

## Curriculum Vitae

Name: Giovanni Sogari

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Researchgate:

[www.researchgate.net/profile/Giovanni\\_Sogari](http://www.researchgate.net/profile/Giovanni_Sogari)

Academia:

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

Mother tongue: Italian

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

Nationality: Italy

Date of birth 30/03/1985

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LinkedIn:

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

Personal website:

[www.giovanisogari.com](http://www.giovanisogari.com)

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

### Short description:

MSc in Food Science and Ph.D. in Agricultural Economics. Currently, **Marie Skłodowska-Curie Global Fellow** with the project “CONSUMEHealth”. 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, food labelling and certification schemes.

### 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*

### 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

### 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 IF Global Fellowship “CONSUMEHealth”** (Proposal number: 749514) Beneficiary: Parma University; Partner organization: Cornell University (Ithaca, USA); Secondment: European Food Safety Authority (EFSA)

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 Europe in my Region-Blog Contest

[http://ec.europa.eu/regional\\_policy/blog/detail.cfm?id=16](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](http://www.ckaa.eu)

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

2016 - present: 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](http://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](http://www.climate-kic.org))

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

### **Teaching activities:**

#### **2016/2017**

#### **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:**

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](http://www.onav.it)).

**International training experiences:**

- Visiting Fellow at the Dyson School of Applied Economics and Management, 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

### **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).
- “Welfare Quality - A production ethics concept in the swine sector” – University-Industry project.

### **Invited speaker:**

#### **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 18th 2017
- Guest speaker on “healthy eating habits” (live streaming from Cornell University) during the European Researchers' Night of Parma University, September 29, 2017
- H2020 InDirect Project (Direct and indirect biorefinery technologies for conversion of organic side-streams into multiple marketable products) Stakeholder Meeting, Parma, 21th June
- 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 2016”, Montebelluno, Italy (9<sup>th</sup> 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”, 24 June 2016, Bologna
- 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 the Purdue University, 17 May 2016, Parma
- Lecturer on “Wine marketing”, 14 May 2016, IS Pietro Antonio Strozzi High school, (MN), Italy
- Lecture on “Geographical Indications and brand names”, G. Marconi High school, April 2016 Parma, Italy
- Lecturer at the seminar on entomophagy in the course “Products and cuisines of the world”, April 2016, Parma
- Round Table invited speaker during the ISMEA-QUALIVITA Report PDO&PGI presentation, Rome, February 2016

## **2015**

- Lecturer on “wine market and legislation” for Master food scientists, December 2015
- Lecturer on “wine labelling” for bachelor 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 within 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 e 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

## **Chairman:**

- XV European Association of Agricultural Economists (EAAE) Congress - Parma (Italy) - August 29–September 1 2017. Session title: Measuring Farmers and Consumers Attitude

- 6<sup>th</sup> 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:**

- the *Journal of Insects as Food and Feed*
- the *International Journal of Gastronomy and Food Science*
- the *Journal of Cleaner Production*
- the *Journal Science Of The Total Environment*
- the *Wine Economics and Policy Journal*
- the *Ecological Economics*
- *Food Research International*

**Conference/Congress Paper Review Service:**

- EAAE2017 Congress (European Association of Agricultural Economists) Towards Sustainable Agri-Food Systems: Balancing between Markets and Society, in Parma, Italy, 28 August- 1September 2017
- 10<sup>th</sup> AWBR (Academy of Wine Business Research) Conference in Sonoma, California, USA, July 25-28, 2017

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

**2016 and 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 Logistics 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
- Summer Internship Program at the Food and Brand Lab, Cornell University, 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, 12 July, 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. L. Palla, University of Parma, May 2017
- European Institute of Innovation and Technology (EIT) Forum INNOVEIT, Budapest, 25-26 April 2016
- 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), February 2017, University of Parma
- Advanced Course in Food Science (summer school), July 2016, University of Parma

## **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
- Seminar on “Preference mapping with sensory and consumer data” by Dr. Tormod Næs, University of Bologna, January 2014
- A beginners’ guide to writing in English for university study" online course by University of Reading (UK)

## **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 of Milan, May 2012
- Ph.D. Seminar “Food Chains, Food Systems and Sustainable Diets: The Mediterranean Diets as a case study”, Milano, March 2012
- Ph.D. Seminar “Traceability, Consumer Information and Labeling of Foods”, Dr. Silvio Borrello, Piacenza, March 2012
- Workshop on Food Consumer Science - the Balkans Training Session on Traditional Food (Focus Balkans Project), June 2010

## **Editorial Board**

- 2017 to present: Editorial Board member of the Journal “Pratica Agroalimentare”

## **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 EAEE2017 in Parma (European Association of Agricultural Economists) Towards Sustainable Agri-Food Systems: Balancing between Markets and Society.

