

PERSONAL INFORMATION

Alessio Cavicchi

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POSITION

Full Professor in Agribusiness, Rural Development and Branding

Rector's Delegate for the promotion of entrepreneurial culture and innovation

WORK EXPERIENCE

1 Sep 2021–Ongoing

Full Professor

University of Pisa - Department of Agriculture, Food and Environment

Courses:

Management of Innovation in Viticulture and Enology – Master Degree Course in Sustainable Viticulture and Enology

Management of Agrifood Companies – Degree Course in Agricultural Sciences

Food economics and Marketing – Degree Course in Agribusiness

1 Feb 2020–31 Aug 2021

Full Professor

University of Macerata - Department of Education, Cultural Heritage and Tourism

Courses:

Place Branding and Rural Development

Food economics and Marketing

1 Oct 2015–31 Jan 2020

Associate Professor

University of Macerata – Department of Education, Cultural Heritage and Tourism

Courses:

Place Branding and Rural Development

Food economics and Marketing

Jul 2006–Sep 2015

Researcher / Assistant Professor

University of Macerata - Department of Studies on Economic Development

1 Sep 2017–Present

Scientific Coordinator

Sustainable Development Solutions Network - United Nations

Massive Open Online Course in "Sustainable Food Systems: a Mediterranean Perspective"

<https://www.edx.org/course/sustainable-food-systems-a-mediterranean-perspective>

- 1 May 2017–Present **Scientific Expert**
 Italian Ministry of Education and Research, Rome (Italy)
 Expert on National Operational Programme (European Fund for Regional Development, European Social Fund)
 Expert on Internationalisation of the Italian University System
 Expert on PRIMA programme
- Sep 2017–Jun 2018 **National Expert on Smart Specialisation Strategy**
 Joint Research Center - European Commission, Seville (Spain)
- Oct 2015–Present **Thematic Lead Expert**
 Urbact - DG Regio, Bruxelles (Belgium)
 Validated Lead Expert
 Thematic Expertise on "Sustainable Food"
- Aug 2015–Present **External Expert**
 Joint Research Center - European Commission, Seville (Spain)
 Thematic work on Smart Specialisation and Food: Food, Gastronomy and Bio-Economy as Elements of Regional Innovation Strategies
- May 2002–Jan 2003 **Project Manager**
 University of Florence
 Management and administrative coordination of European Project: "Food Risk Communication and Consumers' Trust in the Food Supply Chain"
- 2005–Present **Consultant for several Italian and European agri-food companies**

EDUCATION AND TRAINING

- Sep 2007–Sep 2007 **Summer School "Institutions and Organizations in the European Agri-Food Systems: Economic and Sociological Approaches"**
 University of Perugia - Faculty of Agriculture
 Borgo XX Giugno, 74, 06121 Perugia (Italy)
 Agrifood systems; Rural Development; Sociology of Food Consumption
- Oct 2002–Feb 2006 **PhD in Economics of Food and Environmental Resources**
 University of Naples "Parthenope"
 Via Amm. Acton, 38, 80133 Naples (Italy)
 Microeconomics; Macroeconomics; Food Policy; Food Marketing; Qualitative analysis Methods; Quantitative Analysis Methods; Food Quality; Food safety; Food Safety Risk Analysis (Risk Management / Risk Communication)
- Aug 2005–Aug 2005 **Summer School in "Hands on Sensory Statistics: multivariate analysis for Sensory Sciences"**
 Hal Macfie (Food Quality and Preference, editor) and Anne Hasted (Qi Statistics Ltd), Bath (United Kingdom)
 Multivariate analysis; Sensory Science; Consumer Behaviour

