

## **ROBERTA CAPITELLO**

Associate Professor

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### **CURRENT POSITION**

- Associate Professor at University of Verona from October 2001 to date (field: Agricultural Economics and Rural Appraisal)

### **PAST ACADEMIC EMPLOYMENT**

- Research Associate in Agricultural Economics, Institute of Agricultural Economics and Policy, University of Verona, 1993-1997
- Research Fellow in Agricultural Economics, Institute of Agricultural Economics and Policy, University of Verona, 1997-2001

### **EDUCATION**

- Laurea in Business Economics, degree granted June 1993 by the University of Verona, Italy
- Ph.D. in Forestry and Mountain Economics, degree granted March 1997 by the University of Trento, Italy
- Ph.D. Student Visitor by the Station d'Economie et Sociologie Rurales of the Institute National de la Recherche Agronomique (INRA), Montpellier, France, October 1995 to March 1996

### **ACADEMIC RESEARCH INTERESTS**

Food marketing; wine marketing; food demand analysis; food consumer behaviour; wine consumer behaviour; wine economics; wine business management; wine communication; management of agricultural and wine cooperatives; territorial and rural marketing; family firms in the wine industry.

### **TEACHING ACTIVITY**

- Agro-food Economics, Faculty of Economics (2001/02);
- Economics and Management of Agricultural Cooperatives, Faculty of Economics (2001/02, 2002/03, 2003/04 and 2004/05);
- Agribusiness I, Faculty of Economics (2002/03);
- Agro-food Economics, bachelor in Economics and Commerce (4 CFU) (2003/04 and 2005/06);
- International Agricultural Cooperatives, master in International Economics (5 CFU) (2005/06 and 2006/07);
- Agribusiness I, master of science in International Economics (5 CFU) (2006/07);
- Agro-food Economics – Mod. II Wine Economics, bachelor in Viticulture and Enology, (University of Padua and Verona) (4 CFU) (2005/06 and 2006/07);
- Economics and Management of Wine Cooperatives, bachelor in Viticulture and Enology, (University of Padua and Verona) (3 CFU) (2002/03, 2003/04 and 2004/05);
- Economics of Wine Markets, bachelor degree in Viticulture and Enology, (University of Padua and Verona) (3 CFU) (2005/06 and 2006/07).
- Economics of Wine System bachelor degree Viticulture and Enology, (University of Padua and Verona) (6 CFU) (2007/08, 2008/09, 2009/10, 2010/11 and 2011/12);

- Economics of Wine Markets, bachelor degree in Viticulture and Enology (3 CFU) (2007/08, 2008/09, 2009/10, 2010/11 and 2011/12);
- Food and Wine Marketing, master of science in Business Marketing and Communication, (6 CFU) (2010/11, 2011/12, 2013/14 and 2014/15);
- Wine Economics, bachelor in Viticulture and Enology (6 CFU) (2012/13 to date);
- Food and Wine Marketing, Master of Science in Business Marketing and Communication (9 CFU) (a.a. 2015/16 to date);
- New Tools in Wine Marketing, master of science in Viticulture, Enology and Wine Markets, Università di Verona, Padova e Udine, & Euromaster of Science “Vinifera” (5 CFU) (2011/12 to date)

#### **Thesis supervision:**

- First supervisor of several bachelor and master thesis.
- First supervisor or second supervisor of European master of science thesis of Viticulture and Enology (EMaVE Consortium – Vinifera EuroMaster)
- First Ph.D. thesis supervisor:
  - o Enrico Dalla Bernardina’s Ph.D. Thesis in “Viticoltura, Enologia e Marketing dei prodotti vitivinicoli”, University of Padua, XX ciclo, 2007 (<http://paduaresearch.cab.unipd.it/825/>)
  - o Lara Agnoli’s Ph.D. Thesis in “Economia Vitivinicola e Sviluppo Rurale”, University of Florence, XXII ciclo, 2009.

