

# Curriculum Vitae

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**Contact  
information**

Sidali, Katia Laura  
Associate Professor at the University of Verona  
Department of Management,  
Via Cantarane, 24 - 37129 Verona (Italy)  
Tel. 0458028592

Mail: [katialaura.sidali@univr.it](mailto:katialaura.sidali@univr.it)

**Education**

2018, Scientific qualification to function as associate professor in Italian Universities for the sector "Agricultural Economics and Appraisal" Round 2018 (in Italian: Abilitazione scientifica nazionale professore di II fascia sett. conc. 07/A1).

2006-2009, Joint-PhD program in Agricultural Sciences between the Alma Mater Studiorum University of Bologna (Italy, XXI<sup>st</sup> Cycle) and the Georg-August University of Göttingen (Germany)

Title of the thesis: "Farm tourism: a cross-country empirical study in Germany and Italy"

2001, MBE (Master in Business and Engineering), Steinbeis-University Berlin, Scholarship of the Steinbeis Foundation  
Thesis of the Master Program: Travel management analysis (Gut)

1999, First Degree in Political Sciences, Economic Specialization. University of Trieste, Italy - Laurea v.o.- 110/110

**Professional  
experience**

<b>From / to</b>	<b>Job title</b>	<b>Name of academic Institution</b>	<b>Academic level</b>	<b>Responsibilities</b>
2021 - today	Associate Professor of Agricultural Economics and Appraisal	University of Verona (Italy)	Associate Professor	Teaching and research areas: food and wine marketing, market research, empirical methods, consumer behaviour
2018 - 2021	Assistant Professor (tenured)	University of Verona (Italy)	Assistant Professor	Teaching and research areas: food and wine marketing, market research, empirical methods, consumer behaviour
2016 - 2017	Assistant Professor (fixed-term)	Free University of Bolzano/Bozen (Italy)	Assistant Professor	Teaching and research areas: sustainable tourism, rural development, economics of tourism, food marketing
2015 - 2016	Researcher and Lecturer "Docente investigador "	Ikiam Regional University of Amazon (Ecuador)	Professor (fix- term contract)	Teaching and research areas: food certification, bio-economy, innovation and intellectual property
2009 - 2014	Post-Doc Researcher Wiss. Mitarbeiterin (EW13)	Georg-August University of Göttingen Dept. of Agricultural Economics (Germany)	Post Doc researcher	Teaching and research areas: niche marketing and certification, quantitative and qualitative methods for market research, food-chain management

2006 - 2009	PhD Candidate	Georg-August University of Göttingen Dept. of Agricultural Economics (Germany)	Part-time Wissenschaftlich e Mitarbeiterin	teaching and research areas: marketing of farm and rural tourism, consumer behaviour, sustainable rural development
2000 - 2001	Trainee	M+W Zander GmbH (Tochtergesellschaft Jenoptik Group)	Project assistant	Project: „Travel Management“
1999 - 2000	Trainee	Projektplan Wirtschaft Schließ & Partner GbR	Project assistant	Project: MenPowerSharin g

**Research  
projects at  
the  
University  
of Verona**

- 2022, Member of the research team of the project (Dept. Management):

“Technical-scientific consultancy for the preparation of guidelines and a methodological document for the mapping of the skills of Veneto companies and analysis of the needs of the trade, tourism, services and logistics sectors and other economic sectors for the design of training plans” (September 2022) financed by Confcommercio Veneto  
Principal investigator: Prof. Diego Begalli

- 2022, Member of the research team of the project:

“Isolation and characterization of lactic acid bacteria for the valorisation of the local production of goat's cheese in Lessinia.” Analysis of communication and labeling strategies aimed at promoting biotechnological innovations of interest to the agri-food world with particular attention to the identification of cognitive dissonance factors associated with laboratory manipulation for health purposes of mountain products perceived as closely connected to traditional manufacturing practices. Project JP2016 LAB-Go co-financed by the University of Verona. Principal investigator: Prof. Ass. Giovanna Felis

