

ALESSIO CAVICCHI

Assistant Professor in Agricultural Economics and Food Marketing
Awarded of the Italian National Scientific Qualification for both
Associate and Full Professor positions in “Agricultural Economics”

Department of Education, Cultural Heritage and Tourism
University of Macerata
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PERSONAL INFORMATION

Birth Date: 12th, March 1976
Nationality: Italian
Marital Status: Married, 2 Children

EDUCATION

PhD *Economics of Food and Environmental Resources* – University of Naples “Parthenope”, (Italy).
MSc *Food Economics and Marketing* “Department of Agricultural and Food Economics – School of Agriculture, Policy and Development” University of Reading, (UK).
Bachelor in *Business Administration*, School of Business Administration, University of Florence, Italy.

Summer Schools And Short Courses

December 2010: Short course “Sustainable Tourism in Rural Communities”, Prof. Sue Beeton (La Trobe University), University of Macerata (Italy).
April 2008: Short course "Strategy and Entrepreneurship in Wine Tourism", Prof. Armand Gilinsky (Sonoma State University), University of Macerata (Italy).
September 2007: Summer School “Institutions and Organizations in the European Agri-Food Systems: Economic and Sociological Approaches”, University of Perugia (Italy)
August 2005: Summer School “Hands on Sensory Statistics: multivariate analysis for Sensory Sciences”, Teachers: Hal Macfie (Food Quality and Preference, editor) and Anne Hasted (Qi Statistics Ltd). Bath (UK).

MEMBERSHIPS IN SCIENTIFIC SOCIETIES

Member of “European Association of Agricultural Economists” (EAAE)
Member of “European Association of Wine Economists” (EuAWE)
Member of “International Food and Agribusiness Management Association” (IFAMA)

EDITORIAL BOARDS

Managing Editor of the “International Food and Agribusiness Management Review”
Former Co-editor of the scientific journal “Enometrika”
Advisory Board member and Guest Editor of the “British Food Journal”
Scientific Board member of “Tourism Review International”
Editorial Board member and Book Review Editor of “Wine Economics and Policy”
Editorial Board member of “Il capitale culturale. Studies on the Value of Culturale Heritage”
Scientific Board member of “Economia agroalimentare”

SCIENTIFIC EVALUATION ACTIVITIES

2013: expert evaluator for the European “Executive Agency for Competitiveness & Innovation” (EACI): Eco-Innovation Programme
2012: expert evaluator for the European “Education, Audiovisual and Culture Executive Agency” (EACEA): Erasmus Mundus Programme
2012: expert evaluator for the European “Executive Agency for Competitiveness & Innovation” (EACI): Eco-Innovation Programme
2012: evaluator for Italian Research Evaluation Assessment (VQR)

2011: evaluator for Marche Region (Italy) Fund for Promotion of Industrial Districts and Networks
2011: evaluator for Italian Governmental Fund for Basic Research (FIRB)
2011: evaluator for Regional Programme of Development for Calabria Region: POR Calabria FSE 2007-2013
2011: expert evaluator for the 7Th EU Research Framework Programme KBBE- 2010-5 Food
2010: expert evaluator for the 7Th EU Research Framework Programme KBBE- 2010-4 Food
2009: framework contract for the evaluation of CAP measures concerning sectors subject to past or present direct support — Lot No 6: rice and tobacco. Framework contract n° 30-CE-0197396/00-06
Since 2008: member of the Committee for Evaluation of Scientific works, University of Macerata

SCIENTIFIC COMMITTEES

Board member of Master in “Marketing and Culture of Enogastronomy and Hospitality” – University of Macerata.
Board member of “Laboratorio Ghino Valenti” – Laboratory on agribusiness and food law at University of Macerata
Board member of “Regional Observatory on Tourism” – Marche Region (2012/2013)
Board member of “Made in Fabriano Academy”. Association for the development and promotion of Marche Region

