

Curriculum Vitae

Name: Giovanni Sogari

Nationality: Italy

Date of birth 30/03/1985

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Skype: giovanni.carpi

Researchgate:

LinkedIn:

www.researchgate.net/profile/Giovanni_Sogari

<http://www.linkedin.com/in/giovanisogari>

Academia:

Personal website:

<https://rse.academia.edu/GiovanniSogari>

www.giovanisogari.com

Mother tongue: Italian

Other languages: English (proficient user, B2) and Spanish (independent user)

Software used: Microsoft Office Packages, Sawtooth, SPSS, R, NVivo, Qualtrics, Joomla

Research Interests: Consumer and Sensory Science, Focus Groups, SEM, TPB, Choice Experiments

Short description:

MSc in Food Science and Ph.D. in Agricultural Economics. Since 2017, **Marie Skłodowska-Curie Fellow** with the project “CONSUMEHealth”. Currently, visiting fellow at **Cornell University** and Postdoctoral researcher at the **University of Parma**. My main research activities and interests have been focused on consumers’ behavior about sustainable food and wine products, animal welfare, healthy eating habits, Geographical Indications, GMOs and novel food.

Current position:



July 2017 to present: **Visiting Fellow** in the Dyson School of Applied Economics and Management in the College of Agriculture and Life Sciences and SC Johnson College of Business, **Cornell University**, Ithaca, USA



June 2015 to present: **Postdoctoral researcher** - Department of Food and Drug, **University of Parma**, Italy

Academic achievements:



2015: Ph.D. in Agriculture Economics, Catholic University of Sacred Heart – Piacenza, Italy
Thesis: Consumer preferences and attitude for wine attributes: the case of sustainable labelling



2010: Master in Food Science, Faculty of Agriculture, University of Parma, Italy
Thesis: Strategies of development and communication channels of regional food products



2007: Bachelor in Food Science, Faculty of Agriculture, University of Parma, Italy
Thesis: Prospective and problems of foreign commercialization of Parmigiano-Reggiano PDO

Past professional activities:

2011 to 2015: Ph.D. student - Catholic University of Sacred Heart – Piacenza, Italy

2010-2011: Collaborator at Qualivita Foundation –Siena, Italy

2010-2016: Food journalist collaborator (more than 50 articles) Italian weekly newspaper Voce, Carpi, Italy

2009-2010: Professor of Gastronomy at CFP Nazareno “Chef’s School” in Carpi, Italy

2009: Internship collaborator at Qualivita Foundation –Siena, Italy

Awards, scholarships, achievements, et al.:

2017-present: **Horizon 2020, 2016 Marie Skłodowska-Curie Actions (MSCA) IF Global Fellowship** “CONSUMEHealth” (Proposal number: 749514) Beneficiary: Parma University; Partner organization: Cornell University (Ithaca, USA); Secondment: European Food Safety Authority (EFSA)

2018 to present: Academic Visiting Scholar of the Cornell Institute for Healthy Futures (<https://ihf.cornell.edu/>)

2017: Award for “Outstanding Contribution in Reviewing” for the journal *Ecological Economics* (Elsevier Publisher), December 2017

2017: “Marie Skłodowska-Curie Researchers 2017 in Italy” award during the celebration of the 150th anniversary of Marie Skłodowska Curie’s birth. Rome, November 2017

2017: Scholarship award of the Climate-KIC Greenhouse Programme – 2017 edition, with the business project “BrewReUse” development of functional food products from Brewery Spent Grain recovery

2017-present: Honorary fellow (“cultore della materia”), qualified as academic expert in the field Food Economics, at the Department of Food and Drug, University of Parma

2017: Participant at the “Europe in my Region-Blog Contest”
http://ec.europa.eu/regional_policy/blog/detail.cfm?id=16

2013-2017: Local representative of the Climate KIC Alumni Association in Bologna (Italy) www.ckaa.eu

2016: [Outstanding EMERALD Awards for Excellence – 2016 “Highly commended”](#) for the manuscript “Consumer attitude towards sustainable-labelled wine: an exploratory approach” (Sogari et al., 2015), published in the International Journal of Wine Business Research

2016 - 2017: Member of the committee for the “National Prize for University Publishing” by the Italian Association of book (<http://www.associazioneitalianadellibro.it/>)

2015: “A tavola con gli insetti” in the top ten final book competition for the National Award for Science Communication (<http://www.associazioneitalianadellibro.it/>)

2015: “European Doctorate” label as a recognition of the Ph.D. thesis with a European dimension

2015: Scholarship as Research manager for the TRADEIT Entrepreneurial Summer Academy

2015: Scholarship for the DAAD Workshop “Ethical food products consumption meets marketing research”, Gottingen (Germany)

2015: Scholarship for the EXPO School in Milan, Fondazione Giangiacomo Feltrinelli (Italy)

2014: Scholarship for the TRADEIT Entrepreneurial Summer Academy Institute of Technology, Tralee (Ireland)

2014: Scholarship for the Journey Climate-KIC summer school (www.climate-kic.org)

2014: Participation at the Climate-KIC Accelerator (EU acceleration programme focused on climate impact)

2013: Scholarship for the Pioneer into Practice Climate KIC programme (www.climate-kic.org)

2011: Master Scholarship Award for a Master Degree with the highest grades, Fondazione Cassa Risparmio, Italy

International training experiences:

- Visiting Fellow at the Dyson School of Applied Economics and Management (supervisor Professor Miguel Gómez), Cornell University, Ithaca, USA, July 2017-June 2019
- Visiting Fellow at the Institute for Food Laws & Regulations (supervisor Professor Neil Fortin) and at the Department of Agricultural, Food, and Resource Economics (supervisor Dr. Vincenzina Caputo), Michigan State University, USA, October 2017
- Visiting Ph.D. Student at the Departamento de Economía y Ciencias Sociales Agrarias of the Universidad Politécnica de Madrid (supervisor Dr. Isabel Bardaji De Azcarate), Spain February-May 2014
- Visiting Ph.D. Student at the Ministry of Rural Development in Budapest (Hungary), September-October 2013
- Visiting Ph.D. Student at the School of Agriculture, Food and Rural Development of the University of Newcastle (UK) (supervisor Dr. Mary Brennan), January-May 2013

