inner areas in the Marche's Apennines: relationships between policies, plans, programmes and actions for the emergence, the reconstruction management and development strategies of inner areas: the enhancement of cultural heritage and tourism development) (University of Macerata, D.R. n. 240 PROT. n. 14378)

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)

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)

PARTICIPATION IN RESEARCH TEAMS AND PROJECTS

2026– Member of the ENCATC Working Group on 'Strengthening cultural observatories and rethinking cultural measurement for future policy making'

2025– Member of the International Collaborative Research Project 'Arts and Cultural Heritage in Protected Areas: Management Strategies, Sustainable Tourism, and Crisis Impacts' financed by the University of Kentucky, UKinSPIRE (UK in Seeding Partnerships for International Research Engagement) (2025 UKinSPIRE Award Agreement)

Member of the ERUA Research Cluster 'Critical Heritage Studies: Restorative Justice, Digital Ethics and the Governance of Sustainability' | Call for applications 2024 (https://erua-eui.eu/get-involved/as-an-academic/researchers/research-clusters/)

2024– Member of the Scientific Committee of ASSIDEMA –Associazione Italiana Destination Manager

2023− Member of the ICOM Italia working group on ‘Welfare culturale’ (https://www.icom-italia.org/gruppo-di-lavoro-welfare-culturale/)

Member of the ICOM Italia working group on ‘Sostenibilità e Agenda 2030’ (https://www.icom-italia.org/gruppo-di-lavoro-sostenibilita-e-agenda-2030/)

2023-2025 Coordinator of the UniMC team in the EU project ‘Digital Career Stories – Opening new career paths for arts and culture students’ (Erasmus+ KA2 – Cooperation for innovation and the exchange of good practices | KA226 – Partnerships for Digital Education Readiness | Agreement number: 2020-1-FI01-KA226-HE-092733)

2023-2024 Member of the research project ‘CHIAS – Innovation and inclusion for the enhancement of cultural heritage and the sustainable development of inner areas’ (Bando per il finanziamento di progetti di ricerca di Ateneo – Anno 2022)

2019-2021 Member of the EU project ‘DiTEMP – Digital Transformation and Employability: acquiring transversal competences in curricular education’ (Erasmus+ KA2, grant agreement no. 2019-1-IT02-KA203-062324 – CUP D88D19001480006)

Member of the EU project ‘RE-ACT – Self-reflection tools for smart universities acting regionally’ (Erasmus+ – KA3, grant agreement no. 612903-EPP-1-2019-1-PT-EPPKA3-PI-FORWARD)

2018-2019 Member of the EU project ‘FOODbiz – University and business learning for new employability paths in food and gastronomy’ (Erasmus+ KA2, grant agreement no. 2017-1-IT02-KA203-036782)

2017-2018 Participation in the regional project ‘New development paths for inner areas in the Marche’s Apennines: relationships between policies, plans, programmes and actions for the emergence, the reconstruction management and development strategies of inner areas: the enhancement of cultural heritage and tourism development’ (University of Camerino, University of Macerata, Marche Polytechnic University and University of Urbino – with the support of the Regional Council of Marche Region)

2016-2021 Member of the research team ‘La valorizzazione dei musei ecclesiastici’ (members: Francesco Badia, Marco Bellucci, Elio Borgonovi, Mara Cerquetti, Mara Del Baldo, Fabio Donato, Chiara Carolina Donelli, Silvia Fissi, Maria Cleofe Giorgino, Elena Gori, Davide Maggi, Marco Mainardi, Giacomo Manetti, Giuseppe Marcon, Antonio Matacena, Marta Maria Montella, Isabella Mozzoni, Fulvia Rocchi, Barbara Sibilio, Ilaria Elisa Vannini e Antonello Zangrandi)

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 ‘TWL – The Wine Lab. Generating Innovation between Practice and Research’ (Erasmus + KA2, Call for Proposals EAC/A04/2015 – Knowledge Alliances – 1/11/2016 – 31/10/2019)

2016− Member of the SIMA-Sinergie Study Group on Tourism and Cultural Management

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)