REFEREE

International academic journals: *British Food Journal* (ISI - SCOPUS), *Food Quality and Preference* (ISI - SCOPUS), *International Journal of Wine Business Research* (SCOPUS), *International Journal of Business and Globalization* (SCOPUS), *International Journal of Hospitality Management* (ISI – SCOPUS), *Journal of Consumer Marketing*, *Journal of the Science of Food and Agriculture* (ISI - SCOPUS), *International Marketing Review* (ISI - SCOPUS), *International Food and Agribusiness Management Review* (ISI – SCOPUS), *Eurasian Business Review*, *African Journal of Business Management* (ISI), *International Journal of Food Science and Technology* (ISI), *Wine Economics and Policy*, *NJAS - Wageningen Journal of Life Sciences* (ISI, SCOPUS)
International books: *Consumer Behaviour III edition* (Evans, Jamal, Foxall), Wiley.
National academic journals: *Agriregionieuropea*, *Rivista di Economia Agraria*, *Rivista di Politica Agricola Internazionale*, *Rivista di Economia Agroalimentare*, *L'industria*
Conferences: 2014 AIEAA Conference, 2013 SIDEA Conference, 2013 SIEA Conference, “4th International Conference of the Academy of Wine Business Research”, Siena, 16th -19th, July 2008; ‘XI Congress of European Association of Agricultural Economists (EAAE) - “The Future of Rural Europe in the Global Agri-Food System”, Copenhagen, 24th -27th August 2005.

AWARDS AND PRIZES

2010: Finalist (first 10 projects over 115) at IDEATRE60, business plan competition for innovative start-ups in food sector funded by Accenture.
2011: Best paper award (“The Role of Tourism Experiences in Attaching Consumers to Regional Brands”) at 6th International Conference of the Academy of Wine Business Research - Applied Sessions (together with Albert Stöckl, Joëlle Brouard, Monica Faraoni, Mikel Larreina, Benoît Lecat, Janeen Olsen, Carmen Rodriguez-Santos, Cristina Santini, Roberta Veale, Damien Wilson).

SPIN-OFF

Founder and member of Playmarche. Spin-off of the University of Macerata for the development and promotion of the cultural district of Macerata Province.

CURRENT INSTITUTIONAL ACTIVITIES @ UNIVERSITY OF MACERATA

Founder and co-director of the International Double Degree Programme in Tourism between University of Macerata and Escuela Universitaria de Turismo de Asturias (University of Oviedo)
Founder and co-director of the International Double Degree Programme in Tourism between University of Macerata and National University of Kiev “Taras Shevchenko”
Delegate for Erasmus Programme and Internationalisation of Faculty of Education, Cultural Heritage and Tourism
Member of “Excellence in Research” task force for the implementation of the European “HR Strategy for Researchers” Charter
Member of Interdepartmental Committee for the Library of Economics
Member of the Board for Scientific Evaluation of Political and Social Sciences research

RESEARCH PROJECTS

2014-2015: “Gastro-Urbact: Innovative City: City Strategy On Gastronomy As A Tool For Tourism And Employment Development” – URBACT II Operational Programme

2013-2015: Coordinator of “Farm Inc. – Introducing Marketing Principles in the Agricultural Sector” – Leonardo Transfer of innovation

2012: Erasmus LLP Preparatory Visit at Fanoschule Burgenland – 2012-1-IT2-ERA16-45279

2010: OATS - Organic Agricultural Tourism, Leonardo da Vinci Programme – European Commission.

2008: INTERREG “Bioforenergy”.

2006: Italian Ministry of Agriculture “La fauna selvatica nella valorizzazione delle risorse agricole e territoriali”

2006: European Project SENSOR - “Sustainability impact assessment: tools for environmental, social and economic effects of multifunctional land use in European regions”, 6th European Research Framework Programme

2005: Italian Committee for Economic Planning (CIPE) “Innovation in Marche Agri-food sector”.