- Erasmus student at the Department of Food Technology, Engineering and Nutrition - Lund University – Sweden, 2007/2008

Teaching activities:

2017/2018

Teaching Assistant - Department of Food and Drug, University of Parma:

Marketing (Prof. Cristina Mora)

Food Economics and Legislation (Prof. Cristina Mora)

Professor – Department of Food and Drug, University of Parma:

Novel Food legal framework and Consumer Behavior of new food products in the Master COMET (<http://www.mastercomet.unipr.it/>)

2016/2017

Teaching Assistant - Department of Food and Drug, University of Parma:

Food Choice and Consumer Behaviour (Prof. Davide Menozzi)

Marketing (Prof. Cristina Mora)

Food Economics and Legislation (Prof. Cristina Mora)

Professor – Department of Food and Drug, University of Parma:

Teaching in Thesis writing, Presentation and Pitching classed for students of the Master MAFOOD in Agribusiness and Food Management (<http://www.mafood-master.com/>)

Food Quality Schemes Policy and Choice Experiments Design in the Master MAFOOD in Agribusiness and Food Management (<http://www.mafood-master.com/>)

Food Quality Schemes Policy in the Master COMET (<http://www.mastercomet.unipr.it/>) (“Food & Wine: Azienda 360° gradi – IG e regolamentazione”)

2015/2016

Teaching Assistant – Department of Food Science, University of Parma:

Food Choice and Consumer Behaviour (Prof. Davide Menozzi)

Marketing (Prof. Cristina Mora)

Food Economics and Legislation (Prof. Cristina Mora)

Professor – Department of Food Science, University of Parma:

Food Quality Schemes Policy and Choice Experiments Design in the Master MAFOOD in Agribusiness and Food Management (<http://www.mafood-master.com/>)

Food Quality Schemes Policy in the Master COMET (<http://www.mastercomet.unipr.it/>) (“Food & Wine: modulo base” e Progettazione e gestione Aziende enogastronomiche”)

2014/2015

Teaching Assistant – Department of Food Science, University of Parma:

Marketing (Prof. Cristina Mora)

Food Economics and Legislation (Prof. Cristina Mora)

Professor – Department of Food Science, University of Parma:

Food Quality Schemes Policy in the Master COMET (<http://www.mastercomet.unipr.it/>)

2013/2014

Professor – Department of Food Science, University of Parma:

Summer school of Statistics applied to market research, July 2014

Food Quality Schemes Policy in the Master COMET (<http://www.mastercomet.unipr.it/>)

Main topics taught: Business Plan, Food Policy, Novel Food Legislation, Wine Market and Legislation, Multivariate statistics for choice experiment,

From 2011 to 2016: Professor in Wine Legislation and Marketing during the ONAV courses (Professional wine organization) (www.onav.it).

Participation in National and International Research Projects:

- “CONSUMEHealth” (Using consumer science to improve healthy eating habits) – EU H2020 MSCA IF.
- “PrimeFish” (Consolidating the economic sustainability and competitiveness of European fisheries and aquaculture sectors to reap the potential of seafood markets) – EU H2020.
- “PreSto GMO ERA-Net” (Preparatory steps towards a GMO research ERA-Net) - EU (FP7).
- “PEGASUS” (Public Perception of Genetically modified Animals) - EU (FP7).
- “FOCUS BALKANS project” (Food Consumer Science in the Balkans: Frameworks, Protocols and Networks for a better knowledge of food behaviours) - EU (FP7).
- “Welfare Quality - A production ethics concept in the swine sector” – University-Industry project.

Invited speaker:

2018

- Invited Speaker on “Understanding Consumers’ Perception of Emerging Food Safety Risks: a Crucial Challenge for a Better Food Safety System”, PARMA SUMMER SCHOOL EFSA, Parma, May 15-17 2018.

- Guest speaker on “Traditional food in the Italian culture”, in a course of Italian Food Culture, Department of Romance Studies, April 9-10, 2018
- Invited speaker on “Novel Food” in a student workshop, Department of Economics and Management, University of Parma, March 22, 2018
- Guest speaker on “CONSUMEHealth: A Marie Skłodowska-Curie project”, seminar series at Dyson School of Applied Economics and Management, Cornell University, February 2, 2018
- Keynote speaker “An Overview of Geographical Indications in the Wine and Food Sector” at the Agricultural and Food Business Outlook Conference, Dyson School of Applied Economics and Management, Cornell University, January 22, 2018

2017

- Lecturer on “Market Scenarios of Traditional and Novel Food Products in the European Context”, Institute for Food Laws and Regulations, Michigan State University, October 18, 2017
- Lecturer on “Market Scenarios of Traditional and Novel Food Products” AFRE Brownbag Seminars, Department of Agricultural, Food, and Resource Economics, Michigan State University, October 24, 2017
- Guest speaker on “healthy eating habits” (live streaming from Cornell University) during the European Researchers' Night, University of Parma, September 29, 2017
- H2020 InDirect Project (Direct and indirect biorefinery technologies for conversion of organic side-streams into multiple marketable products) Stakeholder Meeting, Parma, 21 June, 2017
- Round Table “Novel Food” at the ALMA “Next Generation Chef” congress, Parma, 3 June 2017
- Lecturer on “Quality policies: the wine market”, Department of Food and Drug, Parma, 4 May 2017
- Lecturer on “Novel Food and Neophobia”, Department of Food and Drug, Parma, 3-4 April 2017
- Lecturer at the course “Argomenti di Sanità Pubblica Veterinaria 2017”, Milano, Italy, 16 March 2017
- Lecturer at the course “Argomenti di Sanità Pubblica Veterinaria 2017”, Brescia, Italy, 15 March 2017