**Past  
Research  
Projects**

- 2015-2016, Principal investigator (PI) of the research project:

"Value creation along the agro-industrial chain of Ilex Guayusa Loes: feasibility study of protection as a denomination of origin and further uses in food and non-food markets", Ikiam Regional University of Amazon

Number of researchers under supervision: 8

Research grant: US \$ 40,000

- 2015-2016, Member of the research team, Ikiam Regional University of Amazon (PI: prof. E. Garrido-Perez): project on "Effects of land use"
- 2015-2016, Member of the research team, *DFG-FOR 772 'Cultural Property'* (PI: prof. R. Bendix): The constitution of cultural property. Geographical indications: culinary heritage as a cultural property
- 2011, Member of the research team, *BÖLN Project 08OE125* (PI: prof. A. Spiller): Farm-based festivals as a regional selling strategy: insights of an economic and marketing analysis
- 2009-2011, Member of the research team, *7th Framework Programme for Research 'ECROPOLIS'* (PI: prof. A. Spiller). Organic Sensory Information System (OSIS): Documentation of sensory properties through testing and consumer research for the organic industry

**Academic  
teaching as  
Associate  
Professor at  
University  
of Verona**

2023/2024: Chair of "Management of Agri-food Clusters" (6 credits, degree in Business Economics and Management); she chairs and holds a 5-credit module of "Cellar Door Wine Tourism" in the degree in Viticultural Sciences and Technologies and Oenological, she holds two modules of respectively 3 and 2 credits of "Agri-Food Economics Theory" and "Intellectual Property Theory" in the master's degree in Agri-food Biotechnology and holds a module of 1 credit of "Marketing research for agrifood and natural resources" in the master's degree in Data Science

2022/2023: Chair of "Management of Agri-food Clusters" (6 credits, degree in Business Economics and Management); Chair of "Cellar Door Wine Tourism" (6 credits, degree in Viticultural and Oenological Sciences and Technologies); she holds two modules of respectively 1 and 2 credits of "Agri-Food Economics Exercises" and "Intellectual Property Theory" in the master's degree in Agri-food Biotechnology

2021/2022: Chair of "Cellar Door Wine Tourism" (6 credits, degree in Viticultural and Oenological Sciences and Technologies); she holds two modules of 1 and 2 credits respectively of "Agri-Food Economics Exercises" and "Intellectual Property" in the master's degree in Agri-food Biotechnology, she holds a 3-credit module of "Wine Economics" in the degree in Viticultural and Oenological Sciences and Technologies and a 4-credit module of "Wine Policy" in the degree in Viticultural and Oenological Sciences and Technologies