- 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.
- 2009-2011: Qualivita Foundation staff member in the organization of the European Forum on Quality Food in Brussels in October 2009 and 2011

### Memberships

- 2015-present: member of the AAWE (American Association of Wine Economists)
- 2017-present: member of the EuAWE (European Association of Wine Economists)
- 2017-present: member of the MCAA (Marie Curie Alumni Association)
- 2017-present: member of Food Authenticity Network (<http://www.foodauthenticity.uk/>)
- 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 AAEEA (Agricultural & Applied Economics Association)

### Publications in International Peer-Review Journals indexed by Scopus (n=8):

Menozzi D., Kostov K., **Sogari G.**, Arpaia S., Moyankova D., Mora C. (2017). A stakeholder engagement approach for identifying future research directions in the 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*

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). 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

**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:**

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

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

#### **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.

Mora C., Menozzi D., **Sogari G.** (in press). Consumption patterns and food waste in Neviani E. "I Sabati Dell'università Di Parma Per Expo 2015" Monte Università Parma Editore.

Mora C., Menozzi D., **Sogari G.** (2016). Modelli di consumo e sprechi alimentari in Neviani E. "I Sabati Dell'università Di Parma Per Expo 2015" Monte Università Parma Editore. ISBN 978-88-7847-503-8

**Sogari G.**, Mora C., Menozzi D. (2013). Consumers' perception of organic wine. A case study of German and Italian young consumers. In: Lun, L.M., Dreyer, A., Pechlaner, H. & Schamel, G. (eds.) *Wine and tourism. A value-added partnership for promoting regional economic cycles*. Proceedings of the 3rd Symposium of the Workgroup Wine and Tourism of the German Society of Tourism Research (DGT). EURAC book, Vol.62, 101-112.

#### **Abstracts in book/Proceedings/Papers on Ageconsearch (n=9):**

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, FOOD INTEGRITY 2017 Conference in Parma, Italy, 10-11 May 2017

**Sogari G.** (2017). "CONSUMEHealth" Using consumer science to improve healthy eating habits. FOOD INTEGRITY 2017 Conference in Parma, Italy, 10-11 May 2017

**Sogari G.**, Mora C., Menozzi D., Morelli G. (2016). Trout, Seabass and Seabream Value Chain Overview in Italy in the book "Monitoring for a sustainable management of marine resources", Publisher: Mattioli 1885, Editors: Gabriele Sacchetti, Monica Giulivo

**Sogari G.**, Mora C., Ottaviano D., Menozzi D. (2016). Economic Sustainability and Competitiveness of European Traditional Seafood Market in the book “Monitoring for a sustainable management of marine resources”, Publisher: Mattioli 1885, Editors: Gabriele Sacchetti, Monica Giulivo

**Sogari G.**, Mora C., Menozzi D. (2016). Sustainable Wine Labeling: A Framework for Definition and Consumers’ Perception “Sustainability of Well Being International Forum”. 2015: Food for Sustainability and not just food, Florence SWIF2015 DOI: 10.1016/j.aaspro.2016.02.008

Menzioz D., Kostov K., **Sogari G.**, Arpaia S., Moyankova D., Mora C. (2015). Knowledge gaps and research needs in the evaluation of the effects of GMOs. <http://hdl.handle.net/11381/2811279>

**Sogari G.**, Menozzi D., Mora C., Kostov K., Arpaia S. (2015). Knowledge gaps and research needs in the evaluation of the effects of GMOs. Proceedings of the 2nd EFSA Scientific Conference, Milan; 10/2015  
<http://ageconsearch.umn.edu/handle/182966>