2016

- Lecturer at the course “Argomenti di Sanità Pubblica Veterinaria”, Montebelluno, Italy, 9 November 2016
- Round Table speaker during the “VIVA sustainable wine workshop”, Piacenza University, 20 July 2016
- Guest speaker at the workshop “Edible insects and novel foods”, Bologna, 24 June 2016
- Coordinator of the workshop “From COP21 to R2B” organized by Bologna CKAA and Aster, June 2016
- Seminar on the Italian sounding phenomena in the food sector, Gola Gola Festival, Parma, June 2016
- Guest speaker on “edible insects in the world” at the Michigan State University, USA, May 2016
- Lecturer on “The world of Italian Food Products with Protected Designation of Origin” for a group of visiting students of Purdue University, 17 May 2016, Parma

- Lecturer on “Wine marketing” at the IS Pietro Antonio Strozzi High school, Palidano (MN), 14 May 2016
- Lecture on “Geographical Indications and brand names”, G. Marconi High school, Parma, Italy, April 2016
- Lecture on entomophagy in the course “Products and cuisines of the world”, Parma, April 2016
- Round Table invited speaker during the ISMEA-QUALIVITA Report PDO&PGI, Rome, February 2016

2015

- Lecturer on “wine market and legislation” for Master food scientists, December 2015
- Lecturer on “wine labelling” for undergraduate food scientists, University of Parma, November 2015
- Speaker at UNIPR & EXPO conference about “Food waste”, Palazzo del Governatore, Parma, October 2015
- Lecturer at the seminar on entomophagy in the course “Products and cuisines of the world”, University of Parma, April 2015
- Book presentations (*A tavola con gli insetti*, 2014) in several Italian cities in 2014, 2015 and 2016

2012-2014

- Lecturer at the seminar on “Sustainability in the wine sector”, Universidad Politécnica de Madrid, Spain, April 2014
- Speaker at a scientific aperitif on entomophagy with Paul Vantomme (FAO), Piacenza, Italy, January 2014
- Speaker at a scientific aperitif on organic food with Dr. Piva and Dr. Scienza, Milano, November 2013
- Speaker at a scientific aperitif on GMOs food with Dr. Bressanini, University of Piacenza, December 2012
- Speaker on “Overview on Geographical Indications” for the Michigan University Summer School, University of Piacenza, May 2012

Organisation of International conferences, Project meetings, et al.:

- 2017: Principal organizer of the special session “Consumer acceptance of edible insects: from the disgust factor to the new frontier of ento-gastronomy” for the IEHCA Conference on Food History and Food Studies - Tours (France) 1-2 June 2017
- 2015-2017: Staff member of the local organizing committee for the EAAE2017 congress (European Association of Agricultural Economists) Towards Sustainable Agri-Food Systems: Balancing between Markets and Society, - Parma (Italy) - August 29–September 1, 2017
- 2015/2016: Thesis Commission Member for the Master MAFOOD in Agribusiness and Food Management
- 2016: Organization team of the 1st Annual Meeting of PrimeFish in Parma, April 2016
- 2015: Organization team of the PrimeFish Project WP meeting in Milan, September 2015
- 2014-2017: Organization of the European Researchers' Night within the Department of Food Science, Parma

- 2012-2014: Organization of events, called “Caffexpo” to debate on the theme of Expo 2015 “Feeding the planet, Energy for life” and promote the interaction between participants (www.caffexpo.com).
- 2009-2011: Qualivita Foundation staff member in the organization of the European Forum on Quality Food in Brussels in October 2009 and 2011

Memberships

- 2018-present: member of the IAAE (International Association of Agricultural Economists)
- 2018-present: member of the ISSNAF (Italian Scientists and Scholars in North America Foundation)
- 2017-present: member of the EuAWE (European Association of Wine Economists)
- 2017-present: member of the MCAA (Marie Curie Alumni Association: Italy and North America Chapter)
- 2017-present: member of Food Authenticity Network (<http://www.foodauthenticity.uk/>)
- 2015-present: member of the AAWE (American Association of Wine Economists)
- 2013-present: member of the AIEAA (Italian Association of Agricultural and Applied Economics)
- 2013-present: member of the EAAE (European Association of Agricultural Economic)
- 2013-present: member of CKAA (Climate KIC Alumni Association)
- 2015-2016: member of the AAEE (Agricultural & Applied Economics Association)

Chairman:

- XV European Association of Agricultural Economists (EAAE) Congress - Parma (Italy) - August 29–September 1, 2017. Session title: Measuring Farmers and Consumers Attitude
- 6th AIEAA Conference Economics and Politics of Migration: Implications for Agriculture and Food – Piacenza (Italy) 15-16 June 2017. Session title: Consumer Choice
- IEHCA Conference on Food History and Food Studies - Tours (France) 1-2 June 2017. Session title: Consumer acceptance of edible insects: from the disgust factor to the new frontier of ento-gastronomy

Reviewer for the following Peer Review Journals (n=21):

Verified reviewer at Publons: <https://publons.com/a/1322892/>

- *Agriculture*
- *British Food Journal*
- *Foods* (n=2)
- *Food Quality and Preference* (n=2)
- *Food Research International* (n=2)
- *Nutrients*

- *Sustainability* (2)
- the *Ecological Economics* (n=2)
- the *International Journal of Gastronomy and Food Science* (n=3)
- the *Journal of Cleaner Production* (n=2)
- the *Journal of Insects as Food and Feed*
- the *Journal Science Of The Total Environment*
- the *Wine Economics and Policy Journal*

Other Manuscript Review Service:

- Chapter revision for the book “Environmental, Health, and Business Opportunities in the New Meat Alternatives Market”, (Editors: Diana Bogueva, Dora Marinova, Talia Raphaely and Kurt Schmidinger; Publisher IGI Global, 2018)
- Manuscript revision for the Special Issue: "Marketing in the wine business: present challenges and future developments"(Guest Co-Editors: Lorenzo Zanni and Tommaso Pucci; Publisher Micro & Macro Marketing, 2018)

Conference/Congress Paper Review Service:

- 30th ICAE (International Association of Agricultural Economist) in Vancouver, British Columbia, July 28 - August 2, 2018
- EAAE2017 Congress (European Association of Agricultural Economists) Towards Sustainable Agri-Food Systems: Balancing between Markets and Society, in Parma, Italy, 28 August- 1 September 2017
- 10th AWBR (Academy of Wine Business Research) Conference in Sonoma, California, USA, July 25-28, 2017