**Teaching activity at the University of Verona as a Assistant Prof. (tenure, art. B Law 240/10)**

- 2019-2020 and 2020/21: Inter-Department and Inter-Universities Course (University of Bolzano, Udine and Verona): two modules of the course Approaches to Sustainability in the Wine Industry AGR/01 (1 and 2 credits), master's degree in Viticulture, Oenological Sciences and Wine Markets Agri-food Biotechnology
- 2019-2020 and 2020/21: 2-credit module of "Wine Economics" and 2-credit module of "Wine Politics" in the degree in Viticultural and Oenological Sciences and Technologies; Agribusiness (2 credits) master's degree in Marketing and Business Communication (only 2019/2020)
- 2018/2019, University of Verona
  - Wine Politics (2 credits) degree in Viticultural and Oenological Sciences and Technologies
- 2017-2018, Free University of Bozen
  - Sustainable Tourism and Regional Development (à 4 hours/week)
  - Tourism Economics (à 2 hours/week)
- 2015-2016, Ikiam University (undergraduate students, own courses):
  - Introduction to research: overview of quantitative and qualitative methods (à 4 hours/week)
  - Innovative entrepreneurship (à 2 hours/week)
  - Research seminar: Guayusa Ilex Loes (à 4 hours/week)
  - Interdisciplinary research course (à 2 hours/week)
- 2014, G-A University of Göttingen (undergraduate and graduate students, own course)
  - Tourism marketing: Rural tourism (in English, own course)
- 2014, Research Methods (structural equation modelling) University of Göttingen (PhD students, co-professor in inter-institutional course)
- 2013, Methods (structural equation modelling) University of Göttingen (PhD students, co-professor in inter-institutional course)
- 2012, Methods (structural equation modelling) University of Göttingen (PhD students, co-professor in inter-institutional course)
- 2011, Methods (structural equation modelling) University of Göttingen (PhD students, co-professor in inter-institutional course)
- 2015, University of Padua (Italy), invitation to teach in a seminar on EU agricultural policy (8 hours, week-end seminar, course of Prof. Rizzo)
- 2014, University of Warwick (UK), invitation to teach in a seminar on research methods (2 hours/week, own initiative)
- 2012, University of Bologna (Italy), invitation to teach in a seminar on EU agricultural policy (8 hours, week-end seminar, course of Prof. Canavari), ERASMUS PLUS Program
- 2013, University of Florence (Italy), invitation to teach in a seminar on EU agricultural policy (8 hours, week-end seminar, course of Prof. Scaramuzzi), ERASMUS PLUS Program

**Experience  
in thesis  
supervision**

- Postgraduate supervision (PhD level): number of students supervised in the last five years with subject areas

<b>PhD Thesis</b>	<b>University</b>	<b>Year</b>	<b>Position</b>
Enhancing Agricultural Research for Rural Development: The Role of Territorial Approaches (PhD in sustainable management of agricultural, forestry and food resources – xxxiv cycle)	University of Firenze	2022	External supervisor
Students' behavior as a way to reach sustainability within universities the role of planning a strategy, and of students' perceptions and personal goals (PhD in Managerial and Actuarial Sciences xxiv cycle)	University of Udine	2022	External supervisor
Do mountains matter? Italian consumer preferences regarding mountain food products and the mountain labelling scheme (PhD in Mountain Environment and Agriculture - XXXIII cycle)	Free University of Bozen	2021	External supervisor
Valorization of products with geographical indications via gross retailer distribution in Italy	University of Bologna	2014	Second supervisor
The role of time in consumer behavior and market segmentation. Three contributions from a multidisciplinary perspective	University of Toledo	2014	External supervisor
Coordination, collaboration and costs in food value supply chains: the case of fresh fruits and vegetables in Indonesia	University of Adelaide	2013	External supervisor
Food consumer behaviour in Indonesia: behavioural and lifestyle factors	University of Adelaide	2012	External supervisor
Cannibalization of travel agencies' services. Analysis of its consequences on employees	University of Toledo	2012	External supervisor

<b>Master Thesis</b>	<b>University</b>	<b>Year</b>	<b>Position</b>
Erlebnisinszenierung zur Stärkung des Tourismus im ländlichen Raum	Hochschule Harz (Germany)	2023	Second supervisor
L'effetto della comunicazione scientifica e innovazione biotecnologica applicata al formaggio Ponk della Lessinia: un approccio basato sulle aste sperimentali	University of Verona	2021	First supervisor
Percezione del valore dei vini di	University	2020	Second

montagna' da parte dei consumatori veneti"	of Bologna		supervisor
An Analysis of Farm Holiday Attributes in Tourist Destination Decisions	Free University of Bozen	2017	Second supervisor
Diversità culturali e neofobia: il caso del Kiwi (Cultural differences and neophobia: the case of Kiwi)	University of Udine	2017	Second supervisor
How do consumers in Italy and in Germany perceive food products with geographical indications?	University of Göttingen	2014	First supervisor
The interactions between local producers and consumer behaviours on geographical indications	ICHAS Montpellier	2013	External supervisor
Authenticity in food marketing: evidence from a panel of German consumers	University of Göttingen	2012	First supervisor
Success factors of equestrian farm tourism facilities	University of Göttingen	2011	Second supervisor
Potentials and opportunities for rural tourism development in northern part of Montenegro	University of Bologna	2010	First supervisor
Geographical indications in EU and Italy – creation of national brands	University of Bologna	2010	Second supervisor

