

BONIOLI MARTA

CURRICULUM VITAE

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PERSONAL DATA

Date of birth: 12 of September 1998

Place of birth: Verona

Residence: San Pietro in Cariano (VR), Italy

CURRENT POSITION

Research Fellow University of Verona

"Consumer perception and preferences for 'smart' labels in the circular economy", as part of the project "Interconnected North-East Innovation Ecosystem (iNEST)"

"4. Digital, Industry, Aerospace" – NextGenerationEU.

First-year PhD Student University of Verona

Economics and Finance (Economics track).

EDUCATION

09/2020 – 19/10/2022	MASTER IN DATA SCIENCE University of Verona	110L/110
Thesis:	Consumer willingness to pay for a sustainable wine packaging: an experimental study on social network platforms.	
SSD:	AGR01, SECSP-08	
Abstract:	Through the use of a survey on Social Networks the willingness to pay for the innovative bottle designed for Masi Fresco wine was explored, a new sustainable packaging solution. To this end, a selection experiment was developed, and the results analysed with discrete choice models.	
Supervisors:	Dott. Claudia Bazzani and Prof. Riccardo Scarpa	
18/08/2021 – 17/12/2021	EXCHANGE PROGRAM Southeastern Louisiana University	
2017 – 2020	BACHELOR'S DEGREE IN COMPUTER SCIENCE FOR DIGITAL COMMUNICATION University of Milan	110/110
Thesis:	Urban epidemic footprint through data from location-based services.	
SSD:	INF-01 (Analysis of digital data and Python language models)	
Abstract:	The thesis paper dealt with the verification of a possible implementation of an epidemiological model with the use of only data from location-based services, that allows the	

simulation and the relative visualization of the course of a virus in densely populated cities.

2012 – 2017 HIGH SCHOOL OF APPLIED SCIENCES
Stimmate, Verona 90/100

Thesis: Soap bubbles and mathematics.

AWARD

18/08/2021 – 17/12/2021 EXCHANGING SEMESTER SCHOLARSHIP WINNER
Southeastern Louisiana University

AREAS OF STUDY

ECONOMICS AND MANAGEMENT

- Digital marketing;
- Digital marketing and marketing research;
- Business organisation and management;
- Statistical methods for business intelligence;
- Social media and personal Branding.

COMPUTER SCIENCE

Methods and applications for social network (Sentiment and Network analysis);
Web and cloud applications;

Mobile computing;

Mining massive dataset;

Statistical models for Data Science;

Interaction man - machine;

Programming;

Architecture of

Operating systems;

Algorithms and data

Databases and the web;

Data visualisation;

Social interactions

MATERIALS

- Mathematics of the continuous;
- Mathematical methods for digital communication;
- Statistics and data analysis;
- Probability for data science;
- Complex system.

COMMUNICATION & GRAPHICS: Visual communication, Digital graphics and images, Principles and models of perception, Sociology of new media, Digital publishing, Social research.

LAW: Digital product law, Ethics and law of data protection.

WORK EXPERIENCE

<i>01/01/2023 – 31/12/2025</i>	RESEARCH FELLOW University of Verona
Description:	"Consumer perception and preferences for 'smart' labels in the circular economy"
<i>22/02/2022 – 01/02/2023</i>	LEGEND KOMBUCHA Digital marketing consultant
Description:	Website and social network digital communication management, SEO, advertising strategies and digital data analysis of campaigns and sales.
<i>02/04/2023 – 05/04/2023</i>	DECHANTER Promoter for Vinitaly
<i>14/04/2022 – 29/04/2022</i>	MASI AGRICOLA Curricular Training
Description:	Reading analysis on sustainable wine packaging, consumer behaviors and methodology of choice experiments. Recruitment of online questionnaire participants via social platforms. Drafting of the questionnaire and transfer to digital platform. Analysis of results and conclusions.
<i>10/04/2022 – 13/04/2022</i>	DECHANTER Promoter for Vinitaly
<i>14/04/2022 – 29/04/2022</i>	ACQUAVIVA WINERY Social media manager
Description:	Social Network management and performance data analysis for the wine cellar. Use of Meta business suite and Facebook creator studio.
<i>07/04/2019 – 10/04/2022</i>	DECHANTER Promoter for Vinitaly
<i>07/04/2019 – 10/04/2022</i>	CANEVAWORLD RESORT Marketing Department – Assistant
<i>01/2018 – 02/2020</i>	CUSL Voluntary

WORK IN PROGRESS

Investigating the optimal number of preference classes: A comparative study (with Scarpa Riccardo and Bazzani Claudia) – manuscript in preparation.