**Selected post-graduate academic education (summer schools/intensive courses/workshops):
2018**

- Webinar on “How to write a successful ERC StG” with Raymond Schiffelers (UMCU, The Netherlands) and Twan Lammers (RWTH Aachen, Germany), MCAA North America Webinar, June 13, 2018
- Workshop on “Analysis of Pre-test Post-test Data”, Cornell Statistical Consulting Unit, Cornell University, April 18, 2018
- Workshop on “Team Teaching Across Disciplines: Leveraging Interdisciplinary Strategies”, Center for Teaching Innovation (CTI), Cornell University, April 16, 2018
- ELSO workshop on “Using Online Resources to Support Your Writing”, Cornell University, April 13, 2018
- Webinar on “How to write the periodic report for your Marie-Curie IF-GF project” by Francesco-Paolo Mancini, April 3, 2018

- Workshop on “Introduction to Meta-Analysis” Cornell Statistical Consulting Unit, Cornell University, March 16, 2018
- SBCA workshop on “Valuing Changes in Health and Longevity in Benefit-Cost Analysis”, George Washington University, March 14, 2108
- Workshop on “How to Conduct Focus Groups: Tools and Skills”, Bronfenbrenner Center for Translational Research, Cornell University, March 12, 2018
- ELSO workshop on “Cultural Approaches to Interviews”, Cornell University, March 9, 2018
- Workshop on “Using Theater Techniques to Enhance Your Teaching”, Cornell University, March 8, 2018
- Workshop on “Tips on Writing a Strong Teaching Philosophy”, Cornell University, February 26, 2018
- Workshop on “Designing Experiments”, Cornell Statistical Consulting Unit, Cornell University, February 28, 2018
- Workshop on “Note-taking, Paraphrasing, and Using Turn-it-in while Writing”, by Michelle Cox, Cornell University, February 24, 2018
- Workshop on “How to Use Graphs and Data to Inform and Engage Community Partners”, by Elliott G. Smith, Cornell University, February 22, 2018
- Workshop on “How do I Know My Students are Learning Before the Semester Ends?”, Center for Teaching Innovation Cornell University, February 7, 2018
- Workshop on “What Can You Do if Your Students are Struggling?”, Center for Teaching Innovation Cornell University, February 1, 2018
- Course in “Discrete Choice Modeling”, by Rohit Verma, Cornell University, Spring 2018
- Workshop on “Basic Data Analysis and Research Skills”, Cornell Statistical Consulting Unit, January 26, 2018
- Workshop on “Introductory Statistics Using R - Online Webinar”, Cornell Statistical Consulting Unit, January 18, 2018

2016 and 2017

- Training on NVivo software, Cornell Institute for Social and Economic Research, December 8, 2017
- BSB-Webinar: startup 101, Dr. Marco Masia, Working Group Bridging Science and Business, November 27, 2017
- Workshop on “Strategies for Effective Team-based Learning”, Cornell University, October 12, 2017
- Course on “Introduction to applied science communication: digital platforms and public engagement”, Dr. Mark Sarvary, Dr. Kitty Gifford and Dr. Kelee Pacion, Cornell University, Fall 2017
- Workshop on “Using excel with Research Data: Pivot Tables”, Dr. Sara Wright and Wendy Kozlowski, Cornell University, October 3, 2017

- Seminar on “Scrivener for Academic Writing”, Cornell University, September 29, 2017
- Lecture on “Introduction to Logistic Regression Analysis”, Cornell University, September 29, 2017
- Workshop on “Designing Effective Presentations”, Dr. Marsha Taichman, Cornell University, September 27, 2017
- Seminar on “An Introduction to Market Research”, Dr. Tom Ottaviano, Cornell University, September 26, 2017
- Workshop on “Designing a Syllabus, Cornell University, September 25, 2017
- Workshop on “Interpreting Linear Models: Regression and Anova (Part 2)”, Cornell University, September 22, 2017
- Workshop on “Interpreting Linear Models: Regression and Anova (Part 1)”, Cornell University, September 20, 2017
- Workshop on “Facilitating Effective Classroom Discussions”, Cornell University, September 19, 2017
- Workshop on “Using Excel with Research Data: Formulas and Functions” Cornell University, September 19, 2017
- Workshop on “Intermediate Statistical Analysis Using R”, Cornell University, September 15, 2017
- Workshop on “Grant-writing Workshop”, Dr. Kim Holloway, Cornell University, 2 August 2017
- Workshop on “How to Approach the Research Plan in a Job Application”, Dr. Marvin Pritts, Cornell University, 26 July 2017
- Seminar on “Understanding Human Values: theory, measurement and applications”, Dr. Julie Lee, Cornell University, 21 July 2017
- Workshop on “Designing Your Research Statement Around Undergraduate Research”, Dr. Jeff Werner, Cornell University, 19 July 2017
- Workshop on “Writing a Teaching Statement”, Dr. Colleen McLinn, Cornell University, July 12, 2017
- Seminar on “What MSCA offers to early stage and experienced researchers?”, Uni Parma, May 12, 2017
- Course in Statistics for food and nutrition sciences, Dr. Palla, University of Parma, May 2017
- ORIGO – Geographical Indications’ Global Forum – Parma, 11 April 2017
- Info Session on Novel Foods - Technical meeting with stakeholders on Novel Food applications, EFSA, Parma, 6 March 2017
- Advanced Course in Food Science (winter school), University of Parma, February 2017
- Advanced Course in Food Science (summer school), University of Parma, July 2016
- European Institute of Innovation and Technology (EIT) Forum INNOVEIT, Budapest, 25-26 April 2016

2015

- TRADEIT Entrepreneurial Summer Academy, University of Insubria, Como, Italy, June 2015