AWARDS

2018 Le Cento Città: *Freschi d'Accademia.* Eccellenze scientifico-culturali dell'Università di Macerata (Macerata, 10 March 2018)

PARTICIPATION IN WORKSHOPS, CONFERENCES AND MEETINGS

2026 *Rethinking Sustainable Tourism in Protected Areas through Arts and Cultural Heritage: A Comparative Study of National Parks in Italy and the United States* (co-authors: Leah Hamilton, Simone Splendiani), Paper presentation / Sinergie-SIMA 2026 Management Conference "Transforming management in the era of post-globalization and agentic economy" (University of Pavia, 28-29 May 2026)

Analisi del contesto regionale. Sfide e opportunità, Paper presentation / "(Let's) Marche: verso una governance turistica dei territori chiara, sostenibile e consapevole – Evento di formazione e condivisione delle traiettorie di sviluppo regionale" (University of Macerata, 21 May 2026)

*Facing the Triple Transition in the Context of the NRRP: Evidence from Cultural and Tourism SMEs Involved in the Montalto MetroborgoLab Projec*t (co-authors: Dario D'Urso,

Concetta Ferrara), Paper presentation / 7th PISB Conference “Innovative processes in SMEs between deglobalization, digitalization and sustainable development” (Urbino, 14-15 May 2026)

Exploring heritage marketing: insights from a critical literature review (co-author: Annamaria Romagnoli), Paper presentation / The International Conference on Corporate Brand Heritage (Villa Doria d’Angri, 27 February 2026)

Empowering Communities Through the Faro Convention: Pathways to Participatory Governance, Paper presentation / Kick-off meeting “CIRCE – Inclusive valorisation model for controversial cultural heritage in the Mediterranean Harbours and beyond” (Macerata, 15 January 2026)

2025 *Gamification e narrazione dell’identità locale in ambito museale. Il caso de “I Codici del Tempo”* (co-author: Concetta Ferrara), Paper presentation / XVII Riunione Scientifica SISTUR “Turismo, ospitalità e transizioni. Ripensare modelli di sviluppo, governance e cooperazione per una crescita sostenibile e rigenerativa” (Fano, 6-8 November 2025)

The network manager as a facilitator-orchestrator for innovating museums? The case study of the Marche Region, Italy (co-author: Concetta Ferrara), Paper presentation / 5th International Workshop “Rethinking Culture and Creativity. Culture-led regeneration and innovation processes” (University of Catania, 10-11 October 2025)

Chair – Parallel Session II-B “Data for Cultural Policy and Development” / 5th International Workshop “Rethinking Culture and Creativity. Culture-led regeneration and innovation processes” (University of Catania, 10-11 October 2025)

Designing and Assessing the Multidimensional and Multi-Stakeholder Impact of Cultural Welfare Initiatives: Towards a Holistic Model (co-author: Giulia Lapucci), Paper presentation / 2025 SOCIN Conference “Rethinking innovation: inclusive practices and interdisciplinary perspectives” (University of Macerata, 23-26 September 2025)

Chair – Session “Smart Solutions: urban, rural and cultural” / 2025 SOCIN Conference “Rethinking innovation: inclusive practices and interdisciplinary perspectives” (University of Macerata, 23-26 September 2025)

Chair – Session “Energy and Sustainability” / 2025 SOCIN Conference “Rethinking innovation: inclusive practices and interdisciplinary perspectives” (University of Macerata, 23-26 September 2025)

Facing climate change in protected areas: the strategic role of arts and cultural heritage (co-authors: Leah Hamilton, Simone Splendiani), Paper presentation / 2025 ENCATC Congress “The Future Is Cultural: Policy, Practice, and Education”, Education and Research Session (Barcelona, 15-17 September 2025)

Chair – Session 1.6 “The role of culture facing contemporary crises” / 2025 ENCATC Congress “The Future Is Cultural: Policy, Practice, and Education”, Education and Research Session (Barcelona, 15-17 September 2025)