#### **Other activities related to teaching activities:**

- internal auditor of the Bachelor Degree in Viticultural and Enology, CRUI project “CampusOne” for the assessment of the education quality, 2001-2004
- internal auditor of the Department of Business Administration, “SUA-RD” for the assessment of research quality, from 2014 to date
- internal auditor of the Master Degree in Marketing and Corporate Communication for the assessment of the education quality, from 2010 to 2015
- component of the Committee on Teaching of the Bachelor Degree in Viticultural and Enology from 2007 to date
- member of the Board of Professor of the Ph. D. in “Viticultural, Enology and Wine Marketing”, University of Padua, and of the Board of Professor of the Ph. D. in “Wine Economics and Rural Development”, University of Florence, 2004-2012

## **PUBLICATIONS**

### Articles in peer-reviewed journals

De Salvo M., Begalli D., **Capitello R.** and Agnoli L., Tabouratzi, E. (2017), Determinants of winegrowers’ profitability: evidence from an Eastern Europe wine region, *EuroMed Journal of Business*, 12(3): 300-315. DOI: 10.1108/EMJB-12-2016-0043

Agnoli L., **Capitello R.**, De Salvo M., Longo A. and Boeri M. (2016), Food fraud and consumers’ choices in the wake of the horsemeat scandal, *British Food Journal*, 118(8): 1898-1913. DOI: 10.1108/BFJ-04-2016-0176

**Capitello R.**, Agnoli L., Charters S., and Begalli D. (2017). Exploring place image from visitors’ expected and lived experiences: A discrete choice approach. *Journal of Customer Behaviour*, 16(1): 19-34. DOI: 10.1362/147539217X14909732699462

Agnoli L., **Capitello R.** and Begalli D. (2016), Behind intention and behaviour: factors influencing wine consumption in a novice market, *British Food Journal*, 118(3): 660-678. DOI: 10.1108/BFJ-05-2015-0181

**Capitello R.**, Agnoli L. and Begalli D. (2015), Drivers of high-involvement consumers' intention to buy pdo wines: Valpolicella pdo case study, *Journal of the Science of Food and Agriculture*, Accepted Article, published online, DOI: 10.1002/jsfa.7521.

De Salvo M., Begalli D., **Capitello R.** and Signorello G. (2015), A spatial micro-econometric approach to estimating climate change impacts on wine firm performance: A case study from Moldavia region, Romania, *Agricultural Systems*, 141: 48-57, doi:10.1016/j.agsy.2015.09.008.

**Capitello R.**, Agnoli L. and Begalli D. (2015), Determinants of consumer behaviour in novice markets: the case of wine, *Journal of Research in Marketing and Entrepreneurship*, 17(1): 110-126, doi: 10.1108/JRME-07-2014-0012.

**Capitello R.**, Agnoli L. and Begalli D. (2015), Chinese Import Demand for Wine: Evidence from Econometric Estimations, *Journal of Wine Research*, 26(2):115-135, DOI: 10.1080/09571264.2015.1014547.

Agnoli L., De Salvo M. and **Capitello R.** (2015), "Assessment of climate change impacts on wine industry: A micro-scale Ricardian analysis", *Quality – Access to Success*, 16(S1): 228-236, ISSN 1582-2559.

Agnoli L., **Capitello R.** and Begalli D. (2014), Geographical brand and country-of-origin effects in the Chinese wine import market, *Journal of Brand Management*, 21(7-8): 541-558, DOI:10.1057/bm.2014.27.

**Capitello R.**, Agnoli L., Begalli D. and Codurri S. (2014), Social media and corporate brand visibility in the wine industry: lessons from an Italian case study, *Euromed Journal of Business*, 9(2): 129-148, DOI: 10.1108/EMJB-10-2013-0046.

Begalli D., **Capitello R.** and Codurri S. (2014), Cooperatives, wine clusters and territorial value: evidence from an Italian case study, *Journal of Wine Research*, 25(1): 45-61, DOI: 10.1080/09571264.2014.871123.

**Capitello R.**, Agnoli L. and Begalli D. (2013), A new approach to the analysis of visitor perceptions towards a tourism destination: the role of food and wine experiences, *Scientific Series Papers Management, Economic, Engineering in Agriculture and Rural Development*, 13(1): 57-64, print issn 2284-7995, e-issn 2285-3952.