**Sogari G.**, Menozzi D., Corbo C., Macconi M., Mora C. (2014). A Structural Equation Modelling Approach to Explore Consumers' Attitude Towards Sustainable Wine, EAAE 2014, August 26 to 29, 2014, Ljubljana, Slovenia. Available at <http://ageconsearch.umn.edu/handle/182966>

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, 2013 Second Congress, June 6-7, 2013, Parma, Italian Association of Agricultural and Applied Economics (AIEAA)

#### **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=3):**

**Sogari G.**, Toncelli A., Menozzi D., Mora C. (2016). L’entomofagia: tra curiosità e sostenibilità. *Agriregionieuropa*, Anno 12, Numero 44

Corbo C., **Sogari G.**, Macconi M., Menozzi D., Mora C. (2014). Vino sostenibile: l’atteggiamento dei consumatori italiani, *Agriregionieuropa*, Anno 10, Numero 39

Mora C., **Sogari G.**, Menozzi D. (2013). Un esperimento di coinvolgimento pubblico in tema di biotecnologie, *Agriregionieuropa*, Anno 9, Numero 34

#### **Articles on the Italian Journal “Pratica Agroalimentare”**

**Sogari G.** (2017). Intervista allo Sherlock Holmes del cibo Brian Wansink dialoga con Giovanni Sogari. Rivista trimestrale di compliance, controlli ed export. Pratica agroalimentare. N. 2 - settembre 2017

#### **Oral Paper Presentations (n=19):**

Menozzi D., **Sogari G.**, Mora C., Nguyen T., Cubero Dudinskaya E., Santiago Castro-Rial J., Taskov D., Lucas S., Suckow B., Ganassali S. (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

Menozzi D., **Sogari G.**, Simoni E., Veneziani M., Mora C. (2016). Application of the Theory of Planned Behaviour in the prediction of edible insects consumption. *5<sup>th</sup> 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); 06/2015

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 4<sup>th</sup> AIEAA Conference 11-12 June, 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 SWIF, Florence; 06/2015

**Sogari G.**, Mora C., Menozzi D. (2015). Consumer's perception and sustainable labelling in the wine sector: an exploratory study in Italy. EAEE-AAEA Joint Seminar "Consumer Behavior in a Changing World: Food, Culture, Society", Naples (Italy); 03/2015

**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"

**Sogari G.**, Corbo C., Macconi M., Menozzi D., Mora C. (2014). Consumer's attitude towards sustainable wine in Italy, Conference WICaNeM, Capri (Italy) 4-6 June 2014

**Sogari G.**, Mora C., Menozzi D. (2013). Consumers' perception of organic wine. A case study of German and Italian young consumers. 3rd Symposium of the Workgroup Wine and Tourism of the German Society of Tourism Research (DGT). Bolzen, May 2013

#### **Poster Presentations (n=15):**

**Sogari G.** (2017). "CONSUMEHealth" Using consumer science to improve healthy eating habits. XV European Association of Agricultural Economists (EAEE) 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 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 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

**Sogari G.**, Carini E., Limido C. (2017). Exploratory insights about a sustainability programme in the wine sector: an Italian case study. XXIV EuAWE 2017, Bologna 7-10 June 2017

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, FOOD INTEGRITY 2017, Conference in Parma, Italy, 10-11 May 2017

**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 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 20-24<sup>th</sup> June 2016

**Sogari G.**, Menozzi D., Simoni E., Veneziani M., Mora C. (2015). Intention to eat edible insects: preliminary results of a TPB study. Poster at Insects as food and feed -an interdisciplinary workshop, Oxford; 12/2015

**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 2<sup>nd</sup> EFSA Scientific Conference, Milan; 10/2015

**Sogari G.**, Mora C., Ottaviano D., Menozzi D. (2015). Economic Sustainability and competitiveness of European Traditional Seafood Market. Poster presented at Tradeit summer school in Como

**Sogari G.** (2014). Consulting service on sustainable production in the wine sector. Poster presented at TRADEIT Entrepreneurial Summer Academy June 15<sup>th</sup> – 18<sup>th</sup>, 2014 Institute of Technology, Tralee, County Kerry, Ireland

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

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

#### **Technical Reports/Deliverables:**

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:*

-  
*Certificates and References available upon request.*

I hereby agree to the handling of this personal data.

Parma, 1 October 2017

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