- Advanced School of Economic Psychology (University of Naples), March 2015
- Workshop “How to survive after a Ph.D. thesis” by Dr. Karlin, Parma, October 2015
- “Global food security challenges” pre-conference event of the ICAE, University of Milan, 7-8 August 2015
- Course “Consumer Learning to Enhance the Knowledge of Products with Geographical Indications” - Qualivita (Italy), April to July 2015
- Expo School 2015 “Sviluppo, Ambiente e Sostenibilità”, Fondazione Giangiacomo Feltrinelli, Milan 2-5 February 2015
- Dr. Start-upper course for young entrepreneurs organized, University of Milan, November 2014-March 2015

2014

- The “Journey Climate-KIC summer school” (Technische Universität Darmstadt, University of Kassel, ETH Zürich, Wageningen University), August-September 2014
- TRADEIT Entrepreneurial Summer Academy Institute of Technology, Tralee (Ireland), June 2014
- “A beginners’ guide to writing in English for university study” online course by University of Reading (UK), Spring 2014
- Seminar on “Preference mapping with sensory and consumer data” by Dr. Tormod Næs, University of Bologna, January 2014

2013

- The language of innovation. Fostering collaboration between business and research towards a low-carbon economy, ASTER, Bologna, December 2013
- IV° Seminar of International Marketing of Wine “Come comunicare il vino sullo scaffale e sulla tavola”, San Michele Adige, Italy, November 2013
- Summer School for the Doctors and Ph.D. students in training and research in the social sciences and agricultural economics, AIEAA, University of Piacenza, June 2013
- Summer School on Software NVivo 10.0 Perspectives and the qualitative issues with particular reference to the Grounded Theory, University of Rome Tre, June 2013
- Crash Course of Statistics for sociology research, University of Trento, September 2013
- Summer School on Experimental auction: Theory and Applications in Food Marketing and Consumer Preferences Analysis, University of Bologna, September 2013
- Summer School "Inter-firm Networks for Innovation: an Intellectual Property perspective", University of Trento, July 2013
- Comparative Food Law Lawtech (Diritto Alimentare Comparato) seminar, University of Trento, July 2013

- Seminar on “Using Choice Experiments to Understand Consumer Preferences: Three Empirical Applications”, Bologna, June 2013
- International e-learning course “Introduction to Sustainable Development”, Sendzimir Foundation, 9-30 March 2013
- Course of Academic Writing for Ph.D. Students, Researching the Food Consumer, Innovation, and New Food Product Development, International Food Markets and Marketing, Newcastle University, 2013

2010-2012

- III° Seminar of International Marketing of Wine “Sostenibilità dell’Azienda vitivinicola: Filosofia di produzione e Strategia di Marketing”, San Michele Adige, Italy, November 2012
- Forum “Trieste Next. Il salone europeo dell’Innovazione e della Ricerca Scientifica”, Trieste, 28-30 September 2012
- Summer school on Principles of organization and people management, Leadership and membership in advanced organizations”, Milan, Italy, July 2012
- Summer school “Transferable Skills for Research Careers”, Catholic University, July 2012
- Ph.D. seminar “Commercial practices in the future of agriculture: the interventions of the competitive and marketing authority”, Piacenza, June 2012
- Ph.D. seminar “Sustainable Intensive Agriculture & Common Agricultural Policy”, Dr. Romano De Vivo, Piacenza, June 2012
- Summer school “Topics in Industrial Organization, Trade and the Food and Agricultural Sector” with Professor Ian M. Sheldon, Catholic University of Piacenza, Italy, June 2012
- Ph.D. Seminar “Finance of the Primary Products Market and its effects on food safety”, Piacenza, May 2012
- Ph.D. Seminar “The new dimensions of marketing approach in the agro-food sector”, Piacenza, May 2012
- Course “Management Basics: Strategy and Leadership”, Catholic University , Milan, May 2012
- Ph.D. Seminar “Food Chains, Food Systems and Sustainable Diets: The Mediterranean Diets as a case study”, Milano, March 14, 2012
- Ph.D. Seminar “Traceability, Consumer Information and Labeling of Foods”, Dr. Borrello, Piacenza, March 2012
- Workshop on “Food Consumer Science - the Balkans Training Session on Traditional Food” (Focus Balkans Project), Kranj, Slovenia, June 21-22, 2010

Publications in International Peer-Review Journals indexed by Scopus and ISI (n=10):

Sogari G., Pucci T., Aquilani B. and Zanni L. (2017). Millennial Generation and Environmental Sustainability: The Role of Social Media in the Consumer Purchasing Behavior for Wine, *Sustainability* 2017, 9, 1911; doi:10.3390/su9101911

Menozzi D., Kostov K., **Sogari G.**, Arpaia S., Moyankova D., Mora C. (2017). A stakeholder engagement approach for identifying future research directions in the evaluation of current and emerging applications of GMOs. *Bio-based and Applied Economics* 6 (1): 57-79, DOI: 10.13128/BAE-18535

Sogari G., Menozzi D., Mora C. (2017). Exploring young foodies' knowledge and attitude regarding entomophagy: A qualitative study in Italy. *International Journal of Gastronomy and Food Science*, 7: 16-19. DOI: 10.1016/j.ijgfs.2016.12.002

Menozzi D., **Sogari G.**, Mora C. (2017). Understanding and modelling vegetables consumption among young adults. *LWT- Food Science and Technology*, Volume 85, Part B, November 2017, Pages 327-333

Menozzi D., **Sogari G.**, Veneziani M., Simoni E., Mora C. (2017). Eating Novel Foods: An Application of the Theory of Planned Behaviour to Predict the Consumption of an Insect-Based Product. *Food Quality and Preference*. Vol. 59, July 2017, Pages 27–34, DOI: 10.1016/j.foodqual.2017.02.001

Sogari G., Mora C., Menozzi D. (2016). Sustainable Wine Labeling: A Framework for Definition and Consumers' Perception, *Agriculture and agricultural science procedia*, vol. 8, 58-64. DOI: 10.1016/j.aaspro.2016.02.008

Sogari G., Mora C., Menozzi D. (2016). Factors driving sustainable choice: the case of wine. *British Food Journal*, Vol 118/3. <http://dx.doi.org/10.1108/BFJ-04-2015-0131>