L’evoluzione del sistema culturale e turistico: sfide e opportunità (co-author: Annamaria Romagnoli), Paper presentation / “Il modello Marche. Quali strategie per il futuro? I contributi della Camera di Commercio delle Marche e delle Università” (Ancona, Loggia dei Mercanti, 18 luglio 2025)

Towards a (new) public governance? Innovating the cultural sector after the COVID-19 pandemic: the case of the Marche region, Italy (co-authors: Concetta Ferrara, Annamaria Romagnoli), Paper presentation / “The art market, heritage and sustainable local development”, Researching Art Market Past & Present: Tools For The Future International

Workshop 10 (University of Bologna, Rimini Campus, 1-2 July 2025)

UniMC short mobility activities – Digital Storytelling as a Powerful Educational Tool, Speech / Erasmus+ Consortium "UniAdrion Italy" International Staff Week: Short Mobility: Strategies, Impact & Best Practices (University of Macerata, 26 June 2025)

Is virtual better than real? An experiment on the influence of virtual reality tools on learning, satisfaction, museum liking, and willingness to visit (co-authors: Concetta Ferrara, Domenico Sardanelli), Paper presentation / 2025 EURAM Conference "Managing with purpose" (University of Florence, 22-25 June 2025)

Does virtual help real? Investigating how virtual tours affect learning, satisfaction, museum liking, and willingness to visit (co-authors: Concetta Ferrara, Domenico Sardanelli), Paper presentation / Sinergie-SIMA Conference 2025 "Tertiarization & sustainability. New challenges for management in the digital era" (University of Genova, 12-13 June 2025)

Chair – Roundtable 'La formazione alle professioni museali e gli impatti – Misurare gli impatti: approcci, modelli e proposte nella formazione dei professionisti dei musei' / Assemblea Annuale dei Soci di ICOM Italia (Brescia, 4-6 April 2025)

2024 *Is virtual better than real? An experiment on the influence of informational tools and museum brand awareness on learning, satisfaction and propensity to visit museums* (co-authors: Concetta Ferrara, Domenico Sardanelli), Paper presentation / International Workshop "Rethinking Culture and Creativity. The Behavioral Impact of Cultural Production" (Pescara, 3-4 October 2024)

Towards the holistic evaluation of cultural welfare: a framework for measuring the multi-dimensional impact of culture on well-being (co-author: Giulia Lapucci), Paper presentation / International Workshop "Rethinking Culture and Creativity. The Behavioral Impact of Cultural Production" (Pescara, 3-4 October 2024)

Exploring Heritage Marketing. Future research propositions from a critical literature review (co-author: Annamaria Romagnoli), Paper presentation / International Workshop "Rethinking Culture and Creativity. The Behavioral Impact of Cultural Production" (Pescara, 3-4 October 2024)

Chair – Session 'Models of Participatory Governance' / International Workshop "Rethinking Culture and Creativity. The Behavioral Impact of Cultural Production" (Pescara, 3-4 October 2024)

It never rains but it pours? 1993–2023: Thirty years of management innovation in the Italian Heritage System, Paper presentation / Education and Research Session, 2024 ENCATC Congress (Lecce, 28-20 September 2024)

Managing and evaluating cultural activities: a multidimensional assessment model for supporting Cultural and Creative Industries (CCIs) in inner areas (co-author: Giulia Lapucci), Paper presentation / XLV Conferenza scientifica annuale AISRe (Turin, 4-6 September 2024)

Valore è partecipazione. Valorizzare il patrimonio culturale con e per i cittadini, Speech / "Vado per la città antica" – Ciclo di eventi per la valorizzazione dell'area archeologica di Tifernum Mataurense (Sant'Angelo in Vado, 17 June 2024)

Contributing to Cultural Welfare: A Critical Review of Methods for Measuring the Impact of Culture on Sustainability and Well-being (co-author: Giulia Lapucci), Paper presentation / Sinergie-SIMA Conference 2024 "Management of sustainability and well-being for individuals and society" (University of Parma, 14 June 2024)