- Sep 2003–Oct 2004 **MSc in Food Economics and Marketing**
University of Reading - School of Agriculture, Policy and Development
Whiteknights PO Box 237, READING, RG6 6AR (United Kingdom)
Food Policy; Food Quality and Safety; Agribusiness Management; Principles of Marketing;
Quantitative Research Methods; Qualitative Research Methods; Econometrics; Study skills;
- Sep 1995–Apr 2001 **Bachelor Degree in Economics**
University of Florence
Economics; Accountancy; Constitutional Law; Private and Commercial Law; Statistics; Agricultural Economics
- Job-related skills** SCIENTIFIC EVALUATION ACTIVITIES
2021 -2022: evaluator for the European Research Executive Agency
2020-2021: evaluator for PRIMA “Partnership for Research and Innovation in the Mediterranean”
2019 – 2020 – 2021 -2022: evaluator for CHAFEA Consumers, Health, Agriculture and Food Executive Agency (DG AGRI)
2020: evaluator for Latvian Council of Science
2018-2020: evaluator for Eurostars Programme
2015 - 2020: evaluator for the National Agency "Innovation Fund Denmark" of large scale projects on tourism and agriculture
2013: evaluator for the Executive Agency for Competitiveness and Innovation of the EU Commission. Eco-Innovation Programme
2012: evaluator for "National Agency for the Evaluation of Universities and Research Institutes (ANVUR), Research Assessment 2004-2010, field of Agricultural Economics
2012: evaluator for the Executive Agency for Competitiveness and Innovation of the EU Commission. Eco-Innovation Programme
2011: evaluator for Italian Governmental Fund for Basic Research (FIRB)
2011: evaluator for Marche Region "Call for industrial district and network of enterprises" (DGR n.1495/2010)
2011: evaluator for Regional Programme of Development for Calabria Region: POR Calabria FSE 2007-2013
2011: expert evaluator for the 7Th EU Research Framework Programme KBBE- 2010-5 Food
2010: expert evaluator for the 7Th EU Research Framework Programme KBBE- 2010-4 Food
2009: framework contract for the evaluation of CAP measures concerning sectors subject to past or present direct support — Lot No 6: rice and tobacco. Framework contract n° 30-CE-0197396/00-06
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ADDITIONAL INFORMATION

- Editorial Boards** Co-editor of the Book Series “Consumer Science and Strategic Marketing” - Elsevier
European Managing Editor of the “International Food and Agribusiness Management Review” (ISI-Scopus)
Associate Editor of “Economia agroalimentare – Food Economy” (Scopus)
Scientific Board of “International Journal of Sustainability in Higher Education” (ISI-Scopus)
Scientific Board member of "Sustainability" (ISI-Scopus)
Advisory Board member and Guest Editor of the “British Food Journal” (ISI-Scopus)
Scientific Board member of “Tourism Review International”
Editorial Board member and Book Review Editor of “Wine Economics and Policy” (Scopus)
Former Co-editor of "Enometrica"
Editorial Board member of “Il capitale culturale. Studies on the Value of Culturale Heritage”

Scientific Societies	<p>Member of “European Association of Agricultural Economists” (EAAE)</p> <p>Member of “European Association of Wine Economists” (EuAWE)</p> <p>Member of “International Food and Agribusiness Management Association” (IFAMA)</p> <p>Member of “Italian Association of Agricultural Economics” (SIDEA)</p> <p>Member of “Italian Association of Agricultural and Applied Economics” (AIEAA)</p>
Scientific Committees	<p>Vice Director of the Master Degree in “Italian Wines and Global Markets” – Scuola di Studi Superiori Sant’Anna di Pisa</p> <p>External scientific expert for the Italian Ministry of Cultural Heritage and Tourism</p> <p>Board member of the European Chapter of IFAMA (International Food and Agribusiness Management Association). Delegate for educational programmes.</p> <p>Board member of PhD Programme in “Wine Economics and Rural Development” at University of Florence</p> <p>Board member of the Regional Cluster of Agrifood companies – Marche Region</p> <p>Board member of “Regional Observatory on Tourism” – Marche Region (2012/2013)</p> <p>Board member of “Laboratorio Ghino Valenti” – Laboratory on agribusiness and food law at University of Macerata</p> <p>Board member of “Made in Fabriano Academy”. Association for the development and promotion of Marche Region</p>
Research Projects	<p>2022 – Ongoing: NEMOS project:</p> <p>2021- Ongoing: EUACCEL / Start For Future – EIT HEI initiative (www.startforfuture.eu)</p> <p>2020-2021: Coordinator “ON-IT Online Internship in Tourism” – Erasmus+ Strategic partnerships (https://on-it.info)</p> <p>2019 – 2022: “RE-ACT” <i>Self-Reflection Tools</i> For. Smart Universities Acting. Regionally – Erasmus+ Forward Looking (http://ris3heinnovate.eu/)</p> <p>2019 –2021: Coordinator “DiTemp” - Digital Transformation and Employability: acquiring transversal competences in curricular education</p> <p>2017 - 2019: Coordinator "FoodBiz" - Erasmus + Strategic Partnerships (www.foodbiz.info)</p> <p>2017 - 2019: Coordinator "The Wine Lab. Generating Innovation between Practice and Research" - Erasmus+ Knowledge Alliances (www.thewinelab.eu)</p> <p>2015 - ongoing: Assisted living technologies for the health tourism sector, "ALHTOUR" - HORIZON 2020 - Twinning project</p> <p>2014- ongoing: Grey and green in Europe: elderly living in urban areas, "GRAGE" - EU FP7 - Marie Curie - RISE</p> <p>2014-2015: Local stakeholders support group coordinator – European funded project – URBACT II Operational Programme: “Gastro-Urbact: Innovative City: City Strategy On Gastronomy As A Tool For Tourism And Employment Development”</p> <p>2013 - ongoing: China and Europe taking care of healthcare solutions - "CHETCH" - EU FP7 - Marie Curie - IRSES</p> <p>2013-2015: Coordinator of the European funded project - Leonardo Transfer of Innovation Programme: “Farm Inc. – Introducing Marketing Principles in the Agricultural Sector”</p> <p>2013: LLP Erasmus Preparatory Visit: year 2012 "Preparatory Visit to Fachhochschule Burgenland" - LLP National Agency</p> <p>2010: OATS - Organic Agricultural Tourism, Leonardo da Vinci Programme – European Commission.</p> <p>2008: INTERREG “Bioforenergy”.</p> <p>2006: Italian Ministry of Agriculture “La fauna selvatica nella valorizzazione delle risorse agricole e territoriali”</p> <p>2006: European Project SENSOR - “Sustainability impact assessment: tools for environmental, social and economic effects of multifunctional land use in European regions”.</p> <p>2005: Italian Committee for Economic Planning (CIPE) “Innovation in Marche Agri-food sector”.</p>