Sogari G. (2015). Entomophagy and Italian consumers: an exploratory analysis. *Progress in Nutrition* 7(14):311-316 ISSN: 1129-8723

Sogari G., Corbo C., Macconi M., Menozzi D., Mora C. (2015). Consumer attitude towards sustainable-labelled wine: an exploratory approach. *International Journal of Wine Business Research* 11/2015; 27(4):312-328. DOI: 10.1108/IJWBR-12-2014-0053

Menozzi D., **Sogari G.**, Mora C. (2015). Explaining Vegetable Consumption among Young Adults: An Application of the Theory of Planned Behaviour. *Nutrients* 09/2015; 7(9):7633-7650. DOI:10.3390/nu7095357

Books (n=2):

Sogari G., Mora C., Menozzi D. *Sustainability in the food sector: the case study of Italian wine*. Ebook, Fondazione Giacomo Feltrinelli, 04/2015; ISBN: 978-88-6835-103-8

Sogari G., Vantomme P., *A tavola con gli insetti*, Ed. Mattioli 1885, 73 pp., 2014 ISBN: 978-88-6261-440-5

Book Chapters (n=4):

Menozzi D., **Sogari G.**, Veneziani M., Simoni E., Mora C. (2017). Explaining the Intention to Consume an Insect-Based Product: A Cross-Cultural Comparison. In Afzaal H. Seyal and Mohd Noah Abd Rahman (Eds.): Theory of Planned Behavior: New Research, New York: Nova Publisher, 201-215. 978-1-53611-310-5.

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Published Ph.D. dissertation:

Sogari G. "Consumer preferences and attitude for wine attributes: the case of sustainable labelling", Università Cattolica del Sacro Cuore, XXVII ciclo, a.a. 2013/14, Piacenza, [<http://hdl.handle.net/10280/6535>].

Other Publications in Peer-Review Journals (n=4):

Sogari G., Florio I., Menozzi D., Mora C. (2017). Uso della Food Neophobia Scale per investigare l'intenzione di mangiare prodotti a base di insetti. *Agriregionieuropa*, Anno 13, Numero 51

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Oral Paper Presentations (n=27):

Menozzi D., **Sogari G.**, Nguyen T. et al. (2018). Consumers' premium for fish products with health and environmental labels: Evidence from five European countries. 6th AIEAA CONFERENCE. EVIDENCE-BASED POLICIES TO FACE NEW CHALLENGES FOR AGRI-FOOD SYSTEMS. Conegliano (TV), Italy, 14-15 June, 2018

Sogari G., Gabrielyan G. Mora C., and Menozzi D. (2018). An application of the choice-based conjoint analysis to study wine consumers and the role of sustainability communication. 12th Annual AAWE American Association of Wine Economists Conference 2018 in Ithaca, USA, June 10 –14, 2018

Mora C., **Sogari G.**, Massa Saluzzo U., Turani S., and Menozzi D. (2018). Habits, attitudes and credence towards wine. Where and how do Italian millennials' wine consumers find the information they need? 12th Annual AAWE American Association of Wine Economists Conference 2018 in Ithaca, USA, June 10 –14, 2018

Sogari G. Menozzi D., Nguyen T., et al. (2018). Do consumers value and trust health and nutritional claims? A case study in the European fishery and aquaculture sector, Breakout session at the 11th Annual Future of Food and Nutrition Graduate Student Research Conference, Tufts University, Boston, USA, April 7th, 2018

Mora C., **Sogari G.** and Menozzi D. (2017). Expectations and perceptions of sensory-liking attributes for processed and unprocessed insect products among Italian consumers. 31st EFFoST International Conference

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Paciulli M., Rodolfi M. and **Sogari G.** (2017). Valorization of brewery waste into valuable functional food products. In the WASTE/TECHNICAL MATERIALS MANAGEMENT AND EXPLOITATION session at Ecomondo, 8 November 2017

Nguyen, T.T, Menozzi, D., **Sogari, G.** et al. (2017). Consumers' Willingness To Pay for Fish Products with Health Claim and Sustainable Labels-Five European Surveys. The 3rd Norwegian Food Market Research Conference Trømsø 2nd-3rd November 2017

Menzioz D., **Sogari G.**, Mora C. et a. (2017). Consumers Preferences Regarding Seafood: A Cross-national Comparison. XV European Association of Agricultural Economists (EAAE) Congress - Parma (Italy) - August 29–September 1, 2017

Sogari G., Menozzi D., Mora C. (2017). What can influence the consumption of insect products? A case study among Italian consumers. 6th AIEAA CONFERENCE Economics and Politics of Migration: Implications for Agriculture and Food – Piacenza (Italy) 15-16 June 2017

Sogari G., Veneziani M., Menozzi D., Mora C. (2017). Consumers' choice experiment for a wine bottle: is sustainable certification important? XXIV EuAWE 2017, Bologna 7-10 June 2017

Mora C., **Sogari G.**, Menozzi D. (2017). Eating Novel Foods: An Application of the Theory of Planned Behaviour to Predict the Consumption of an Insect-Based Product, presentation at the IEHCA Conference on Food History and Food Studies - Tours (France) 1-2 June 2017

Sogari G., Florio I. (2017). Aspetti dell'entomofagia in Occidente. Barriere e motivazioni per l'introduzione degli insetti commestibili nella nostra dieta, presentation Alma School Congress "Studiare in cucina, cucinare a scuola", Parma 2 June 2017

Mora C., Menozzi D., **Sogari G.**, Valle Paul S., Santiago J.L., Murray F., Taskov D. (2016). Trout, seabass and seabream value chains overview in Europe. International Institute of Fisheries Economics and Trade, Scotland

Mora C., Menozzi D., Morelli G., **Sogari G.**, Riani M., Laurini F. (2016). Boom and bust cycles in seafood prices. International Institute of Fisheries Economics and Trade, Scotland

Veneziani M., Menozzi D., **Sogari G.**, Arfini F., Mancini M.C. (2016). Consumer Willingness to Pay (WTP) for Improved Animal Welfare: the Case of Fresh Pork Meat in Italy. 20th ICABR conference Ravello, June 2016