<b>Bachelor Thesis</b>	<b>University</b>	<b>Year</b>	<b>Position</b>
La creazione di un cluster vitivinicolo per la generazione Z	University of Verona	2023	First supervisor
Wine Art Craftmanship	University of Verona	2019	Second supervisor
Novel food: between culture and sustainability. The case of insects as food for the future	Free University of Bozen	2018	First supervisor
Canali di distribuzione delle cantine Alto-Adesine	Free University of Bozen	2018	First supervisor
Identità e cultura ladina come sviluppo di strategie turistiche e territoriali	Free University of Bozen	2018	First supervisor
The Alps as a cultural green oasis for strategic management	Free University of Bozen	2017	First supervisor
Bruneck 2030 –Future perspectives of a destination	Free University of Bozen	2017	First supervisor
Attracting young tourists in the Pustertal valley: marketing strategies of sporting activities	Free University of Bozen	2017	First supervisor
L'agricoltura biologica e i suoi	Free	2017	First supervisor

possibili sviluppi: il caso della Val di Non	University of Bozen		
Marketing of authentic products: the Odenwälder Breakfast Cheese	University of Göttingen	2014	First supervisor
Challenges and specificities of marketing of luxury goods in agribusiness	University of Göttingen	2013	Second supervisor
The concept of social capital – a meta-analysis in the cooperatives' area	University of Göttingen	2013	First supervisor
Analysis of the potential of community-based rural tourism in Peru: the case of Junin	University of Göttingen	2011	Second supervisor

### III Mission at the University of Verona

Organization of initiatives for the valorisation, consultation and sharing of research:

- 2022: Speaker together with G. Felis at the Workshop "Long live lactic ferments! Micro-ambassadors of Lessinia's biodiversity in cheese. 07.17.2022 Erbezzo (VR) presentation of the results of the JP2016 LAB-Go project called "Isolation and characterization of lactic acid bacteria for the valorisation of local goat cheese production in Lessinia.
- 2023: Podcast for the Fondazione Qualivita "Protection consortia and governance: the Italy-Germany cross-country study" link: <https://www.qualivita.it/news/ep-21-consorzi-di-tutela-e-governance-lo-studio-cross-country-italia-germania/>
- 2022: Interview with DIRE news agency "Counterfeiting and Italian sounding: damage to Made in Italy agri-food" link : <https://www.diregiovani.it/2022/04/14/444015-contraffazione-e-italian-sounding-danni-allagroalimentare-made-in-italy.dg/>
- 2022: Scientific chair of the workshop with students and experts at the University of Verona on the topic of Agritourism and Counterfeiting organized in collaboration with ADICONSUM Rome, ADICONSUM Verona and MIMIT (Ministry of Business and Made in Italy). Project financed by Workshop as part of the "IO SONO ORIGINAL 2019-2023" Action Line A - awareness initiatives; funding: MiSE DGLC-UIBM (now MIMIT DGTPI), with Adiconsum (Rome and VR).
- 2021: Scientific chair of the workshop with students and experts at the University of Verona on the topic of Agritourism and Counterfeiting organized in collaboration with ADICONSUM Rome, ADICONSUM Verona and MIMIT (Ministry of Business and Made in Italy). Project financed by Workshop as part of the "IO SONO ORIGINAL 2019-2023" Action Line A - awareness initiatives; funding: MiSE DGLC-UIBM (now MIMIT DGTPI), with Adiconsum (Rome and VR). Link: <https://www.youtube.com/watch?v=wBJmrtnnzd0>