**Capitello R.**, Castellani P. and Rossato C. (2013), Territorio, impresa e consumatore: percorsi esperienziali nelle imprese vitivinicole, *Sinergie*, 90(Gennaio-Aprile): 99-117, DOI: DOI 10.7433/s90.2013.07.

**Capitello R.**, Begalli D. and Agnoli L. (2012), New consumption patterns for alcoholic beverages: values system, product attributes and preferences, *Rivista di Studi sulla Sostenibilità*, 3(2): 15-45, DOI: 10.3280/RISS2012-002003.

Begalli D., **Capitello R.** and Codurri S. (2012), Social Media and Web Marketing Strategies: An Exploratory Study in the Italian Wine Sector, *Scientific Series Papers Management, Economic, Engineering in Agriculture and Rural Development*, 12(2): 23-28, print issn 2284-7995, e-issn 2285-3952.

**Capitello R.**, Begalli D. and Agnoli L. (2012), Package styles in wine marketing: a case study of Valpolicella wines, *Scientific Series Papers Management, Economic, Engineering in Agriculture and Rural Development*, 12(2): 29-34, print issn 2284-7995, e-issn 2285-3952.

Agnoli L., Begalli D. and **Capitello R.** (2011), Generation Y's perception of wine consumption: A discrete choice experiment on consumption situations in a traditional wine-producing region, *International Journal of Wine Business Research*, 23(2): 176-192, DOI 10.1108/17511061111143025.

Begalli D., **Capitello R.** and Gaeta D. (2009), Le opportunità delle politiche territoriali alla luce della nuova OCM vino, *Economia e Diritto Agroalimentare*, XIV(1): 59-75.

Berni P., Begalli D. and **Capitello R.** (2005), An occasion-based segmentation approach to the wine market in Denmark, *Journal of International Food and Agribusiness Marketing*, 17(1): 117-145, DOI: 10.1300/J047v17n01\_07.

**Capitello R.** (1998), Cooperative ortofrutticole e reti di impresa: il caso della Val Venosta, *Economia Agro-Alimentare*, III(3): 179-235.

Berni P., Begalli D. and **Capitello R.** (1997), Une approche du consommateur italien de riz par la méthode des groupes cibles, *Cahiers Options méditerranéennes*, 24(1): 91-97.

Berni P., Begalli D. and **Capitello R.** (1997) Il riso nella distribuzione moderna in Italia: fattori di competizione e orientamenti strategici, *Economia Agro-Alimentare*, II(3): 15-54.

Berni P., Begalli D. and **Capitello R.** (1998), Rice in modern distribution in Italy: factors of competition and strategic orientations, *Cahiers Options Méditerranéennes*, 24(3).

Berni P., Begalli D. and **Capitello R.** (1996), Le strategie competitive dell'industria enologica nelle zone di produzione tipica: analisi di un caso di studio, *Economia Agro-Alimentare*, I(1): 13-49.

Berni P., Begalli D. and **Capitello R.** (1996), La percezione dei consumatori di vino in un'area a forte tradizione viticola: un'applicazione della Conjoint Analysis, *Studi di Economia e Diritto*, XLVI(3): 347-375.

**Capitello R.** (1996), Le performance economico-finanziarie dell'industria vinicola: risultati di un'indagine in un'area a forte specializzazione, *Studi di Economia e Diritto*, XLVI(4): 647-694.

Berni P., Begalli D. and **Capitello R.** (1995), Fattori qualitativi e di percezione nei consumi di vino: una proposta metodologica per l'analisi della segmentazione di mercato, *Studi di Economia e Diritto*, XL(3): 479-513.