Menzioz D., **Sogari G.**, Simoni E., Veneziani M., Mora C. (2016). Application of the Theory of Planned Behaviour in the prediction of edible insects consumption. *5th AIEAA Conference – The changing role of regulation in the bio-based economy* Bologna, 16-17 June 2016

Sogari G., Menozzi D., Simoni E., Veneziani M., Mora C. (2016). Intention to eat edible insects: results of a TPB study. Eating Insects Detroit, 25-27 May 2016 Detroit (USA)

Lotta F., **Sogari G.** (2016). Insects as Food Between Old and New Scenarios: the European Perspective. Eating Insects Detroit, 25-27 June 2016 Detroit (USA)

Menozzi D., **Sogari G.**, Mora C. (2016). Understanding and modelling vegetables consumption among young adults. 2nd Euro-Mediterranean Symposium on Fruit and Vegetable Processing 4 - 6 April 2016 Avignon (France).

Sogari G. (2015). Consumer preferences for wine attributes: the case of sustainable labelling. Presentation at the 6th EAAE PhD Workshop, Rome (Italy); June 8-10, 2015

Menozzi D., Kostov K., **Sogari G.**, Arpaia S., Mora C. (2015). Knowledge gaps and research needs in the evaluation of the effects of GMOs. Paper at the 4th AIEAA Conference, June 11-12, 2015 Ancona, Italy

Sogari G., Mora C., Menozzi D. (2015). Sustainable wine labeling: a framework of consumers' perception. Presentation at the Sustainability of Well-being International Forum, Florence SWIF2015; June 4-6, 2015

Sogari G., Mora C., Menozzi D. (2015). Consumer's perception and sustainable labelling in the wine sector: an exploratory study in Italy. EAAE-AAEA Joint Seminar "Consumer Behavior in a Changing World: Food, Culture, Society", Naples (Italy); March 25-28, 2015

Sogari G., Menozzi D., Mora C., Corbo C., Macconi M. (2014). How environmental values and beliefs drive the attitude of consumers towards sustainable labeled wine in Italy. AIEAA 2014 Conference "Feeding the Planet and Greening Agriculture: Challenges and opportunities for the bio-economy"

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Mora C., Menozzi D. **Sogari G.**, Brennan M., Raley M., Frewer, L. J. (2013). Biotechnology and Public opinion: The results of a citizens' jury case study. Paper presented at the 54th Annual Conference of the Italian Economic Association Alma Mater Studiorum, University of Bologna, 24-26 October 2013

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Poster Presentations (n=18):

Paciulli M., **Sogari G.**, Rodolfi M., Chiavaro E. (2018). Development of functional food products from Brewery Spent Grain recovery, 2nd EuroSciCon Conference on Food Technology, May 14-16, 2018, Rome, Italy. DOI: 10.21767/2577-0586-C1-003

Sogari G. (2017). "CONSUMEHealth" Using consumer science to improve healthy eating habits. 31st EFFoST International Conference Food Science and Technology Challenges for the 21st Century - Research to Progress Society, 13-16 November 2017, Sitges, Spain

Menozzi D., **Sogari G.**, Mora C., Nguyen T., Cubero Dudinskaya E., Castro-Rial J.L.S., Taskov D., Lucas S., Suckow S. and Ganassali S. (2017). Consumers preferences regarding fish products: A cross-national comparison. 31st EFFoST International Conference Food Science and Technology Challenges for the 21st Century - Research to Progress Society, 13-16 November 2017, Sitges, Spain

- Sogari G.** (2017). “CONSUMEHealth” Using consumer science to improve healthy eating habits. XV European Association of Agricultural Economists (EAAE) Congress - Parma (Italy) - August 29–September 1, 2017
- Sogari G.**, Corbo C., Carini E., Limido C. (2017). Drivers and barriers behind sustainability programmes in the Italian wine sector. 11th Annual AAWE American Association of Wine Economists Conference 2017 in Padua, Italy, June 28 – July 2
- Carini E., **Sogari G.**, Gandini M. (2017). Sustainability and its influence on sensory perception: a case study in the wine industry. 11th Annual AAWE American Association of Wine Economists Conference 2017 in Padua, Italy, June 28 – July 2
- Sogari G.** (2017). “CONSUMEHealth” Using consumer science to improve healthy eating habits. 6th AIEAA CONFERENCE Economics and Politics of Migration: Implications for Agriculture and Food – Piacenza (Italy) 15-16 June 2017
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- Sogari G.** (2017). “CONSUMEHealth” Using consumer science to improve healthy eating habits. FOOD INTEGRITY 2017, Conference in Parma, Italy, 10-11 May 2017
- Taskov D., **Sogari G.**, Mora C. et al. (2016). European trout value chains performance. Poster at the Aquaculture Europe 2016 conference in Edinburgh, Scotland.
- Sogari G.**, Menozzi D., Veneziani M., Mora C. (2016). Intention to eat insect-based products: results of a Theory of Planned Behaviour study. XXV Congresso Nazionale Italiano di Entomologia. Padova, June 20-24, 2016
- Sogari G.**, Menozzi D., Simoni E., Veneziani M., Mora C. (2015). Intention to eat edible insects: preliminary results of a TPB study. Insects as food and feed -an interdisciplinary workshop, Oxford, UK; December 4, 2015
- Sogari G.**, Menozzi D., Mora C., Kostov K., Arpaia S. (2015). Knowledge gaps and research needs in the evaluation of the effects of GMOs. Poster presented at the 2nd EFSA Scientific Conference "Shaping the Future of Food Safety, Together", Milan; October 14-16, 2015
- Sogari G.**, Mora C., Ottaviano D., Menozzi D. (2015). Economic Sustainability and competitiveness of European Traditional Seafood Market. Poster presented at TRADEIT Entrepreneurial Summer Academy, 23-25 June, 2015, Como, Italy
- Sogari G.** (2014). Consulting service on sustainable production in the wine sector. Poster presented at TRADEIT Entrepreneurial Summer Academy June 15th – 18th, 2014 Institute of Technology, Tralee, County Kerry, Ireland