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".

Selected Publications

Tomasi, S., Szávics, P., Aleffi, C., Ferrara, C., Márton, A., Urbančíková, N., ... & Hudec, O. (2022). **Drivers and challenges of RIS3-related university engagement: Insights from five European regions**. *Regional Science Policy & Practice*.

Litvynchuk, S., Galenko, O., Cavicchi, A., Ceccanti, C., Mignani, C., Guidi, L., & Shevchenko, A. (2022). **Conformational Changes in the Structure of Dough and Bread Enriched with Pumpkin Seed Flour**. *Plants*, 11(20), 2762.

Campanari, A., & Cavicchi, A. (2021). **From the Rise of Authentic Italian Restaurants in America to the Creation of New Multicultural Food Tourism Experiences**. *Tourism Culture & Communication*, 21(1), 5-16.

Tomasi, S. Cavicchi, A., Aleffi, C., Paviotti, G., Ferrara, C. Baldoni, F. & Passarini, P. (2021). **Civic universities and bottom-up approaches to boost local development of rural areas: the case of the University of Macerata**. *Agricultural and Food Economics*, 9(1), 1-23.

2020 Rinaldi, C., Cavicchi, A., & Robinson, R. N. (2020). **University contributions to co-creating sustainable tourism destinations**. *Journal of Sustainable Tourism*, 1-23.

2020 Aleffi, C., Tomasi, S., Ferrara, C., Santini, C., Paviotti, G., Baldoni, F., & Cavicchi, A. **Universities and Wineries: Supporting Sustainable Development in Disadvantaged Rural Areas**. *Agriculture*, 10(9), 378.

2020 Aleffi, C., & Cavicchi, A. **The Role of Food and Culinary Heritage For Postdisaster Recovery: The Case of Earthquake in the Marche Region (Italy)**. *Journal of Gastronomy and Tourism*, 4(3), 113-128.

2020 Tomasi, S., Paviotti, G., & Cavicchi, A. **Educational tourism and local development: The role of universities**. *Sustainability*, 12(17), 6766.

2020 Galli, F., Cavicchi, A., & Brunori, G. **Food waste reduction and food poverty alleviation: a system dynamics conceptual model**. *Agriculture and human values*, 36(2), 289-300.

2019 Riccaboni, A., & Cavicchi, A. **Innovation for Sustainable Food Systems: Drivers and Challenges**. In *Achieving the Sustainable Development Goals Through Sustainable Food Systems* (pp. 131-140). Springer, Cham.