### Membership

- 2014, Geographical indications as transformation triggers of global agri-food system (track: WICaNeM 2014), 4-6 June 2014, Capri [http://www.chainconference.wur.nl/ Tracks%20%20full%20list.htm](http://www.chainconference.wur.nl/Tracks%20%20full%20list.htm)
- 2009, Conference "Food, Agri-Culture & Tourism", December 2009, Göttingen



- From 2014 European Association of Agricultural Economists (EAAE) URL: [www.eaae.org](http://www.eaae.org)
- Former member of German Society of Tourist Studies (DGT) URL: [www.dgt.de/](http://www.dgt.de/)
- Former member of Italian Society of Agrifood Economy (SIEA) URL: [www.siea2011.org](http://www.siea2011.org)
- From 2012 Tourism Research Discussion List (TRINET) URL: [listserv.hawaii.edu](mailto:listserv.hawaii.edu)
- International Geographical Indications Network [www.origin-gi.com](http://www.origin-gi.com)
- From 2019 Scientific Advisory Board of Journal of Global Business Insights URL: <https://scholarcommons.usf.edu/globe/editorialboard.html>
- From 2019 Scientific Board of Consumer Behavior in Tourism and Hospitality (Emerald)

**Editorial  
service  
(selected)**

Ad-hoc and Publons certified Referee ([publons.com/a/753183/](https://publons.com/a/753183/)):

- Journal of Sustainable Tourism (from 2010)
- Sustainability (from 2015)
- Journal of Business Research (from 2016)
- Tourism Management (from 2010)
- Journal of Agricultural and Food Economics (from 2013)
- Economia Agro-Alimentare (from 2012)

Referee/Expert for:

- IEPI (Institute of Intellectual Property), Ecuador
- European Union, EXPO-MILAN 2015
- EAAE 2014, Slovenia

**Awards,  
Research and  
scholarships\***

**\*participation in  
the acquisition  
process**

- 2021: co-supervisor of the thesis "Perception of the value of 'mountain wines' by Venetian consumers" which was awarded the "2020 Thesis Award" conferred by the Association of Doctors in Agricultural, Food and Environmental Sciences of Bologna (supervisor: Prof. Canavari)
- 2018: Best Paper Award, Agro-Food Economy magazine (Food Economy) with O. Filaretova and M. Von Meyer-Hoefer

<b>Date granted</b>	<b>Award Holder(s)</b>	<b>Funding Body</b>	<b>Title</b>	<b>Amount received</b>
August 2015	Katia Laura Sidali	Ecuadorian Government (Program Elite Universities)	IKIAM research seed grant	US dollar 40,000
2014*	Prof. A. Spiller	DAAD Program Hochschuldialog mit Südeuropa 2014	Seminar: "Ethical Food Consumption meets Marketing Research" Workshop (EFCWa) of the areas Structural Equation Modeling (Area SEM),	Euro 14,270

			and Experimental Actions (EA)	
2011*	Prof. Regina Bendix	DFG (Deutsche Forschungsgemeinschaft)	DFG-Project: The constitution of Cultural Property. Geographical Indications: Culinary Heritage as a Cultural Property	Euro 2 MN
2010*	Prof. M. Qaim	DFG (Deutsche Forschungsgemeinschaft)	DFG-Project: PhD Graduate College: Transformation of Global Agri-Food Systems: Trends, Driving Forces, and Implications for Developing Countries,	Euro 3,4 MN
2009*	Dr. B. Schulze	DAAD- German-Italian Dialogues	Food, Agri-Culture and Tourism	Euro 9,400
2006*	Prof. A. Spiller	DAAD- Vigoni	Farm tourism	Euro 6,460

### **Publications about the applicant**

Artikel "Cleveres Nischenmarketing soll kleinen Lebensmittelanbietern helfen" in "Göttinger Tageblatt", online version, 16.07.2013