2003-2005: “Food Risk Communication and Consumers’ Trust in the Food Supply Chain” – QLK1-CT-2002-02343. 5th European Research Framework Programme.

2002-2004: “Exploring Costs and Benefits of Haccp: A pilot study in the dairy and meat products industry in the European Union” – QLK1-CT-2002-30164. 5th European Research Framework Programme.

2002 – 2004: ARSIA (Regional agency for development and innovation in the agri-food sector – Tuscany) “Typical products and quality perception in the supply chain”

2002 – 2003: INRM (National Institute for Scientific Research on Mountains) “Quality concepts in specialty products supply chain and development of local systems: the case of Garfagnana”.

TEACHING EXPERIENCE

LECTURESHIPS

March 2013: "Wine Tourism in Italy", Master Course at University of Applied Sciences "Fachhochschule Burgenland Gmbh", Eisenstadt (Austria)

Since 2010/2011: “Rural Tourism and Marketing Strategies”, II level degree in Planning and Management of Tourism Systems (course taught in English language)

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

Since 2007/2008: “Economics and firms’ business models” – II level Degree in Communication Sciences – University of Macerata.

2007/2008 – 2009/2010: “Consumer Behaviour and Food Marketing” (course taught in English language) – I level degree in Education and Management of Tourism Systems – University of Macerata.

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

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

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

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

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

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

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

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

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

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

TEACHING ASSISTANT

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

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

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

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

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

OTHER PREVIOUS ACADEMIC EXPERIENCE

2010: organization of the course "Sustainable Tourism in Rural Communities", Prof. Sue Beeton (La Trobe University), at University of Macerata (Italy).

Since 2009: delegate for Internazionalisation and Erasmus Programme, Faculty of Education, University of Macerata

2007-2011: delegate for management of stages – I and II level degree in Education and Management of Tourism Systems

2008: organization of the course "Strategy and Entrepreneurship in Wine Tourism" taught by prof Armand Gilinsky (Sonoma State University) at the University of Macerata

2007: Website manager for the Department of Studies on Economic Development (<http://www.unimc.it/sviluppoeconomico>).

Since 2006: team work in some Faculty and Departmental Commissions

2004: organization of 85th Seminar of European Association of Agricultural Economists in "Agricultural Development and Rural Poverty under Globalization: Asymmetric Processes and Differentiated Outcomes" – Florence 8th -11th, September.

INTERNATIONAL CONFERENCES PRESENTATIONS

GILINSKY, A., NEWTON, S.K, ATKIN, T., SANTINI, C. AND CAVICCHI, A. (2014), Sustainability Strategies in The Us And Italian Wine Industries: A Comparative Study, Western Academy Of Management. Napa (US), March 21, 2014

CERVELLINI, M., FIORINI, S., GIMONA, A., CAMPETELLA, G., CHELLI, S., CAVICCHI, A., CANULLO, R. (2013), Identifying social ecological key variables in the beech coppice forest system in Central Italian Apennine, Perspectives on Forest Conservation- Tackling the Frontier between Policy and Conservation Science, Freiburg, Germany, 19-21 June 2013.

PHILIP, G., RINALDI, C., AND CAVICCHI, A. (2013), 'Pride and Prejudice: the projection of local identity at the "Marche d'Eccellenza" Forum', . Researching and Applying Metaphor. Poznan (Poland) 2-3 May 2013

STÖCKL, A., LICK, E., LECAT, B., MORENO-MELGAREJO, A., CAVICCHI, A., SANTINI, C. (2013). The Drink-Driving Dilemma In Connection With Food&Wine Events: An Evaluation Of Best-Practice Solutions. Tourism and Management Studies International Conference. Universidade do Algarve, November 13-16, 2013.