2019 Stančová, K. C., & Cavicchi, A. **Smart specialisation and the agri-food system: A European perspective**. Palgrave Macmillan.

2018 Rinaldi, Chiara, Cavicchi, Alessio, Spigarelli, Francesca, Lacchè, Luigi, Rubens, Arthur, **Universities and smart specialisation strategy** in INTERNATIONAL JOURNAL OF SUSTAINABILITY IN HIGHER EDUCATION; 19; Bradford, Emerald; pp. 67 - 84 (ISSN: 1467-6370)

2017 Santini, Cristina, Cavicchi, Alessio, Seghieri, Chiara, Bailetti, Lucia, **How Can Consumer Science Help to Reduce the Risk of Market Failure? An Academician-Practitioner Approach in the Italian Olive Oil Industry** in *Case Studies in the Traditional Food Sector: A volume in the Consumer Science and Strategic Marketing series*; 1; Elsevier Inc.; pp. 153 - 169 (ISBN: 9780081012604)

2017 Alessio, Cavicchi, Cristina, Santini, **Case Studies in the Traditional Food Sector** Sawston, Elsevier; pp. 1 - 376 (ISBN: 978-0-08-101007-5)

2017 Cavicchi, Alessio, Santini, Cristina, **"In Tradition We Trust": The Emerging (?) Trends of Authenticity in the Food Sector and the Role of Consumer Science to Support SMEs** in *Case Studies in the Traditional Food Sector: A volume in the Consumer Science and Strategic Marketing series*; Elsevier Inc.; pp. xxi - xxxii (ISBN: 9780081012604)

2017 Cervellini, Marco, Fiorini, Stefano, Cavicchi, Alessio, Campetella, Giandiego, Simonetti, Enrico, Chelli, Stefano, Canullo, Roberto, Gimona, Alessandro, **Relationships between understory species specialists and local management practices in coppiced forests – Evidence from the Italian Apennines** in FOREST ECOLOGY AND MANAGEMENT; 385; Amsterdam, Elsevier B.V.; pp. 35 - 45 (ISSN: 0378-1127)

2017 Rubens, Arthur, Spigarelli, Francesca, Cavicchi, Alessio, Rinaldi, Chiara, **Universities third**

mission and the entrepreneurial university and the challenges they bring to higher education institutions in JOURNAL OF ENTERPRISING COMMUNITIES; 11; Bingley, Emerald; pp. 354 - 372 (ISSN: 1750-6204)

2017 Bertella, Giovanna, Cavicchi, Alessio, Bentini, Teresa, **The reciprocal aspect of the experience value: tourists and residents celebrating weddings in the rural village of Petritoli (Italy)** in ANATOLIA AN INTERNATIONAL JOURNAL OF TOURISM AND HOSPITALITY; 4; Colchester, Routledge; pp. 1 - 11 (ISSN: 1303-2917)

2017 Alessio, Cavicchi, Katerina, Ciampi-Stancova, **Dynamics of Smart Specialisation Agri-food Trans-regional Cooperation** Luxembourg, Publications Office of the European Union; pp. 1 - 38 (ISBN: 9789279702815)

2017 Passarini, Paolo, Cavicchi, Alessio, Santini, Cristina, Mazzantini, Gabriele, **Deceptive advertising and unfair commercial practices in the agrifood sector: The role of the Italian competition authority** in BRITISH FOOD JOURNAL; 119; ;Howard House, Emerald Group Publishing Ltd.; pp. 1781 - 1800 (ISSN: 0007-070X)

2017 Bertella, Giovanna, Cavicchi, Alessio, **From sharecroppers to "flying farmers": New forms of tourism entrepreneurship in rural areas** in EREVIEW OF TOURISM RESEARCH; 14; College Station, Texas A and M University; pp. 133 - 148 (ISSN: 1941-5842)

2016 Cavicchi, Alessio, Rinaldi, Chiara, **Universities' emerging roles to co-create sustainable innovation paths: some evidences from the Marche Region** in AESTIMUM; 69; Florence, Florence University Press; pp. 211 - 224 (ISSN: 1724-2118)

2016 Alessio Cavicchi, Chiara Rinaldi, **Cooperative behaviour and place branding: a longitudinal case study in Italy** in QUALITATIVE MARKET RESEARCH JOURNAL; 19; Bradford, Emerald; pp. 156 - 172 (ISSN: 1352-2752)

