

## CURRICULUM VITAE

---

*Prof. Davide Nicola Vincenzo Gaeta*

### **Personal Information:**

Prof. Davide Nicola Vincenzo Gaeta  
Born: November 17, 1961 – Milan (Italy)  
Associate Professor, University of Verona  
Department of Management - DIMA  
Via Cantarane, 24 - Polo Santa Marta (Verona)

### **Contact:**

Phone: +39 3357160108  
Email: [davide.gaeta@univr.it](mailto:davide.gaeta@univr.it)

### **Main Research Topics:**

Agricultural Policies – Economics and Regulation of the Wine Sector – Wine Marketing – Agri-Food Economics

Davide Gaeta is an Associate Professor at the Department of Business Economics at the University of Verona (Italy), where he teaches courses in Wine Business Economics and Wine Policy in the Degree Program in Viticulture and Oenology at the University of Verona, and in Economics of Agri-food Markets and Competitiveness (formerly Agribusiness, renamed from the 2023-2024 academic year) in the Degree Program in Marketing and Communication at the Department of Management at the University of Verona. He has taught at the University of Bordeaux in the Master's program "International Commerce and Strategy." He is a member of the Scientific Committee of the Master's Degree in International Trade Economics and Law at the Department of Legal Sciences of the University of Verona (since 2017/2018), where he has been a lecturer until the 2025 academic year for the module "Economics of Agri-Food Trade."

Davide Gaeta earned his PhD in Agri-Food Economics and Management from the University of Padua and was a researcher until 2008 at the Department of Agri-Food Economics and Politics of the University of Milan. In the same year, he was appointed Researcher at the University of Verona and in 2012, Associate Professor at the same university. He has taught at the Universities of Milan and Brescia. His research has focused on European and national wine policies, examining the role of designations of origin, collective and private brands, and their effects on the market. He has focused on agri-food markets, particularly domestic and external markets, and on marketing strategies related to food origin, food quality, and consumer behavior/preferences. He has focused on EU food standards, food policy, and tariffs in international trade. He was a Visiting Professor at the University of California, Davis, Department of Agricultural and Resource Economics (2015).

From the 2021/22 academic year to 2025, he was a member of the Third Mission Commission for the Department of Management at the University of Verona. From the 2022/23 academic year to the present, he has been a member of the University Inclusion Commission at the University of Verona.

On behalf of the Ministry of Agriculture and Forestry, he was a member of the National Committee for Denominations of Origin and Geographical Indications for Viticulture. He served as a spokesperson for the Mipaf of the OIV, the International Office of Vine and Wine in Paris. He was a member of the CEEV – European Committee of Wine Enterprises (Brussels). For the Ministry of Foreign Affairs, he developed a project in Bosnia and Herzegovina and Montenegro on Designations of Origin in the wine sector.

In addition to his academic activities, Professor Gaeta is also involved in numerous consultancy activities for both public bodies (for example, the Municipality of Verona in 2021) and private entities, mostly active in

## CURRICULUM VITAE

---

*Prof. Davide Nicola Vincenzo Gaeta*

wine and agri-food production. He co-founded and is the owner of the Eleva winery in Valpolicella (Veneto, an Italian region).

He is the author of numerous scientific publications (books, book chapters, and articles) in national and international journals. He has been a columnist for QN Economy, the newspapers of the QN Editorial Group, and for the magazine L'Informatore Agrario.

### Scientific Associations

Member of the following scientific institutions: Italian Association of Agricultural Economics (SIDEA), Italian Association of Agri-food Economics (SIEA), Study Center for the Economics and Evaluation of the Territory (CeSET), European Association of Agricultural Economists (EAAE), Accademia dei Georgofili, Italian Academy of Vine and Wine, where he is a councilor and treasurer; Member of the American Association of Wine Economists; Founding member and councilor of the European Association of Wine Economists (EuAwe).

### Publications

Alessio Sartore, Davide Gaeta (2026): *Measuring the Sales Impact of Cognitive vs Emotional Priming in Wine Tourism: Evidence from a Field Experiment*. 5th Conference of the European Association of Wine Economists (EuAWE), Atti di convegno, Trieste, giugno 2026

Davide Gaeta, Alessio Sartore, Sara Cancilleri (2025). *Uncorking the experience: identifying interruptions and unmet needs in wine tastings through the Gestalt cycle of contact*. Conference of the European Association of Wine Economists (EuAWE), Atti di convegno, Saragozza 2025

Gaeta, D. N., & Perali, F. (2025). *An Italian Perspectives on the Wine Market Crisis*. Symphonya. *Emerging Issues in Management*, (2), 9–20. <https://doi.org/10.4468/2025.2.02gaeta.perali>