La valorizzazione sostenibile del patrimonio culturale: il ruolo di reti e comunità locali, Speech / Spazio Mari. I Convegno su Tolentino, paesaggi e patrimoni culturali (Tolentino, 1 June 2024)

Dalla polpa all'osso, dal concentrato al diffuso: brevi note sulla valorizzazione del patrimonio culturale in Italia, Speech / II Convegno Internazionale di Archeologia Medievale nelle Marche (University of Macerata, 28 May 2024)

Clustering studies on cultural consumption in the digital society. A systematic literature review on Millennials and Centennials (co-authors: Concetta Ferrara, Domenico Sardanelli), Paper presentation / Paper development workshop (Università degli Studi di Roma "Tor Vergata", 17 May 2024)

Museum resilience (co-author: Eleonora Cutrini), Paper presentation / "RETOURN – Recovery Tourism after Natural disasters" Final Event (University of Macerata, 9 May 2024)

La innovación del Patrimonio cultural en las áreas periféricas: factores habilitantes para un desarrollo sostenible, Paper presentation / Jornada Internacional sobre Políticas Públicas e Instrumentos Jurídicos para la Lucha contra la Despoblación (Universidad de Granada, Facultad de Derecho, 22 abril 2024)

Discussant – Book presentation "Gli archivi dell'arte" by Concetta Damiani (University of Macerata, 17 April 2024)

Il coinvolgimento delle comunità locali nella gestione del patrimonio culturale: verso una governance people-centred, Paper presentation / Workshop "Il patrimonio culturale in contesti di disastro: verso un ruolo attivo delle comunità nelle politiche di conservazione" (San Ginesio, 25 March 2024)

Discussant – Book presentation "19° Rapporto Annuale Federculure 2023" (University of Macerata, 20 February 2024)

2023 *Towards participatory governance. A literature review on strategies and tools for promoting communities' participation in the cultural and creative sector* (co-author: Giulia Lapucci), Paper presentation / International Workshop "Rethinking Culture and Creativity. Celebrating Walter Santagata's Legacy" (Turin, Campus Luigi Einaudi, 20 October 2023)

Cultural consumption and cultural heritage survival. A systematic literature review of the cultural participation of Millennials and Centennials (co-authors: Concetta Ferrara, Domenico Sardanelli), Paper presentation / International Workshop "Rethinking Culture and Creativity. Celebrating Walter Santagata's Legacy" (Turin, Campus Luigi Einaudi, 19 October 2023)

Chair – Session 'Culture, cultural policies and sustainable development' / International Workshop "Rethinking Culture and Creativity. Celebrating Walter Santagata's Legacy" (Turin, Campus Luigi Einaudi, 19 October 2023)

Applying artificial intelligence to cultural tourism: opportunities, threats and managerial implications. A literature review (co-authors: Concetta Ferrara, Domenico Sardanelli), Paper presentation / Education and Research Session, 2023 ENCATC Congress (Helsinki, 12 October 2023)

Chair – Session 'The ecosystem of hospitality – not without culture and creativity!' / Education and Research Session, 2023 ENCATC Congress (Helsinki, 12 October 2022)

Understanding cultural consumption patterns for ensuring cultural heritage sustainability. A systematic literature review on Gen Y and Gen Z (co-authors: Concetta Ferrara, Domenico Sardanelli), Paper presentation / 40° Convegno Nazionale AIDEA 2023 "L'aziendalismo crea valore!" (Salerno, 6 October 2023)

La sostenibilità del patrimonio culturale locale e delle reti museali: una questione di personale (qualificato), Speech / Workshop "L'organizzazione in rete del patrimonio museale locale: sfide e opportunità. L'esperienza del Sistema Museale Piceno" (Offida, 30 September 2023)

Session organizer 'Participatory processes in cultural heritage management: value co-creation and measurement for the sustainable development of peripheral and disadvantaged areas' / XLIV Conferenza scientifica annuale AISRe – Associazione Italiana di Scienze Regionali "Europa e Mediterraneo tra transizioni e conflitti Opportunità e rischi per regioni e territori" (Naples, Università degli Sudi di Napoli Parthenope, 7 September 2023)