### Book

**Capitello R.**, Charters S., Menival D. and Yuan, J. (2016), *The Wine Value Chain in China: Consumers, Marketing and the Wider World*, Elsevier, pp. 1-299. eBook ISBN: 9780081007600. Hardcover ISBN: 9780081007549. (awarded with the la OIV Special Mention 2017 by the International Organisation of Vine and Wine)

### Book chapters

**Capitello R.**, De Salvo M., and Begalli D. (2018). How CS Can be Used for Producing Info that Can be Employed in Strategy Making. In *Case Studies in the Traditional Food Sector*. A volume in Woodhead Publishing Series in Food Science, Technology and Nutrition (pp. 283-304). DOI: 10.1016/B978-0-08-101007-5.00010-5

**Capitello R.**, Agnoli L., Confente I., Piscolla I. and Benvenuti P. (2016), Italy – Città del Vino: A National Effort to Promote Wine Tourism in Italy. In: *Best Practices in Global Wine Tourism* (edited by Thach, L., Charters, S.), NY: Miranda Press. (the book has received the 2017 Best Wine Tourism Book in the World Award, China International Gourmand World Book Awards).

**Capitello R.**, Agnoli L. and Begalli D. (2015), Online communication approaches and social networks in traditional wine regions: A case study from Italy. In: *Successful Social Media and Ecommerce Strategies in the Wine Industry* (edited by Thach L., Szolnoki G, Kolb D.), pp. 30-54. DOI: 10.1057/9781137602985.0007. (the book has been awarded with the la OIV Special Mention 2016 by the International Organisation of Vine and Wine)

Begalli D., **Capitello R.** and Agnoli L. (2015), Territorial-Based Marketing Strategies for Typical Agro-Food Products: Issues and Perspectives, in "Agricultural Management Strategies in a

Changing Economy”, edited by Popescu G. and Andrei J.-V., IGI Global, Hershey PA (USA), pp. 30-51, ISBN 2327-5677, DOI: 10.4018/978-1-4666-7521-6.ch002.

Begalli D and **Capitello R.** (2015), Governance and adaptation strategies of cooperatives in the agro-food sector: evidence from an Italian case study, in “Management innovation and entrepreneurship. A global perspective”, edited by Vrontis D., Sakka G. and Amirkhanpour M., Cambridge Scholars Publishing, Newcastle upon Tyne (UK), pp. 256-275, ISBN: 1-4438-7464-7.

**Capitello R.**, Agnoli L. and Begalli D. (2014), Asian growing markets and competition: evidence in the Chinese wine market, in “The Globalization of Chinese Business. Implications for multinational investors”, edited by Taylor R., Chandos - Asian Studies Series, Elsevier, Oxford, pp. 265-291, ISBN 9781843347682.

**Capitello R.**, Agnoli L., Galati A., Begalli D., and Crescimanno M. (2014), Business-to-business service quality assessment in professional wine events: the case of Vinitaly, in “Food and wine events in Europe. A stakeholder approach.”, edited by Cavicchi A. and Santini C., Routledge, London, pp. 110-124, ISBN 9780415827812.

**Capitello R.** (2000), Obiettivi e metodologia (capitolo 3), in “Efficienza aziendale e prospettive della zootecnia da latte nelle regioni di montagna: il caso delle Comunità Montane del Baldo e della Lessinia”, edited by P. Berni e D. Begalli, Grafiche Fiorini, Verona, pagg. 45-53.

**Capitello R.** (2000), Struttura, comportamento e risultati delle principali tipologie d’impresa (Capitolo 6), in “Efficienza aziendale e prospettive della zootecnia da latte nelle regioni di montagna: il caso delle Comunità Montane del Baldo e della Lessinia”, a cura di P. Berni e D. Begalli, Grafiche Fiorini, Verona, pagg. 87-96.

**Capitello R.** (2000), Analisi dell’efficienza aziendale (Capitolo 7), in “Efficienza aziendale e prospettive della zootecnia da latte nelle regioni di montagna: il caso delle Comunità Montane del Baldo e della Lessinia”, a cura di P. Berni e D. Begalli, Grafiche Fiorini, Verona, pagg. 97-115.

**Capitello R.** (2000), Agenda 2000 e nuovi scenari della zootecnia da latte sulla montagna veronese (Capitolo 8), in “Efficienza aziendale e prospettive della zootecnia da latte nelle regioni di montagna: il caso delle Comunità Montane del Baldo e della Lessinia”, a cura di P. Berni e D. Begalli, Grafiche Fiorini, Verona, pagg. 117-131.