RINALDI C., CAVICCHI A. (2013), Creating networks for the promotion and governance of regional brands: the case of Marche region". 4th International Colloquium on Place Brand Management: Strategic Marketing of Cities Regions and Nations. Conference held on September 5th-6th 2013 at Aosta. Hosted by Università della Valle d'Aosta, University of Lincoln and Middlesex University London.

CAVICCHI, A., RINALDI, C., LORIERI, P., GAUDIO, R., MACCHI, R., SANTINI, C. (2012) Exploiting Tourism Potentialities in mountain wine sites: an ongoing international project. Forth International Congress On Mountain And Steep Slope Viticulture, Lyon, Rhône-Alpes (France) – 7-9 November

STÖCKL, A., LICK, E., MORENO-MELGAREJO, A., LECAT, B., CAVICCHI, A., SANTINI, C. (2012) The Drink Driving Dilemma in Connection with Food & Wine Events: A Cross-National Evaluation of Best-Practice Solutions from different Stakeholders' Points-of-View. International

Conference on Innovation & Trends in Wine Management (ITWM), Burgundy School of Business, Dijon, France June 22

CAVICCHI, A., SANTINI, C., SEGHERI, C., FARAONI, M., ORTH, U., STOECKL A. (2011). Wine Tourism and Consumer Behaviour: an explorative study in Tuscany and Marche. Consumer Behavior in Tourism Symposium, December 1-3

CRESPI, I., CAVICCHI, A., SANTINI, C., ANDRIANI, V. (2011), Sustainable Development And Enterprises Choices In Wine Industry: A Case-Study In The Italian Context. 10th Conference of the European Sociological Association, Geneva, 7-10 September

LAI, M.B., CAVICCHI, A., RICKERTSEN, K. (2011). Bag-in-Box or Bottle? What Do Norwegian Customers Prefer?, 5th Annual Conference American Association of Wine Economists, Bolzano, Italy, June 22-25.

ORTH, U., STOCKL, A., BOUZDINECHAMEEVA, T., BROUARD, J., CAVICCHI, A. et al. (2011), The Role of Tourism Experiences in Attaching Consumers to Regional Brands, 6th Academy of Wine Business research, International Conference, Bordeaux, France, June 9-11 (Best paper award).

SANTINI, C., CAVICCHI, A. (2011) Sustainability in the Wine Industry: key questions and research trends, 6th Academy of Wine Business research, International Conference, Bordeaux, France, June 9-11.

SANTINI, C., GILINSKY, A., CAVICCHI, A., CLAPS, M. (2011), A vision, a wine and a shining Star in the shadow of Montalcino: the story of a biodynamic pioneer in the heart of Tuscany, 6th Academy of Wine Business research, International Conference, Bordeaux, France, June 9-11.

CAVICCHI A., CORINTO G.L., GHERGO S. (2011). Film-induced food and wine tourism in Marche: the phenomenon of TV reality shows produced for Nordic countries. First European Conference on Wine and Food Tourism, Volterra (Pisa) Italy, April 13-15.

CAVICCHI A., SANTINI C., FARAONI M., SEGHERI C., STOECKL A., ORTH U. (2011). The Tale of two Italian Regions: Wine Tourism in Marche and Tuscany. First European Conference on Wine and Food Tourism, Volterra (Pisa) Italy, April 13-15.

RINALDI C., CAVICCHI A., CORSI M. (2010). Sustainable tourism in rural areas: the role of higher education in the marche region. In ATHE Annual Conference - Back to the Future: Restating the Case For Tourism In Higher Education, Canterbury Cathedral Lodge, 1st-3rd December 2010.

LAI M.B., CAVICCHI A., RICKERTSEN K., CASINI L., CORSI, A.M. (2010) Pick up the right chance card and succeed in Monopoly: the case of Norwegian wine market. Poster paper at Enometrics, Palermo, 9-12 June 2010.