Can participatory processes contribute to the sustainability of cultural and creative ecosystems? The case of the Creative People and Places (CPP) programme (England), Paper presentation (co-author: Giulia Lapucci) / XLIV Conferenza scientifica annuale AISRe – Associazione Italiana di Scienze Regionali "Europa e Mediterraneo tra transizioni e conflitti Opportunità e rischi per regioni e territori" (Naples, Università degli Sudi di Napoli Parthenope, 7 September 2023)

Measuring museum sustainability. A dictionary-based content-analysis of French and British National Museums' Annual Reports, Paper presentation (co-authors: Concetta Ferrara, Domenico Sardanelli) / Sinergie-SIMA Management Conference "Rediscovering local roots and interactions in management" (Bari, 30 June 2023)

Building skills for cultural and creative sectors in the digital era, Paper presentation / "The DICO toolkit for digital carer stories", DICO project multiplier event (University of Macerata, 24-25 January 2023)

2022 *The new emerging skills for cultural and creative sectors. Which role for universities? A literature review*, Paper presentation (co-author: Concetta Ferrara) / Online International Workshop "Rethinking Culture and Creativity. The Role of Cultural Heritage in the Green and Digital Transition" (University of Macerata, 10 November 2022)

The role of heritage marketing for a company and its milieu. The case of the wine sector in Burgundy (France), Paper presentation (co-authors: Tonino Pencarelli, Annamaria Romagnoli) / Online International Workshop "Rethinking Culture and Creativity. The Role of Cultural Heritage in the Green and Digital Transition" (University of Macerata, 11 November 2022)

Chair – Session 'Cultural heritage and heritage communities' / Online International Workshop "Rethinking Culture and Creativity. The Role of Cultural Heritage in the Green and Digital Transition" (University of Macerata, 10 November 2022)

Evaluating art-based active learning methodologies for innovating academic curricula in the field of cultural heritage. Insights from a European project, Paper presentation (co-author: Concetta Ferrara) / Education and Research Session, 2022 ENCATC Congress (Brussels – Antwerp, 17-19 October 2022)

Digital Storytelling and Design Thinking as art-based active learning methodologies in the heritage sector. UniMC experience from a European project, Speech / The Art of Teaching Session, 2022 ENCATC Congress (Brussels – Antwerp, 17-19 October 2022)

Chair – Session 'International and local practices in cultural tourism: the role of cultural and creative organizations' / 2022 ENCATC Congress (Brussels – Antwerp, 17-19 October

2022)

The milieu and its cultural heritage in web marketing strategies. The case of the wine industry in the Marche Region, Italy, Paper presentation (co-author: Annamaria Romagnoli) / 5th Culinary and Wine Tourism Conference (Heilbronn University of Applied Sciences, 5 October 2022)

Enhancing intangible cultural heritage for sustainable tourism development in rural areas. The case of the "Marche Food and Wine Memories" project (Italy), Paper presentation (co-authors: Annamaria Romagnoli, Gianluca Vagnarelli) / 5th Culinary and Wine Tourism Conference (Heilbronn University of Applied Sciences, 5 October 2022)

Chair – Session 'Climate Change, Networks and Culture' / 5th Culinary and Wine Tourism Conference (Heilbronn University of Applied Sciences, 5 October 2022)

2021 *Introduzione 'Un punto di vista interno'*, Speech / Giornata di studio "L'eredità di Massimo Montella" (Macerata, 25 November 2021)

Chair – Session 'Impact of Covid-19 on the cultural and creative sectors' / 29th ENCATC Congress "Artists in the spotlight! In search of new agendas for education and research in the cultural management and policy field" (Digital Congress, 21 October 2021)

Heritage marketing for the promotion of agri-food products, Speech / International workshop "Intangible Cultural Heritage and Sustainable Tourism Development in the Marche region" (online event, 4-6 July 2021)

Ecomuseo della Valle dell'Aso: rapporti con le università, Speech / Workshop Coordinamento Università Territorio "Parco Agricolo Archeologico nell'Ecomuseo della Valle dell'Aso" (Marina di Altidona, 26 June 2021)