Artikel "Den ökologischen Aspekt nicht vergessen" in "Der Südtiroler Landwirt", Nr. 20, 20 January 2009

Book reviews of Sidali et al. (Eds) „Food, Agri-Culture and Tourism“ (2010):

Kastenholz, E. (2012), Food, Agri-Culture and Tourism. Linking local gastronomy and rural tourism: interdisciplinary perspectives, edited by K.L. Sidali et al., Zeitschrift für Tourismuswissenschaft 4(1): 136-138

Ainley, S. (2011) Food, Agri-Culture and Tourism. Linking local gastronomy and rural tourism: interdisciplinary perspectives, edited by K.L. Sidali et al., Leisure/Loisir 35(4): 481-482

Guraziu, E. (2011) Food, Agri-Culture and Tourism. Linking local gastronomy and rural tourism: interdisciplinary perspectives, edited by K.L. Sidali et al., Turistica Apr.-Sett. 2011: 170-171

### **Conferences**

Selected presentations at scientific conferences

Participation in conferences as invited speaker by the host institution:

*"Food tourists as ambassadors of bio-technological innovations applied to traditional food? Evidence of an experimental auction with Italian*

*consumers"* paper presented at Workshop on Tourism Sustainability and Regional Development" 11th-12th October 2023, Brunico

*"The rebirth of tourism ahead: A new role for the mountain economy? Challenges, Opportunities and New Directions"* paper presented at the online conference "Co-creating sustainable tourism experiences with food and wine, local culture, landscapes, and people. February. 24-25, 2022 University of Alveido, Portugal

Participation in the Round Table of the 4th Wine and Hospitality Management Workshop organized by Libera Università di Bolzano 5-6 September 2022

*"Sustainability and Tourism: Am Puls Val Badia"*. Na.tour. Conference, New Impuls for sustainable tourism from philosophy, art and economics in South Tyrol, St. Vigil in Enneberg, 5-7 October 2018

*"What's in a place name? When the rise of protection coincides with the fall of tradition"* (together with Prof. Canavari). Pre-congress session "Food & Place - How the Public can Contribute to Sustainable Foodtutes and Intangible Value Creation" in the frame of the EAAE 2017, Parma, 29 August 2018

*"How to decrease food illiteracy by means of cultural and food activism"*. European Congress on wine tourism: marketing and entrepreneurial profitability", Torgiano (PG), 23/06/2017

Participation to the Round Table of the congress "The development of wine tourism services: contribution for a new national law on wine tourism", organized by the Region Friuli Venezia-Giulia with the financial support of the Municipality of Buttrio and the Association "Wine Cities", Buttrio, Italy. 9 June 2017

Invitation of the European Commission to participate in the Round Table *"Europe's Multi-purpose Countryside"* at *European Pavilion of Expo Milan 2015* URL: <http://www.risefoundation.eu/news/133-successful-conference-on-europe-s-multi-purpose-countryside> Milan, Italy. 22 June 2015

*Congress "Bebidas y sabores ancestrales"*, Guayusa: ancestralidad y ciencia, Escuela Superior Politécnica Agro-Pecuaria de Manabí Manuel Félix López, (ESPAM) Calceta, Ecuador. 10-11 December 2015

Methodological seminar *"Ethical food consumption meets marketing research"*, Challenges of cross-country research: Testing and modelling with latent variables, University of Göttingen, Germany. 7 September 2015

*"Académicas de Patrimonio y Turismo"*, Patrimonios Alimentarios: ¿Creación o protección de la cultura culinaria local? VIII Jornadas 3-7.08.2015, Escuela Superior Politécnica Agropecuaria de Manabí Manuel Félix López (ESPAM) Calceta, Ecuador. 3-7 August 2015

*"Ikiam's Tuesdays seminars"*, Dime lo que comes y te diré quién eres.