CAVICCHI A., SANTINI C., BECCACECE E. (2010) The Brunello crisis: media role and its impact on wine reputation and tourist flows. The Fourth International Tourism and Media (ITAM) Conference, Prato (Italy), 11-13 July.

CASINI L., CAVICCHI A., CORSI A.M., SANTINI C. (2010). Hopelessly devoted to sustainability: marketing challenges to face in the wine business. In: 119th EAAE Seminar: Sustainability in the Food Sector. Capri, Naples, June 30-July 2.

TAGLIONI C., CAVICCHI A., SCARPA R., TORQUATI B (2010). Influence of brand equity on milk's choice: a survey through Choice Experiments approach. In: 119th EAAE Seminar: Sustainability in the Food Sector. Capri, Naples, June 30-July 2.

CASINI L., CAVICCHI A., CORSI A., SANTINI C. (2010). Give me a Marketing Lever and I will Sustain my Wine: Sustainability and Marketing Mix in the Wine Business. Enometrics, Palermo, 9-12 June 2010.

CAVICCHI A., SANTINI C., SEGHERI C., VIOLETTI A., BAILETTI L (2010). Sailing in an Olive Oil Ocean: Italian Producers Facing New Challenges from the Mediterranean Area. Enometrics, Palermo, 9-12 June 2010.

ORTH U, STÖCKL A, BROUARD J, CAVICCHI A, FARAONI M, LARREINA M, LECAT B, OLSON J, RODRIGUEZ-SANTOS C, SANTINI C., VEALE R, WILSON D (2010). Having a Great Vacation and Blaming the Wines: An Attribution Theory Perspective on Consumer Attachments to Regional Brands. In: Academy of Marketing Science Conference Proceedings. Portland, Oregon (USA), 26 - 29 May

SANTINI C., CAVICCHI A., RABINO S (2010). Organic Retailers in Italy: challenges and growth trends. In: 119th EAAE Seminar Conference Proceedings. Capri, Naples (Italy), June 30-July 2, 2010

TORQUATI B, CAVICCHI A, TAGLIONI C, SEGHERI C, SANTINI C. (2010). Building Wine Reputation: an Explorative Study in Umbria, Poster Paper at Enometrics, Palermo, 9-12 June 2010