**Capitello R.** (2000), Filiera delle produzioni di qualità Dop/Igp nel Veneto, in “Rapporto sul sistema agroalimentare del Veneto ”, a cura di Berni P., Boatto V., Povellato A., Regione Veneto-Inea, Padova, pagg. 183-201.

Begalli D., Berni P., Borghero R., **Capitello R.** (2003), La vitivinicoltura veronese tra internazionalizzazione e tradizione territoriale, Camera di Commercio Industria Artigianato e Agricoltura di Verona, Verona, pagg. 70.

Berni P., Begalli D., **Capitello R.**, Pavignani S. (2003), La filiera vitivinicola, in “Rapporto 2003 sul sistema agroalimentare del Veneto”, Veneto Agricoltura, Regione Veneto, Padova, pagg. 177-215.

Begalli D., Berni P., Boatto V., **Capitello R.**, De Francesco E., Galletto L., Rossetto L. (2004), Analisi e prospettive del settore vitivinicolo veneto, Veneto Agricoltura, Regione Veneto, Padova, pagg. 254.

Berni P., **Capitello R.**, Dalla Bernardina E. (2006), La filiera vitivinicola, in “Rapporto 2006 sul sistema agroalimentare del Veneto”, Veneto Agricoltura, Regione Veneto, Padova.

Peer-reviewed conference proceedings

**Capitello, R.**, Agnoli L., Charters S. and Begalli D. (2017). Exploring the Role of Wine in Destination Marketing: The Case of Verona (Abstract). In Marketing at the Confluence between Entertainment and Analytics (pp. 1497-1501). Springer, Cham.

**Capitello R.**, Agnoli L., Charters S. and Begalli D. (2016), Terroir in a bottle: segmenting consumer choices in Generation Y. In: Rediscovering the Essentiality of Marketing (edited by Petruzzellis L., Winer R.S.), Developments in Marketing Science, 18th Academy of Marketing Science (AMS) World Marketing Congress, Springer International Publishing, pp. 517-528. DOI: 10.1007/978-3-319-29877-1\_107

**Capitello R.**, Agnoli L., Charters S. and Begalli D. (2015), Role of expected and lived experiences in shaping place image, Proceedings 8th Annual Conference of the Euromed Academy of Business “Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment”, (edited by Vrontis, D., Weber, Y., Tsoukatos, E.), 16-18 September 2015, Verona, Italy, p. 553-566. ISBN:978-9963-711-37-6. <http://emrbi.org/wp-content/uploads/2015/10/euromed2015%20book%20of%20proceedings-2015-10-04.pdf>

**Capitello R.**, Agnoli L. and Begalli D. (2014), The contribution of personal values in explaining consumer utility, Proceedings 7th Annual Conference of the Euromed Academy of Business “The Future of Entrepreneurship”, 18-19 September 2014 Kristiansand, Norway.

**Capitello R.**, Agnoli L. and Begalli D. (2014), Understanding the wine consumption behaviour of Generation Y in Italy, 8th Academy of Wine Business Research International Conference, 28-30 June, Geisenheim (Germany), pp. 1-9 ([http://academyofwinebusiness.com/wp-content/uploads/2014/07/CB04\\_Capitello\\_Roberta.pdf](http://academyofwinebusiness.com/wp-content/uploads/2014/07/CB04_Capitello_Roberta.pdf)).

Agnoli L., **Capitello R.** and Begalli D. (2013), Factors influencing the decision-making process of the new wine consumers, Proceedings 6th Annual Conference of the EuroMed Academy of Business “Confronting Contemporary Business Challenges through Management Innovation”, edited by Vrontis D., Weber Y., Tsoukatos E., EuroMed Press, pp. 40-52 (<http://www.emrbi.com/photos/uploads/euromed2013%20book%20of%20proceedings-2013-10-15.pdf>).