Cómo las emociones relacionadas a los alimentos ayudan a crearse un nicho de mercado, Regional University of Amazon Ikiam, Tena, Ecuador. 14.07.2015

*"Forum cacao y chocolate"*, Feria Antisuyu Chocolate Wasi 2015 La gestión de rutas turística: la ruta del cacao, GAD Municipal de Archidona, Ecuador. 25 September 2015

"Geographical indications as transformation triggers of global agri-food system". *WICaNeM*, Chair: University of Wageningen, Capri, Italy. 4-6 June 2014

*"4th Seminario nacional sobre los Sellos de calidad como instrumentos para el desarrollo rural."* El marketing en las estrategias de valorización y posicionamiento comercial de productos de calidad diferenciada, National University of Costa Rica (UNA), San José, Costa Rica. 19-20 November 2013

*"Taste Power Tradition"*. Culinary niches in rural areas, University of Tübingen, Germany. 16-17 May 2013

*"4th International Congress on rural tourism of Navarra"*. Niche marketing of traditional food products across Europe, Pamplona, Spain. 21 February 2013

*"4th International Congress on rural tourism of Navarra"*. How to create an innovative product in tourism. Pamplona, Spain. 21 February 2013

Participation in conferences as ad-hoc speaker (call for papers):

Assessment of WTP for Wines with Optimal Mountain Product Quality Term: Evidence from a Discrete Choice Experiment (with dr. Baroni e Prof. Canavari), at the 4th Wine and Hospitality Management Workshop 5-6 Sept. 2022 Bozen

Value of Green Behaviour and European Quality Term on Mountain Wine: Online Experimental Auction with Italian Consumer (with dr. Ricci e dr. Schäufele-Elbers) at the 4th Wine and Hospitality Management Workshop 5-6 Sept. 2022 Bozen

12<sup>th</sup> Annual Conference of the EuroMed Academy of Business, Art-based practices in sustainable wine management and wine tourism, International Hellenic University, Thessaloniki Greece, 18-20 September 2019

ATLAS Research Group "New Approaches for providing customer experiences in gastronomy tourism", Presentation on *"Intimacy-based approaches in the food tourism sector"* University of Bergamo, 22-23/02/2018, Bergamo, Italy

Conference CBTS "Consumer Behaviour in Tourism Studies", *"Farm Holidays in South Tyrol: Analyzing Accommodation Rates for the Red Rooster Brand"* (together with Prof. G. Schamel) Free University of Bolzano, Brunico, Italy. 14 December 2017

EAAE (European Association of Agricultural Economists) 2015 'Intellectual Property Rights for Geographical Indications: What is at stake in the TTIP?' *European Association of Agricultural Economists, Geographical indications in progress...do Latin America countries represent a third path of development?* University of Parma, Italy. 14-15 April 2015

EAAE (European Association of Agricultural Economists) Seminar 2014 International Marketing and International Trade of Quality Food Products, *Creating sub-consortia as a means of counteracting changes to specification sheets: the case of Parmigiano Reggiano*. Lubiana, Slovenia. 26-29 August 2014

IFSA 2014 Resilience to strategies to loose strictness of specification sheets in GI consortia, Berlin, Germany. 1-3 April 2014

140th EAAE (European Association of Agricultural Economics) Seminar, Development of an authenticity scale of PDO dairy products: evidence from Germany, Perugia, Italy. 12-13 December 2013

XXVth ESRS (European Society of Rural Sociology) Congress. Anatomy and Governance of GI consortia: cross-country perspective. Florence, Italy. 29 July-1 August 2013

XXVth ESRS (European Society of Rural Sociology) Congress The marketing of typical products: How do Slow Food members and GI producers perceive each other? Florence, Italy. 29 July-1 August 2013