Verso un approccio multi-scala per l'innovazione del sistema dei musei delle Marche, Speech / Workshop "Quale visione per quale territorio. Una regione in metamorfosi e la necessità di delineare percorsi evolutivi" (Loggia dei Mercanti, Ancona, 19 February 2021)

2020 *Il "turismo del paesaggio culturale" per la rigenerazione sostenibile delle aree interne: traiettorie di sviluppo e processi di co-creazione del valore*, Speech / Webinar "La sfida dello sviluppo sostenibile nel territorio. Diritto, politiche pubbliche ed esperienze nei settori agrifood e turismo" (Macerata, 27 November 2020, 3-5 p.m.)

Chair – Session 'Digitisation and new business models for cultural institutions' / 28th ENCATC Congress "Cultural management and policy in a post-digital world – navigating uncertainty" (Digital Congress, 3-11 November 2020)

Strengthening the relationship between cultural heritage and its communities. Challenges for Veszprém-Balaton ECoC 2023, Keynote speaker / International Conference "Tourism as a Driver or Barrier for Quality of Life – Tourism Conference" (Veszprém, 9-11 September 2020)

Triggering sustainable innovations through cultural programmes. Challenges for Veszprém-Balaton ECoC 2023, Paper presentation (co-authors: Katalin Lőrincz, Ágnes Raffay) / International Workshop "Rethinking culture and creativity in the technological era" (Florence, 20-21 February 2020)

Chair – Session 'Cultural policies, new technologies and cultural heritage' / International Workshop "Rethinking culture and creativity in the technological era" (Florence, 20-21 February 2020)

2019 Session Organizer 'The contribution of cultural resources to the resilience and regeneration

of inland areas' / AISRE XL Annual Scientific Conference (L'Aquila, 16-18 September)

A multi-level method to measure museum resilience in the inland areas of the Marche Region's "seismic crater" (Italy), Paper presentation (co-author: Eleonora Cutrini) / AISRE XL Annual Scientific Conference (L'Aquila, 16-18 September)

The Impact of Mobile Technologies on the Museum Experience, Paper presentation (co-author: Emanuela Conti) / EURAM Conference 2019 – Exploring the Future of Management, T01_04 – Arts for Business and Society (Lisboa, 26-28 June 2019)

Museums in the 4.0 age: discussing the current approaches to the digital transformation, Paper presentation (co-authors: Antonio La Sala, Cristina Simone) / R&D Management Conference 2019 – The Innovation Challenge: Bridging Research, Industry and Society, Track 7.5 – Emerging Landascapes. New skills, new technologies and new organizational challenges in the 4.0 age (Ecole Polytechnique/HEC Paris, 17-21 June)

2018 *The resilience of the museum system for the resilience and sustainable tourism development of the Marche's "seismic crater" (Italy)*, Paper presentation (co-author: Eleonora Cutrini) / III International Conference on Tourism Dynamics and Trends – X Scientific Meeting SISTUR (Benevento, 14-16 November 2018)

Landscape as a common good. Tools for its protection and enhancement in a legal and managerial perspective, Paper presentation (co-authors: Carmen Vitale, Caterina Nanni) / 26th ENCATC Congress "Beyond EYCH2018. What is the cultural horizon? Opening up perspectives to face ongoing transformations" (Bucharest, 26-29 September 2018)

Chair – Research Session 'From cultural heritage to heritage communities – Cultural and managerial transformations' / 26th ENCATC Congress "Beyond EYCH2018. What is the cultural horizon? Opening up perspectives to face ongoing transformations" (Bucharest, 26-29 September 2018)

Sviluppo locale a matrice culturale nelle aree interne. Quali opportunità per la rigenerazione dell'Appennino marchigiano?, Paper presentation (co-author: Eleonora Cutrini) / XXXIX Conferenza scientifica annuale AISRe "Le regioni d'Europa tra identità locali, nuove comunità e disparità territoriali" (Bolzano, 17-19 September 2018)