Risso, M., & Gaeta, D. N. (2025). *Ouverture de 'Wine Global Competition. Emerging Issues'*. Symphonya. *Emerging Issues in Management*, (2), 1–8. <https://doi.org/10.4468/2025.2.01ouverture>

Julian Alston; Davide Gaeta (2024): *Some of the Economics of PDOs as Collective Brands for Wine*. Conference of the European Association of Wine Economists (EuAWE), Atti di convegno. Lecce 2024

- Niklas Britta, J.M Cardebat, Back Robin M, Gaeta Davide Nicola Vincenzo, Pinilla Vincente, Rebelo Johao, Jara-Rojas, Guenter Schamel (2022): *Wine industry perceptions and reactions to the COVID-19 crisis in the Old and New Worlds; Do business models make a difference?* Agribusiness. Vol. 38, Issue n.4, 2022.

- D.Gaeta (2022): Autorizzazioni agli impianti: Italia in testa in Europa, L'Informatore agrario, n.4 2022

- Dubois, M.; Agnoli, L.; Cardebat, J.-M.; Compés, R.; Faye, B.; Frick, B.; **Gaeta, Davide Nicola Vincenzo**; Giraud-Héraud, E.; Le Furi, E.; Livat, F.; Malorgio, G.; Masset, P.; Meloni, G.; Pinilla, V.; Rebelo, J.; Rossetto, L.; Schamel, G.; Simon-Elorz, K. (2021), Did Wine Consumption Change During the COVID-19 Lockdown in France, Italy, Spain, and Portugal?, JOURNAL OF WINE ECONOMICS, 16:2, pp. 131-168

- Alston, Julian M.; **Gaeta, Davide Nicola Vincenzo (2021)**, Reflections on the Political Economy of European Wine Appellations, ITALIAN ECONOMIC JOURNAL, 7, pp. 219-258

## CURRICULUM VITAE

*Prof. Davide Nicola Vincenzo Gaeta*

- P. Corsinovi, D. Gaeta (2019), Introduction: Regulation in the Wine Sector, Part II in “The Palgrave Handbook of Wine Industry Economics” Editors: A. Alonso Ugaglia; J.M. Cardebat; A. Corsi. Palgrave Macmillan, pp. 249-252
- P. Corsinovi, D. Gaeta (2019), The European Wine Policies: Regulations and Strategies, Part II in “The Palgrave Handbook of Wine Industry Economics” Editors: A. Alonso Ugaglia; J.M. Cardebat; A. Corsi. Palgrave Macmillan, pp. 265-290
- P. Corsinovi, D. Gaeta (2018), Do Top 100 wine lists provide consumers with better information? - Economic Bulletin, 2018, Vol. 38 (2) pp 983-994
- P. Corsinovi, D. Gaeta (2017), EU Wine Policies and their consequences on the Global Wine Trade, *Economia Agro-alimentare/Food Economy*.
- P. Corsinovi, D. Gaeta (2017), Interventionist Policies and Market Failures of Wine Regulations in “It’s A Jungle Out There - The Strange Animals Of Economic Organization In Agri-Food Value Chains”(Eds) L. K.E Dries, K. Karantininis; G. Martino; J.M. Codron and S. Pascucci Wageningen Academic press.
- Pagliarini, E., Laureati, M., Gaeta, D. (2015). Sensory descriptors, hedonic perception and consumer’s attitudes to Sangiovese red wine deriving from organically and conventionally grown grapes. In Environmentally Sustainable Viticulture. Practices and Practicality, Gerling, C. (Ed.). Apple Academic Press, Wareton, USA. ISBN: 978-1-77188-112-8.
- P. Corsinovi, D. Gaeta (2016), Collective actions within a wine producer’ organization: bulk wine price and its driver – Paper prepared for presentation at the 153<sup>th</sup> EAAE Seminar ‘New dimensions of market power and bargaining in the agri-food sector: Organisations, policies and models.’ Gaeta, Italy, June 9-10, 2016
- P. Corsinovi, D. Gaeta (2016), The EU wine policy orientations through the budget expenditure analysis (1970-2015). Annual American Association Wine Economist (AAWE) Conference in Bordeaux (France), June 21-25, 2016
- P. Corsinovi, D. Gaeta (2015), The European wine policy through producer support estimates: an attempt at analysis. *Global Advanced Research Journal of Agricultural Science (GARJAS)*. Vol. 4(5) May 2015
- P. Corsinovi, D. Gaeta (2015), *Managing the quality wines beyond Policies and Business Strategies*. Review of Contemporary Business Research June 2015, Vol. 4, No. 1, pp. 24-31. Published by American Research Institute for Policy Development
- D. Gaeta, P. Corsinovi and G. Rausser (2015), *The Political Economy of traditional terms* – Paper accepted for the annual American Association Wine Economist (AAWE) Conference in Mendoza (Argentina), May 26-30, 2015
- D. Gaeta, P. Corsinovi (2015), *Traditional Terms and Appellation wines: debates in sight of TTIP negotiation*
- Paper accepted for the 145<sup>th</sup> European Association Agricultural Economics, EAAE Seminar, Parma (Italy) April 14-15, 2015
- Pagliarini, E., Laureati, M., Gaeta, D. (2014). Sensory descriptors, hedonic perception and consumer’s attitudes to Sangiovese red wine deriving from organically and conventionally grown grapes. In Applied Olfactory Cognition, Zucco, G.M., Schaal, B., Olsson, M.J., & Croy I. (Eds.), pp.72-78. Doi: 10.3389/978-2-88919-343-1.
- D. Gaeta and P. Corsinovi (2014), *Economics, Governance, and Politics in the Wine Market: European Union Developments*. Palgrave Macmillian, USA.  
<http://www.palgrave.com/products/title.aspx?is=9781137398499>
- M.Laureati, D.N. Gaeta; E. Pagliarini (2014), *Qualitative and sensory evaluation of Sangiovese red wine obtained from organically and conventionally grown grapes*, Italian Journal of Food Science, vol. XXVI , n. 4, pp. 355-362
- D. Gaeta and P. Corsinovi, (2014), *Producer Single Commodity Transfer: a comparison of policy intervention between wine and others European agriculture products* Paper prepared for the Conference: Enometrics XXI
- European Association of Wine Economists, Economists at the service of Wine & Vine – Lyons, France 4-7 June 2014.