**Capitello R.**, Begalli D. and Agnoli L. (2013), Tourism experiences and wine experiences: a new approach to the analysis of the visitor perceptions for a destination. The case of Verona, 7th Academy of Wine Business Research International Conference, June 12-15, 2013, St. Catharines (Canada) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Capitello-Begalli-Agnoli.pdf>).

**Capitello R.**, Agnoli L. and Begalli D. (2014), Understanding the wine consumption behaviour of Generation Y in Italy, 8<sup>th</sup> Academy of Wine Business Research International Conference, 28-30 June, Geisenheim (Germany), ISBN 978-3-00-047628-0, pp. 1-9 ([http://academyofwinebusiness.com/wp-content/uploads/2014/07/CB04\\_Capitello\\_Roberta.pdf](http://academyofwinebusiness.com/wp-content/uploads/2014/07/CB04_Capitello_Roberta.pdf)).

Agnoli L., **Capitello R.** and Begalli D. (2013), Factors influencing the decision-making process of the new wine consumers, Proceedings 6th Annual Conference of the EuroMed Academy of Business “Confronting Contemporary Business Challenges through Management Innovation”, edited by Demetris Vrontis, Yaakov Weber, Evangelos Tsoukatos, EuroMed Press, pp. 40-52 (<http://www.emrbi.com/photos/uploads/euromed2013%20book%20of%20proceedings-2013-10-15.pdf>).

Begalli D., **Capitello R.** and De Salvo M. (2013), Evaluation of Climate Change Effects on the Wine Industry: An Interdisciplinary Approach, Proceedings of the Second International Conference “Competitiveness of agro-food and environmental economy” (Cafee '13), edited by Popescu G., Istudor N. and Boboc D., 7th-8th november 2013, Bucharest (Romania), Editura Ase, issn 2285-9179, issn-1 2285-9179, pp. 14-26 ([http://www.cafee.ase.ro/wp-content/uploads/2013edition/file\(2\).pdf](http://www.cafee.ase.ro/wp-content/uploads/2013edition/file(2).pdf)).

**Capitello R.**, Begalli D. and Agnoli L. (2013), Tourism experiences and wine experiences: a new approach to the analysis of the visitor perceptions for a destination. The case of Verona, 7th Academy of Wine Business Research International Conference, June 12-15, 2013, St. Catharines (Canada) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Capitello-Begalli-Agnoli.pdf>).

Begalli D. and **Capitello R.** (2013), Structural and organisational changes, governance and the social strategy of cooperatives: Empirical evidence from the Italian wine sector, Proceedings of the First International Conference “Competitiveness of agro-food and environmental economy” (Cafee ’12), edited by Popescu G., Istudor N. and Boboc D., 8th-9th november 2012, Bucharest (Romania), Editura Ase, issn 2285–9179, issn-l 2285–9179, pp. 33-47 (<http://mpra.ub.uni-muenchen.de/46369>).

**Capitello R.**, Begalli D. and Agnoli L. (2012), Is cellar door an opportunity for bag-in-box? A consumer preferences analysis in the Italian wine market, Proceedings 5th Annual Conference of the EuroMed Academy of Business “Building New Business Models For Success Through Competitiveness and Responsibility”, edited by Demetris Vrontis, Yaakov Weber, Rudi Kaufmann, Shlomo Tarba, EuroMed Press, pp. 282-295 (<http://emab2012.teicrete.gr/images/documents/profin.pdf>).

Agnoli L., Begalli D. and **Capitello R.** (2011), Values, Consumption Situations and Wine Choice Behaviour, 6<sup>th</sup> Academy of Wine Business Research International Conference, 9-11 June, Bordeaux (France), pp. 1-9, ([http://academyofwinebusiness.com/wp-content/uploads/2011/09/47-AWBR2011\\_Agnoli-Begalli\\_Capitello.pdf](http://academyofwinebusiness.com/wp-content/uploads/2011/09/47-AWBR2011_Agnoli-Begalli_Capitello.pdf)).