- CAVICCHI, A. SANTINI, C. e BAILETTI L. (2010) Enhancing SMEs potentialities by avoiding marketing myopia: an integrated academic-practitioner approach, 11TH European symposium on Statistical Methods for the Food Industry, AGROSTAT 2010, Benevento, February 23-26, 2010.
- CAVICCHI, A., SANTINI, C. e BAILETTI, L. (2009), Enhancing SMEs potentialities by avoiding marketing myopia: an integrated academic-practitioner approach, 8th Pangborn Sensory Science Symposium, Florence, July 26-30, 2009.
- CAVICCHI, A., SANTINI, C. AND BAILETTI, L. (2008), Pride and Prejudice: marketing myopia in Italian Wineries. Can managers be educated to market orientation?. Paper presented at 4th International Conference of the Academy of Wine Business Research, Siena, July 17-19, 2008.
- CAVICCHI, A., BAILETTI, L., SIMEONE, M. AND SANTINI, C. (2008), Marketing Research and Sensory Analysis: a Reasoned Review and Agenda of their Contribution to Market Orientation in Wine Industry. Poster paper presented at 31st World Congress of Vine And Wine, June 15th-20th, 2008, Verona, Italy.
- CAVICCHI, A., MAZZESCHI, A. AND GUERRI, S. (2008), Quality Attributes of Wine Products: an Explorative Study of Consumers' Buying Motivation through a Means-End Chains Approach. Poster paper presented at Enometrics XV, May 29- 31, 2008, Collioure, France.
- CAVICCHI, A., STEFANI, G. AND ROMANO, D. (2007). A Taxonomy of European Food Communication Campaigns in a Social Marketing Perspective. Healthy Eating: Strategies for Behavioural Change and Market Growth. 5th International MAPP Workshop on Consumer Behaviour and Food Marketing May 8-9, 2007, Middelbart, Denmark.
- CAVICCHI, A. AND CORSI A.M. (2007). Consumers' Values and the Choice of an Italian Specialty Food: a Qualitative Analysis. Poster paper at the I Mediterranean Conference of Agro-Food Social Scientists. 103rd EAAE Seminar 'Adding Value to the Agro-Food Supply Chain in the Future Euromediterranean Space'. Barcelona, Spain, April 23rd - 25th, 2007
- SANTINI, C., CAVICCHI, A. AND ROCCHI, B. (2006). Italian Wineries and Strategic Options: the Role of Premium Bag in Box. Contributed paper to the 3rd International Wine Business & Marketing Conference, Montpellier, 6-8 July 2006.
- CAVICCHI, A., LOBB, A.E. AND STEFANI, G. (2005). Food safety information, trust & risk: A cross country comparison from a European survey. Presented at the 11 th EAAE Congress, Copenhagen 24 th -27 th August 2005.
- STEFANI, G., CAVICCHI, A. AND ROMANO, D. (2005). Determinants of Intention to Purchase Chicken in Italy: The Role of Consumer Risk Perception and Trust In Different Information Sources. Contributed paper to the 97th EAAE Seminar on "The Economics and Policy of Diet and Health". Reading (UK), 21-22 April 2005.
- ROCCHI, B., ROMANO, D., CAVICCHI, A., AND STEFANI G. (2004). Costs and Benefits of Compliance for HACCP Regulation in the Italian Meat and Dairy Sector. *Contributed paper to the 84^o EAAE Seminar. Food Safety in a Dynamic World*, Zeist, The Netherlands: February 8th to 11th, 2004.
- STEFANI, G., ROMANO, D., e CAVICCHI, A., (2004). Region of Origin and Consumer Willingness to Pay for Specialty Foods: An Economic Approach Applied to Three Italian Spelt Types. Contributed paper presented at "A Sense of Identity", A European Conference on Sensory Science of Food and Beverages, Villa La Pietra, Florence (Italy), 26-29 September 2004.
- ROMANO, D., CAVICCHI, A., e STEFANI, G., (2004). Region of Origin's Impact on WTP for Specialty Food: A Valuation Experiment. *Proceedings of the 9th Joint Conference on Food, Agriculture and the Environment*, 28 Agosto – 1 Settembre 2004. Conegliano Veneto (TV).

NATIONAL CONFERENCES PRESENTATIONS

- CAVICCHI, A. (2012) Il settore alimentare italiano in Cina, tra reputazione e gestione delle crisi di prodotto. La Nuova Normativa Sulla Sicurezza Alimentare In Cina: vincoli ed opportunità per le imprese italiane. Università di Macerata, 26 Ottobre.
- CAVICCHI, A. (2010). Gli attributi di qualità delle Mele Rosa. Le mele rosa dei Monti Sibillini: da frutto abbandonato a grande opportunità di reddito per il territorio montano. Montedinove, 21 Novembre
- CAVICCHI, A., RINALDI, C., CORINTO, G.L., CURZI, F. (2011). La Costruzione Di Un Marchio Ombrello Territoriale: Indagini Esplorative Sul Valore Percepito Del Brand "Marche". II Forum Marche d'Eccellenza, Università di Macerata, 9 Novembre 2011.

CAVICCHI, A. (2009). Qualità alimentare e percezione del consumatore. Giornata di Studio Inea – Agriregionieuropa “Qualità in agricoltura. Politica agricola comune e valorizzazione delle produzioni mediterranee”, Università degli Studi di Verona, 12 Febbraio 2009.