How digital labelling affects food choice behavior: a systematic literature review
(with Bazzani Claudia) – manuscript in preparation.

CONFERENCE PRESENTATION

29/08/2023 – 01/01/2023 *Accepted* Poster Presentation for XVII EAAE Congress 2023
Rennes, France

Title of the contribution

Investigating the optimal number of preference classes: A comparative study.

Paper abstract/description of the contribution

The increasing popularity of Choice Experiments has positively influenced the number of software packages available today for Discrete Choice Models (DCM) estimation. In the present work, we focus on Latent Class Models (LCM), and we investigate whether and how the selection of software package can impact LCM estimates. We tested five software packages (Stata, Nlogit, LG Choice, Xlogit and Apollo) on four datasets. Results from this work show that the software selection for LCM estimation does affect model performance especially the determination of the optimal number of classes. This latter issue is of extreme importance since the selection of the software package may influence the definition of market segments. This might significantly impact the development of marketing strategies for the targeting and positioning of food products.

Authors

Claudia Bazzani, Marta Bonioli, Riccardo Scarpa.

26/06/2024 – 27/06/2024 *Accepted* Oral Presentation for AISSA Under 40 conference,
Florence, Italy

Title of the contribution

Consumer perception and preferences towards upcycled foods.

Paper abstract/description of the contribution

This study explores consumer perceptions and preferences for upcycled foods—products made from ingredients that would otherwise be wasted, procured, and produced sustainably. Despite their environmental benefits, these products face challenges, such as consumer resistance to higher prices and

scepticism, which hinder market growth. The research involves a systematic review of 37 articles from 2019-2023, employing sentiment analysis to examine consumer sentiments from scholarly articles, online content, and Twitter data. Findings reveal regional differences in awareness and willingness to buy upcycled foods, with environmental benefits as the main motivator. Consumers link upcycled foods to reducing food loss and waste, suggesting that marketers should emphasize these benefits. The study highlights consumer behaviour, acknowledges scepticism, and suggests strategies to promote sustainable food consumption, crucial for expanding the upcycled food market and encouraging environmentally conscious choices.

Authors

Marta Bonioli, Claudia Bazzani, Diego Begalli.

26/06/2024 – 27/06/2024

Accepted Poster Presentation for AISSA Under 40 conference, Florence, Italy

Title of the contribution

Consumer perception and preferences for 'smart' labels

Paper abstract/description of the contribution

This study examines consumer perceptions and preferences for smart labels (e-labels) in food production, which provide real-time data to enhance food safety, traceability, and environmental sustainability. Despite their benefits, consumer adoption is low due to mistrust and lack of knowledge. Using a systematic review and the Technology Acceptance Model (TAM), the study analyzes factors influencing acceptance, such as perceived usefulness, ease of use, and attitudes. Consumers prefer detailed product information and recognize benefits like waste reduction and improved supply chain communication. However, awareness gaps highlight the need for effective communication strategies. User-friendly designs, especially for QR code scanning, are crucial for perceived ease of use. Factors like environmental sensitivity and demographics affect perceptions, particularly among younger consumers. To boost smart label adoption, consumer education and accessibility for non-digital natives are essential. The study calls for in-depth case studies to understand consumer behaviour and develop adoption strategies, emphasizing a holistic approach to integrating smart labels into everyday life.

Authors

Marta Bonioli, Claudia Bazzani.

SOFTWARE

PROGRAMMING LANGUAGES

- Python (& Python Anaconda Environment)
- R
- Java

SOFTWARE FOR STATISTICAL ANALYSIS

- Jupiter Notebook and Spider
- R Studio

Intermediate knowledge

- Nlogit
- LG choice
- Stata

BASE KNOWLEDGE APP DEVELOPMENT AND WEB DEVELOPMENT

- HTML5, CSS, Javascript
- Android Studio

DATA BASE MANAGEMENT & DATA PROCESSING

- PostgreSQL

QUALTRICS

LATEX

MICROSOFT OFFICE

- Excel
- Word
- PowerPoint
- Outlook

INTERMEDIATE KNOWLEDGE IN GRAPHIC DESIGN

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

SOCIAL MEDIA MANAGEMENT

- Meta Business Suite
- Facebook Creator Studio
- Google Analytics
- Google Ads

FOREIGN LANGUAGES

English level Ielts B2

REFERENCES

Claudia Bazzani

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01th July 2024, Verona

A handwritten signature in black ink, appearing to read "Marta Bonidi".