## **Language competence**

- Written and spoken competence in all languages according to CERF levels, Common European Reference Framework
- Italian (mother tongue)
- English, German and Spanish (very fluently both spoken and written)
- English: linguistic diploma (Fremdsprachen Abitur), University examination after a 2 years course, attendance to various English courses for teachers
- Level: C1
- German: linguistic diploma (Fremdsprachen Abitur), Zeugnis Zentrale Mittelstudienpruefung (Goethe Institut) and Kleines Deutsches Sprachdiplom (Goethe Institut), level: C2

## **Publications**

### **Publications over the last 10 years:**

#### ***Books – Edited***

- Sidali, K.L., Spiller, A. & Schulze, B. (Eds.) (2011), *Food, Agri-Culture and Tourism*, 2011, Berlin: Springer (both hard copy and e-book)
- Sidali, K.L., Dörr, A.C. & Spiller, A. (Eds.) (2014). Special Issue on Geographical Indications, In: *Economia Agro-Alimentare*, 3(2014), Milan: Franco Angeli
- May, S., Sidali, K.L., Spiller, A., Tschöfen, B. (Eds.) (2017) *Taste Power Tradition. Geographical Indications as Cultural Property*, 2017, Universitätsverlag Göttingen: Göttingen

- **Book Chapter in II round review:**

- Bazzani, C., Pesme, J-O & Sidali, K.L. "Towards a clarification of the definition of wine tourism. In: Strategic Management in the Wine Tourism Industry - Competitive Strategies, Wine Tourism Behaviour and New Strategic Tool - Palgrave

***Journal Papers in refereed academic journals***

- Ricci, E., Schäufele-Elbers, I. & Sidali, K.L., (2024). Assessing Italians' Preferences for Mountain Beef Production Using a Best–Worst Scaling Approach. Mountain Research and Development, 42(3), R8-R15 (paper accepted for publication)
- Linder, M. O., Sidali, K.L., Fischer, C., Gauly, M., & Busch, G. (2022). Assessing Italians' Preferences for Mountain Beef Production Using a Best–Worst Scaling Approach. Mountain Research and Development, 42(3), R8-R15
- Garrido-Pérez, E. I., Tella-Ruiz, D., Sidali, K.L., Lincango-Vega, J. G., Vélez-Sabando, L. M., & Andrade-Alcívar, L. D. (2022). Land-use, abuse, and institutional attempts for correcting human-nature relationships: Europe vs The Americas. Ethnobiology and Conservation, 11.
- Oliveira, M.L., Sidali, K.L. Fischer, C., Bossi, V. F., Begalli, D. e Busch, G. (2022) "Assessing preferences for mountain wine and viticulture by using a best-worst scaling approach: do mountains really matter for Italians? Wine Economics and Policy, 11(1): 15-29, 2022
- Oliveira, M.L., Sidali, K.L e Busch, G. (2021). Mountain beef and wine: Italian consumers' definitions and opinions on the mountain labelling-scheme in "Economia agro-alimentare" 1: 1-39, DOI:10.3280/ecag1-2021oa11549
- Sidali, K. L., Capitello, R., e Manurung, A. J. T. (2021). Development and Validation of the Perceived Authenticity Scale for Cheese Specialties with Protected Designation of Origin. Foods, 10(2), 248.
- Capitello, R., Sidali, K.L e Schamel, G. (2021). Wine Terroir Commitment in the Development of a Wine Destination. Cornell Hospitality Quarterly, 1938965521993084.
- Sidali, K.L., Dal Bon, A. e Pedrazza Gorlero, F. (2020) ""Arte, artigianato artistico e innovazione nel mondo dell'ospitalità del vino", Turistica, Vol. 4, online publication
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The undersigned declares that the data declared in the CV correspond to the truth pursuant to the rules regarding the declaration in lieu of certification pursuant to art. 46 of Presidential Decree 445/2000. The undersigned also authorizes the processing of personal data (DL Sg 196/2003).

Signature

Date :26 February 2024

Katia Laura Sidali