Agnoli L., Begalli D. and **Capitello R.** (2011), How do values influence the consumer utility for wine and the other alcoholic beverages? A focus on Generation Y preferences and consumption situations, “Enometrics XVIII”, 18-20 May, Angers (France), ([http://www.vdqs.net/2011Angers/UK/index.asp?id\\_colloque=60&lang=UK&link=document](http://www.vdqs.net/2011Angers/UK/index.asp?id_colloque=60&lang=UK&link=document)).

**Capitello R.** and Agnoli L. (2009), Development of Strategic Options for Italian Wine Cooperatives through a New Membership Integration Pattern, Proceedings of 113<sup>th</sup> Seminar of the European Association of Agricultural Economists “A resilient European food industry and food chain in a challenging world”, Chania (Greece), 3-6 September 2009, pp. 16, (<http://ageconsearch.umn.edu/bitstream/57656/2/Capitello.pdf>).

**Capitello R.** and Agnoli L. (2007), Internationalization options for agri-food cooperatives: the case of Veronese wine growers’ cooperatives, Proceedings of the 105<sup>th</sup> Seminar of European Association of Agricultural Economists (EAAE) “International Marketing and International Trade of Quality Food Products”, 8-10 March 2007, Bologna, (<http://ageconsearch.umn.edu/bitstream/7852/1/pp07ca01.pdf>).

Berni P., Begalli D., **Capitello R.** and Dalla Bernardina E. (2007), Attributi qualitativi e prezzo edonico per i vini spumanti, Proceedings of the XLII Conference SIDEA, Pisa (Italy), 22-24 September, 2005 “Biodiversità e tipicità. Paradigmi economici e strategie competitive”, edited by G. Brunori.

Berni P., **Capitello R.** and Dalla Bernardina E. (2005), Attributs qualitatifs et prix hédonique pour les vins mousseux, Proceedings of the Conference “Au nom de la qualité. Quelle(s) qualité(s) demain, Pour quelle(s) demande(s)?”, Clermont Ferrand (France), 5-6 October 2005, p. 41-49.

**Capitello R.** (2003), Stima delle opzioni di consumo attraverso un modello Logit: il caso del riso, Proceedings of the XXXVI Conference SIDEA “La competitività dei sistemi agricoli italiani”, edited by D. Casati, Milano, 9-11 September 1999, Franco Angeli, Milano.

Berni P., Begalli D. and **Capitello R.** (2002), Segmentazione del mercato del vino in Danimarca: l’approccio metodologico delle occasioni di consumo, XXXIX Convegno Annuale della SIDEA, “Nuove Tipologie di impresa nell’agricoltura italiana”, 12-14 settembre, Firenze, pagg. 15.

Berni P., Begalli D. and **Capitello R.** (1999), Perception du consommateur italien pour le produit de terroir: le cas d'un riz IGP, in Proceedings SFER-INRA-ENITA "Signes Officiels de Qualité et Développement Agricole. Aspects Techniques et Economiques", ENITA, Clermont-Ferrand, 14-15 aprile 1999, Ed. Tec&Doc, pagg. 273-279.

**Capitello R.** (1996), Strategie della distribuzione del riso in una provincia a forte tradizione risicola, in Proceedings of XXXII Convegno di Studi SIDEA "I prodotti agroalimentari di qualità: organizzazione del sistema delle imprese", edited by Berni P. and Begalli D., Quaderni della Rivista di Economia Agraria, n. 21, Il Mulino, Bologna, pagg. 617-627.

Berni P., Begalli D., **Capitello R.**, Spellini L. (1996), The perception of the consumers of wine in an area of great tradition in cultivation: an application of the Conjoint Analysis, proceedings of 47° Seminar of European Association of Agricultural Economists "Agricultural marketing and consumer behavior in a changing world", Department of Marketing and Marketing Research, Wageningen Agricultural University, Wageningen, pagg. 137-145.

Berni P., Begalli D., **Capitello R.**, Spellini L. (1996), Strategies of the retail of rice in a district of great tradition in cultivation, Proceedings of 44th seminar of the EAAE "Agro-food Small and Medium Enterprises in a Large Integrated Economy", edited by K. MATTAS, Kiel, Wissenschaftsverlag Vauk, Thessaloniki (Greece), October 1995, pp. 178-188.