2016 Fiorani, Giacomo, Cavicchi, Alessio, Croci Angelini, Elisabetta, **Strategic perspectives on "Made in Italy": an exploratory market analysis of professional espresso coffee machines according to Porter's five competitive forces** in ECONOMIA AGRO-ALIMENTARE; 1; Milano, Franco Angeli; pp. 53 - 71 (ISSN: 1126-1668)

2016 Santini, Cristina, Marinelli, Elisabetta, Boden, Mark, Cavicchi, Alessio, Hageman, Karel, **Reducing the distance between thinkers and doers in the entrepreneurial discovery process: An exploratory study** in JOURNAL OF BUSINESS RESEARCH; 69; New York, Elsevier; pp. 1840 - 1844 (ISSN: 0148-2963)

2016 Alessio Cavicchi, Katerina Ciampi Stancova, **Food and gastronomy as elements of regional innovation strategies** Bruxelles, JRC Science Hub - European Commission; pp. 1 - 41 (ISBN: 978-92-79-56682-0)

2016 Andersson, T. D., Getz, D., Vujcic, S., Robinson, R. N., Cavicchi, A., **Preferred travel experiences of foodies: An application of photo elicitation** in JOURNAL OF VACATION MARKETING; 22; Londra, Sage; pp. 55 - 67 (ISSN: 1356-7667)

2015 Gilinsky, Jr, Newton, Sandra K., Atkin, Thomas S., Santini, Cristina, Cavicchi, Alessio, Casas, Augusti Romeo, Huertas, Ruben, **Perceived efficacy of sustainability strategies in the US, Italian, and Spanish wine industries** in INTERNATIONAL JOURNAL OF WINE BUSINESS RESEARCH; 27; Bradford, Emerald; pp. 164 - 181 (ISSN: 1751-1062)

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

2015 Torquati, Biancamaria, Taglioni, Chiara, Cavicchi, Alessio, **Evaluating the CO2 Emission of the Milk Supply Chain in Italy: An Exploratory Study** in SUSTAINABILITY; 7; Basel, MDPI; pp. 7245 - 7260 (ISSN: 2071-1050)

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

2015 Alessio Cavicchi, **NIMBY: The "not in my backyard" Syndrome** in *The Encyclopedia of Sustainable Tourism*; Boston, Cabi Publisher; pp. 120 - 120 (ISBN: 9781780641430)

2015 Cavicchi, Alessio, **Blue Flag** in *The Encyclopedia of Sustainable Tourism*; Boston, Cabi Publisher; pp. 390 - 390 (ISBN: 9781780641430)

2015 Alessio Cavicchi, Cristina Santini, **Sustainability in the wine industry: key questions and research trends** in *Environmentally Sustainable Viticulture*; Boca Raton, CRC Press - Taylor &

Francis; pp. 3 - 24 (ISBN: 9781498722292)

2014 Gianluca Stefani, Alessio Cavicchi, Donato Romano, **Blissed ignorance?: The role of process information on consumer evaluation of a typical Italian salami** in NUTRITION & FOOD SCIENCE; 44; Bradford, Emerald; pp. 345 - 362 (ISSN: 0034-6659)

2014 Stöckl A, Lick E, Cavicchi A, Lecat B, Moreno-Melgarejo A, Santini C, Treiber B, **The drink driving dilemma in connection with food and wine events** in *Food and Wine Events in Europe: a Stakeholder Approach*; Londra, Routledge (Taylor and Francis); pp. 213 - 223 (ISBN: 9780415827812,978-131579690-1)

2014 Martin Caraher, Alessio Cavicchi, **Old crises on new plates or old plates for a new crises? Food banks and food insecurity** in BRITISH FOOD JOURNAL; 116; Croydon, Emerald; pp. 1382 - 1391 (ISSN: 0007-070X)

2014 Cavicchi Alessio, Santini Cristina, Bailetti Lucia, **Mind the “academician-practitioner” gap: an experience-based model in the food and beverage sector** in QUALITATIVE MARKET RESEARCH JOURNAL; 17; Bingley, Emerald; pp. 319 - 335 (ISSN: 1352-2752)