CAVICCHI, A. (2009). Indagare la percezione e la disponibilità a pagare per attributi di qualità alimentare: il contributo della ricerca partecipata “università-impresa” alla riduzione della marketing myopia. 6° Forum di CDO Agroalimentare. Intraprendere nell’agroalimentare tra globalizzazione e percezione del consumatore. Milano Marittima, 23-24 Gennaio 2009.

CAVICCHI, A. (2008). Comunicazione e Marketing sociale: le campagne pubbliche per la promozione di stili alimentari corretti. Convegno di studio: “La comunicazione come questione antropologica”, Università degli Studi di Macerata, 28-29 Novembre 2007

ROMANO, D., CAVICCHI, A. (2006). L’economista di fronte all’incertezza. Convegno di studio “Il Principio di Precauzione nel Diritto Contemporaneo”. Università degli Studi di Macerata, 19-21 Ottobre 2006.

CAVICCHI, A. (2005). Alimenti funzionali: la percezione dei consumatori. Convegno Nazionale Fondazione Carapelli “Qualità Alimentare e Benessere”. Accademia dei Georgofili, Firenze, 15 Luglio 2005.

MAZZOCCHI, M., CAVICCHI, A. (2005). Le determinanti della fiducia nella filiera agro-alimentare. Convegno Nazionale Progetto Trust nell’ambito del “Quinto Programma Quadro di Ricerca dell’Unione Europea: “Sicurezza, Comunicazione e Fiducia nella Filiera Agroalimentare”. Palazzo Rospigliosi, Roma, 20 Giugno 2005.

STEFANI, G. ROMANO, D. e CAVICCHI, A (2004). Regione di origine e disponibilità a pagare per prodotti alimentari tipici: un approccio economico applicato a tre tipi di farro. *Atti del XLI Convegno di Studi della SIDEA su “Diritto all’alimentazione, agricoltura, sviluppo”*. Roma, 16-18 settembre 2004.

ROMANO, D e CAVICCHI, A (2004): “Qualità Agroalimentare e Consumi al tempo della globalizzazione”. Istituto Gramsci Toscano, Convegno di Studi “Consumi Critici - Qualità dei consumi”. Firenze, 26 Novembre 2004.

PROFESSIONAL AND CONSULTING EXPERIENCES

Since 2009: consultant for the European Commission – DG AGRI, DG Research, DG ENV

Since 2005: consultant for several Italian and European agri-food companies

2002/2003 Project Manager of the European Project “Food Risk Communication and Consumers’ Trust in the Food Supply Chain”

2002/2003 – 2003/2004: organization of Master in Food Quality and Welfare – University of Florence

2002 January/May: stage at the European Parliament (Brussels)

2001 July/2002 January: employee at the Bank CREDITO EMILIANO (Italy)

Since 2001: experience as Market Research Consultant for several Italian agribusiness firms

PUBLICATIONS

ARTICLES PUBLISHED IN INTERNATIONAL REFEREED JOURNALS

(ISI - I.F.; SCOPUS)

STEFANI, G., CAVICCHI, A. AND ROMANO, D. (forthcoming). Blissed Ignorance?: The Role Of Process Information On Consumer Evaluation Of A Typical Italian Salami. *Nutrition and Food Science* (accepted)

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

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

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

ORTH U.R., STÖCKL A., VEALE R., BROUARD J., CAVICCHI A., FARAONI M., LARREINA M., LECAT B., OLSEN J., RODRIGUEZ-SANTOS C., SANTINI C. and WILSON D. (2012), Using attribution theory to explain tourists' attachments to place-based brands, *Journal of Business Research*, vol. 65 (9), p. 1321-1327.

STEFANI, G., SCARPA, R. and CAVICCHI, A. (2012). Exploring consumer's preferences for farmed sea bream. *Aquaculture International*, vol. 20 (4), p. 673-691.

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

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

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

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

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

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Macerata, May 15th, 2014

ALESSIO CAVICCHI

A handwritten signature in dark ink, reading "Alessio Cavicchi". The signature is written in a cursive, flowing style.