Il ruolo dei beni culturali per la resilienza dei territori appenninici / "Un cuore unico al centro dell'Italia. Idee, progetti, risorse umane e finanziarie" (Pieve Torina, 8 September 2018)

Culture-led local development in inland areas. Criticalities and opportunities for the regeneration of Marche's Apennines (Italy), Paper presentation (co-author: Eleonora Cutrini) / 58th ERSA Congress "Places for People: Innovative, Inclusive and Liveable Regions" (Cork, 28-31 August 2018)

Book presentation "La valle della Caffarella nei secoli. Storia di un paesaggio archeologico della Campagna Romana" by Rachele Dubbini (Sapienza University of Rome, 14 May 2018)

Strumenti e percorsi di valorizzazione turistica / Freschi d'Accademia. Presentazione delle eccellenze scientifico-culturali dell'Università di Macerata | Collaborazione di UniMC al progetto della Regione Marche "Nuovi sentieri di sviluppo dell'Appennino marchigiano", (Macerata, 10 March 2018)

2017 Introduction and coordination – Round table on 'Accreditamento, valutazione e multidisciplinarità' / Workshop "La sostenibilità e la valutazione delle riviste in ambito SSH" (Macerata, 23 November 2017)

Qualità del lavoro e delle professioni per la valorizzazione dei beni culturali / A.N.P.I. Seminar "L'inattuazione della costituzione in tema di ambiente, patrimonio artistico e culturale" (Macerata, 17 November 2017)

Building bottom-up networks for the integrated enhancement of cultural heritage in inner areas. Towards new paths, Paper presentation / 8th ENCATC Annual Research Session "Click, connect and collaborate! new directions in sustaining cultural networks" (Brussels, 27-29 September 2017)

Giuseppe Capriotti, Mara Cerquetti, *Musei, territorio, comunità. Un caso di studio nell'epicentro del sisma*, Speech / 1st Conference of the "Associazione Italiana di Public History" (AIPH) (Ravenna, 5-9 June 2017)

Chair – *SMART VALUE. Bridging theories, strategies and practices in valuing cultural heritage* / National workshop on the experience of stakeholders in value assessment for all areas of cultural heritage (Macerata, 25 May 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 / 7th 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' / 7th 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' / 7th 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 / 2ème colloque Gastronomie et Développement Local “Qualité Des produits, qualité des lieux, qualité des expériences” – 2nd 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 / 6th 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 celluloide 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: nocion y valor / Patrimonio culturale materiale e immateriale: nozione e valore, Speech / Workshop "Patrimonio cultural y ciudadania' (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 cultruale. 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 / 5th Advances in Tourism Marketing Conference "Marketing Places and Spaces. Shifting Tourist Flows" (Vilamoura, 2-4 October 2013)

Discussant – Session '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 / 6th 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 11th Annual Conference "Management Culture in the 21st Century" – Public Management General Track – Competitive (Tallinn, 1st-4th 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 18th Annual Conference "Can I Google it?" (Brussels, 6th-8th 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 / 2nd 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 Preziotti: analisi di un possibile modello managerial*, Paper Presentation / Meeting "Umberto Preziotti 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

2018–	Member of the SISTUR (*Società Italiana di Scienze del Turismo*)
	Member of the IASS (Italian Association for Sustainability Science)
2017–	Member of the AIDEA (*Accademia Italiana di Economia Aziendale*)
2016–	Member of the ENCATC (European Network on Cultural Management and Policy) as UniMC contact person
	Member of the ASVSA (*Associazione per la ricerca sui Sistemi Vitali*)
2013–	Member of the SIMA (*Società Italiana di Management*)
2012–	Member of the SIM (*Società Italiana Marketing*)

FURTHER TRAINING

2026	AIDEA School on "Metodologia della didattica AI-augmented. Percorso executive per docenti universitari" (15-16-17 July 2026 and 8-9 September 2026)
2017	Open Day of the project "Wiki: Appennino Centro Italia" (Macerata, 20 June 2017)
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, 29 August 2026 Mara Cerquetti