2014 Alessio Cavicchi, **Sustainable Hospitality and Tourism as Motors for Development. Case Studies from Developing Regions of the World**, P. Sloan, C. Simons-Kaufman, W. Legrand (Eds.). Routledge (2012) in TOURISM MANAGEMENT; 41; pp. 26 - 27 (ISSN: 0261-5177)

2014 Cristina Santini, Alessio Cavicchi, **The adaptive change of the Italian Food Bank foundation: a case study** in BRITISH FOOD JOURNAL; 116; Bingley, Emerald; pp. 1446 - 1459 (ISSN: 0007-070X)

2014 Cavicchi, A., Santini, C., **Food and Wine Events in Europe: a Stakeholder Approach** Routledge (Taylor and Francis); pp. 1 - 236 (ISBN: 9780415827812,978-131579690-1)

2014 Cavicchi A., Santini C., **The importance of a stakeholder approach to investigate (and plan) food and wine events** in *Food and Wine Events in Europe: a Stakeholder Approach*; Routledge (Taylor and Francis); pp. 3 - 14 (ISBN: 9780415827812)

2013 Santini, Cristina, Gilinsky, Armand, Cavicchi, Alessio, **Stella di Campalto Winery. The Biodynamic Pioneer in Montalcino** in *Wine Business Case Studies: Thirteen cases from the real world of wine business management*; 1; San Francisco, California, Wine Appreciation Guild; pp. 19 - 39 (ISBN: 1935879715,9781935879718)

2013 A. CAVICCHI, M. CORSI, C. RINALDI, **Higher education institutions as managers of wicked problems: place branding and rural development in Marche Region, Italy** in THE INTERNATIONAL FOOD AND AGRIBUSINESS MANAGEMENT REVIEW; 16A; Washington, DC, International Food and Agribusiness Management Association (IFAMA); pp. 51 - 68 (ISSN: 1559-2448)

2013 Cristina Santini, Alessio Cavicchi, Leonardo Casini, **Sustainability in the wine industry: key questions and research trends** in AGRICULTURAL AND FOOD ECONOMICS; 1; Heidelberg, Springer-Verlag; pp. 1 - 14 (ISSN: 2193-7532)

2013 CAVICCHI A., TORQUATI B., TAGLIONI C., SEGHIERI C., SANTINI C., **Building Wine Reputation: An Explorative Study in Umbria** in ENOMETRICA; 6; pp. 65 - 79 (ISSN: 1974-4730)

2013 LAI M.B., CAVICCHI A., RICKERTSEN K., CASINI L., CORSI A.M., **Monopoly and wine: the Norwegian case** in BRITISH FOOD JOURNAL; 115; Bingley, Emerald; pp. 314 - 326 (ISSN: 0007-070X)

2012 STEFANI G., SCARPA R., CAVICCHI A., **Exploring consumer’s preferences for farmed sea bream** in AQUACULTURE INTERNATIONAL; 20 (4); Dordrecht, –Netherlands: Springer Netherlands -Dordrecht Netherlands:Kluwer Academic Publishers; pp. 673 - 691 (ISSN: 0967-6120)

2012 A. CAVICCHI, C. SANTINI, **Brunellopoli: a wine scandal under the Tuscan sun** in TOURISM REVIEW INTERNATIONAL; 15 (3); Putnam Valley, NY, cognizant communication; pp. 253 - 267 (ISSN: 1544-2721)

2012 ORTH U.R., STÖCKL A., VEALE R., BROUARD J., CAVICCHI A., FARAONI M., LARREINA M., LECAT B., OLSEN J., RODRIGUEZ-SANTOS C., SANTINI C., WILSON D., **Using attribution theory to explain tourists’ attachments to place-based brands** in JOURNAL OF BUSINESS RESEARCH; 65 (9); Londra, ELSEVIER; pp. 1321 - 1327 (ISSN: 0148-2963)

2011 SANTINI C, A. CAVICCHI, CANAVARI M, **The Risk™ strategic game of rural tourism: how sensory analysis can help in achieving a sustainable competitive advantage** in *Food, Agriculture & Tourism*; Berlino, Springer; pp. 161 - 179 (ISBN: 9783642113604,9783642113611)

2011 C. TAGLIONI, A. CAVICCHI, B. TORQUATI, R. SCARPA, **Influence of Brand Equity on Milk Choice: A Choice Experiment Survey** in INTERNATIONAL JOURNAL ON FOOD SYSTEM