**Capitello R.** (2001), Le strategie dell'industria e della distribuzione moderna nella commercializzazione dell'olio extra vergine di oliva, Proceedings of XXXVII Convegno di Studi SIDEA "Innovazione e ricerca nell'agricoltura italiana", edited by Pirazzoli C., Bologna, pagg. 325-354.

## **AWARD**

2017 OIV Special Mention (International Organisation of Vine and Wine), Economics section: Published Book: Capitello R., Charters S., Menival D., & Yuan J.J. (2017), The Wine Value Chain in China. Consumers, Marketing and the Wider World, Elsevier (Asian Studies Series), US/UK.

2017 Best Wine Tourism Book in the World Award (China International Gourmand World Book Awards): Published chapter: Capitello, R. et al. (2016), Italy – Città del Vino: A National Effort to Promote Wine Tourism in Italy, in "Best Practices in Global Wine Tourism", (Eds: Thach, L. & Charters, S.), NY: Miranda Press.

2016 Outstanding Reviewer Award, International Journal of Wine Business Research, Emerald Literati Network.

2016 OIV Special Mention, Economics section, Published chapter: Capitello R. et al. (2016), Online Communication Approaches and Social Networks in Traditional Wine Regions: A Case Study from Italy, in "Successful Social Media and Ecommerce Strategies in the Wine Industry" (Eds: Szolnoki G., Thach, L. & Kolb D.), Palgrave Macmillian, US.

## **REVIEWER FOR THE FOLLOWING JOURNALS AND ACADEMIC CONFERENCES L:**

Journal of Wine Research

Journal of Consumer Culture

Euromed Journal of Business

International Journal of Wine Business Research

Wine Economics and Policy

Agricultural and Food Economics

Annual Conference of Academy of Wine Business Research

Track chair dell'8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> Annual Conference of the EuroMed Academy of Business

Rivista di Economia Agraria



### **PARTICIPATION TO EDITORIAL ADVISORY BOARD:**

Member of the Editorial Advisory Board of the “International Journal of Wine Business Research” (2016 to date)

### **PARTICIPATION IN THE FOLLOWING RESEARCH PROJECTS:**

- 1993-1996: EU-DGVI Concerted Action no. AIR3-CT94-2518 “Quality and Competitiveness of European Rices” – Member of the international research group
- 1997-00: EU-Veneto Region Project – Objective 5B “Farm Efficiency Analysis for the Dairy Sector in the Mountain Regions” – Member of the national research group
- 2004-06: MIUR-PRIN Project “The Environmental and Landscape Interventions in the Regional Rural Development Policies” – Member of the Unit of Research
- 2005-2007: MIUR-PRIN Project “The Role of the Wine Sector in the Sustainable Development Processes” – Member of the Unit of Research
- 2009-2011: Veneto Region – Rural Development Programme (PSR), Measure 124, “The Territorial Value of the Venetian Local Wines” – Member of the Unit of Research
- 2013-2014: Veneto Region – Rural Development Programme (PSR), Measure 124, “New methodologies to determine CO<sub>2</sub> reduction at wine region level in the perspective of economic and market sustainability” – Member of the Unit of Research
- 2013-2016: Joint Project Università degli Studi di Verona, “New models for the assessment of visitor well-being: establishment of a permanent marketing observatory “To Be Verona. The Italian Lifestyle Taste” to survey the perception of Verona in the world” – Project Manager
- 2017: “Crafting Growth: Exploring emerging potential and challenges of extended collaboration for Scotland’s craft beer sector” – SUII (Scottish Universities Insight Institute) programme leaders: J. Wilson and M. Karampela University of Strathclyde Business School – member of the international research group

### **PARTICIPATION IN ACADEMIES**

Member of the following academic associations: Academy of Marketing Science, Academy of Wine Business Research, American Association of Wine Economists, , Società Italiana di Economia Agroalimentare (SIEA), Centro Studi di Economia ed Estimo Territoriale (CeSET).

Verona, november 20th, 2017

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