Sogari, G. (2013). Sustainable wine: a conceptual framework of consumers' attitudes, presentation at 5th EAAE PhD Workshop, organized by the Belgian Association of Agricultural Economists, Leuven (Belgium) 28 May 2013

Sogari G. (2012). Consumer's perception of sustainable wine: a literature review, poster presented at the International Congress on Traditional Food in Cesena (Italy) 4-5 October 2012

Technical Reports/Project Deliverables:

Menozzi D., Nguyen T.T., Mora C., **Sogari G.** et al. (2017). D4.7_PrimeFish_Choice modelling report on innovative features and the consumers' willingness to pay (Deliverable n.4.7 PrimeFish Project "Developing Innovative Market Orientated Prediction Toolbox to Strengthen the Economic Sustainability and Competitiveness of European Seafood on Local and Global markets")

Mora C., Riani M., Laurini F., **Sogari G.**, Morelli G. et al. (2017). PrimeFish Report on boom and bust cycles (Deliverable n.2.4 PrimeFish Project "Developing Innovative Market Orientated Prediction Toolbox to Strengthen the Economic Sustainability and Competitiveness of European Seafood on Local and Global markets")

Sogari G., Mora C., Morelli G., Menozzi D. (2016). Trout Value Chain Overview in Italy. PrimeFish Project

Sogari G., Mora C., Morelli G., Menozzi D. (2016). Seabream and Seabass Chain Overview in Italy. PrimeFish Project

Menozzi, D., Mora, C. and **Sogari, G.** (2014). Report on the workshop. PreSto GMO ERANet, University of Parma, Italy. <http://www.presto-gmo-era-net.eu>.

Brennan M., Raley M., Mora C., Menozzi D., **Sogari G.**, Emery S. (2012). The Pegasus citizen juries commentary report (PEGASUS Project Deliverable 7.1&7.2) PEGASUS Project.

Other contributions in books (in which Dr. Sogari was part of the editorial staff):

Rosati Mauro (2011), "Qualigeo.EU 02, The Journal of GI in Europe and in the World", Siena, Ed. Qualivita

Rosati Mauro (2011), "Qualigeo.EU 01, The Journal of GI in Europe and in the World", Siena, Ed. Qualivita

Rosati Mauro (2011), "Qualivita Atlas 2011, Italian PDO PGI TSG agri-food products", Siena, Edizioni Qualivita

Rosati Mauro (2011), "Qualivita Guide 2011, Italian PDO PGI TSG agri-food products", Siena, Edizioni Qualivita

Osservatorio Qualivita (2010) (ed), "Qualivita Report 2010", Siena, Edizioni Qualivita (Collana Quaderni Qualivita)

Rosati Mauro (2010), "Qualivita Atlas 2010, Italian PDO PGI TSG agri-food products" Siena, Edizioni Qualivita

Rosati Mauro (2009), "Qualigeo Atlas, European and non-european PDO, PGI, TSG agri-food products", Siena, Ed. Qualivita

Undergraduate, Graduate and Master Student Advising:

Completed Students:

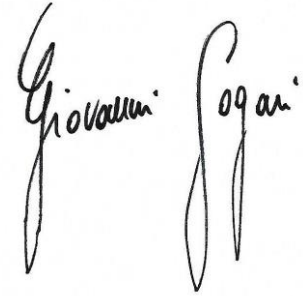
1. Bazzoli Andrea, 2012, (University of Parma, Food science and technology)

2. Gallicani Clara, 2013, (University of Parma, Food science and technology)
3. Albertelli Michele, 2013, (University of Parma, Food science and technology)
4. D'Alfino Eleonora, 2014, (University of Parma, Food science and technology)
5. Leni Giulia, 2014, (University of Parma, Food science and technology)
6. Tassi Edoardo, 2014, (University of Parma, Food science and technology)
7. Bacchini Daniele, 2015, (University of Parma, Gastronomic science)
8. Bresciani Andrea, 2015, (University of Parma, Food science and technology)
9. Turati Filip, 2015, (University of Parma, Gastronomic science)
10. D'Andrizza Adelia, 2015, (University of Parma, Gastronomic science)
11. Toncelli Annachiara, 2015, (University of Parma, Gastronomic science)
12. Ottaviano Domenico, 2016, (University of Parma, Food science and technology)
13. Floris Iacopo, 2016, (University of Parma, Gastronomic science)
14. Limido Caterina, 2016, (University of Parma, Gastronomic science)
15. Gandini Mattia, 2016, (University of Parma, Gastronomic science)
16. Manuel Dedomenici, 2016 (University of Parma, Master MAFOOD in Agribusiness and Food Management)
17. Lorena Maria Faustini, 2016 (University of Parma, Master MAFOOD in Agribusiness and Food Management)
18. Rosa Maria Caruso, 2016 (University of Parma, Master MAFOOD in Agribusiness and Food Management)
19. Valeria Rispo, 2016 (University of Parma, Master MAFOOD in Agribusiness and Food Management)
20. Matilde Meglioli, 2017 (University of Parma, Gastronomic science)
21. Sivia Turoni, 2017 (University of Parma, Gastronomic science)
22. Fabio Descrovi, 2017 (University of Parma, Gastronomic science)
23. Alessandro Zanotti, 2017 (University of Parma, Gastronomic science)
24. Andrea Ganzi, 2017 (University of Parma, Food science and technology)

Current Students:

25. Zekun Ma, 2018 (Cornell University, Food and Agricultural Economics)
26. Gaia Martina Meneghetti, 2018 (University of Parma, Gastronomic science)
27. Chiara Pirolo, 2018 (University of Parma, Gastronomic science)

Certificates and References available upon request.

A handwritten signature in black ink, reading "Giovanni Sogari". The signature is written in a cursive style with a large initial 'G' and 'S'.

Parma,
June 13, 2018

I hereby agree to the handling of this personal data

"Autorizzo il trattamento dei miei dati personali ai sensi del D.Lgs 196 del 30 giugno 2003"