DYNAMICS; 2, (n. 3); Nipkowstr. 10, D-53125 Bonn, CENTMA Research International Center for Management, Communication, and Research; pp. 305 - 325 (ISSN: 1869-6945)

2010 A. CAVICCHI, SANTINI C, BECCACECE E, **The Brunello crisis: media role and its impact on wine reputation and tourist flows.** in *EREVIEW OF TOURISM RESEARCH*; 8; Texas, Department of Recreation, Park, and Tourism Sciences at Texas A&M University; pp. 13 - 16 (ISSN: 1941-5842)

2010 A. CAVICCHI, SANTINI C, ZAMPI V, **Old World Wineries and Market Orientation: Empirical Evidences from the Italian Wine Industry** in *Market Orientation: Transforming Food and Agribusiness around the Customer*; ALDERSHOT, Gower Publishing; pp. 341 - 354 (ISBN: 9780566092084)

2010 A. CAVICCHI, CORSI A, **Consumer Values and the Choice of Specialty Foods: The Case of the Oliva Ascolana del Piceno (Protected Designation of Origin)** in *Market Orientation: Transforming Food and Agribusiness around the Customer*; ALDERSHOT, Gower Publishing; pp. 289 - 306 (ISBN: 9780566092084)

2010 A. CAVICCHI, ROCCHI B, **New trends of sustainable consumption: the farmers' market as a business imperative for the reeducation of consumers** in *Global Sustainability as a Business Imperative*; New York, Palgrave-McMillan; pp. 239 - 254 (ISBN: 9780230102811)

2010 A. CAVICCHI, SANTINI C, BECCACECE E, **Are you ready for the unexpected? The case of Brunello crisis** in *Managing the Wine Business: research issues and cases*; MILANO, McGrawHill; pp. 171 - 196 (ISBN: 9788838672460)

2009 SANTINI C, A. CAVICCHI, **How (Ch)easy is developing a new product? A cheese-case** in *Managing Innovation, Entrepreneurship and New Product Development*; MAASTRICHT, Meyer and Meyer, Maastricht School of Management; pp. 251 - 273 (ISBN: 9781841262673)

2008 MAZZOCCHI M, LOBB A, TRAILL W.B, A. CAVICCHI, **Food scares & trust: a european study** in *JOURNAL OF AGRICULTURAL ECONOMICS*; 59; Oxford, Blackwell; pp. 2 - 24 (ISSN: 0021-857X)

2008 CASINI L, A. CAVICCHI, CORSI A.M, **Trends in British Wine Market and Consumer Confusion** in *BRITISH FOOD JOURNAL*; 110; Bradford, Emerald; pp. 545 - 558 (ISSN: 0007-070X)

2008 STEFANI G, A. CAVICCHI, ROMANO D, LOBB A.E, **DETERMINANTS OF INTENTION TO PURCHASE CHICKEN IN ITALY: THE ROLE OF CONSUMER RISK PERCEPTION AND TRUST IN DIFFERENT INFORMATION SOURCES** in *AGRIBUSINESS*; 24; Hoboken, John Wiley & Sons Inc; pp. 523 - 537 (ISSN: 0742-4477)

2007 SANTINI C, A. CAVICCHI, ROCCHI B, **Italian Wineries and Strategic Options: the Role of Premium Bag in Box** in *INTERNATIONAL JOURNAL OF WINE BUSINESS RESEARCH*; 19; Bradford, Bradford : Emerald, 2007-; pp. 216 - 230 (ISSN: 1751-1062)

2006 STEFANI G, ROMANO D, A. CAVICCHI, **Consumer Expectations, Liking and Willingness to Pay for Specialty Foods. Do Sensory Characteristics Tell the Whole Story?** in *FOOD QUALITY AND PREFERENCE*; 17; Oxford, Elsevier; pp. 53 - 62 (ISSN: 0950-3293)

For a full list of publications, please refer to:

Orcid: <https://orcid.org/0000-0002-7793-865X>

Scholar: <https://scholar.google.com/citations?user=cLaLbpkAAAAJ&hl=it&oi=ao>

Scopus: <https://www.scopus.com/authid/detail.uri?authorId=57945179100>

Autorizzo il trattamento dei dati personali ai sensi del Regolamento UE n.679/2016 e del Dlgs 2003 n.196 e successive modificazioni

Pisa, 15th January 2023