## CURRICULUM VITAE

*Prof. Davide Nicola Vincenzo Gaeta*

- D. Gaeta, P. Corsinovi (2013), *Replanting Right and Liberalizations: an Attempt to analyze a Controversial Instrument of Agricultural Policy in the Chianti Classico area* - Conference book proceedings in Crescimanno, M.; Casini L. and Galati A. (eds) (2013), *Dynamics of Land Value and Agricultural Policies*. Medimond International Proceeding Bologna, Italy, pp. 93-101. <http://www.medimond.com/ebook/QY22.pdf>
- P. Corsinovi, D. Begalli, D. Gaeta (2013), *Public choice theory as a tool for CMO wine reform analysis*. *World Review of Entrepreneurship, Management and Sustainable Development*, vol. 9, n. 2 pp. 216-229.
- E. Pagliarini, M. Laureati, D. Gaeta (2013) *Sensory descriptors, hedonic perception and consumer's attitudes to Sangiovese red wine deriving from organically and conventionally grown grapes* "Frontiers in Psychology", vol. 4, 2013, pp. 1-7.
- P. Corsinovi, D. Gaeta, A.M. Corsi, (2013), *Consumer preferences of rosé wine: an analyses trough the Best: Worst method*. Paper prepared at 7AWB (Academy of Wine Business Research) International Conference. June 2013 Canada.
- D. Gaeta, D. Begalli and P. Corsinovi (2012), *The alignment of European Law in pre-candidate countries: case of Bosnia and Herzegovina wine law*. 126<sup>th</sup> EAAE Seminar, 'New challenges for EU agricultural sector and rural areas, which role for public policy?' Capri, Italy, June, 27<sup>th</sup> – 29<sup>nd</sup>, 2012.  
[http://ageconsearch.umn.edu/bitstream/126100/2/gaeta\\_corsinovi\\_begalli.pdf](http://ageconsearch.umn.edu/bitstream/126100/2/gaeta_corsinovi_begalli.pdf)
- D. Gaeta, P. Corsinovi (2012), *I diritti di reimpianto e l'ipotesi di liberalizzazione: un tentativo di analisi nell'area Chianti Classico di un discusso strumento di politica agraria*. CESET conference, (Research Centre for Appraisal and Land Economics) -November 22-23 (2012), Palermo – Italy
- D. Gaeta, D. Begalli and P. Corsinovi (2011), *Public support on young Tuscan wine farmers: PERTs or PESTs policies?* 4th EuroMed Conference of the EuroMed Academy of Business Crete, Greece, 20th - 21st October 2011 – Business Research Challenges in a Turbulent Era - ISBN: 978-9963-711-01-7.
- D. Begalli, S. Codurri; D. Gaeta (2011), *Agro-environmental policy in the wine sector: An investigation in an italian district "Calitate-Acces la succes"*, vol. II, n. Supplemento 2011, Vol. II, pp. 11-16
- P. Corsinovi, D. Begalli and D. Gaeta (2011), *The Public Choice theory as a tool for CMO wine analysis*. 4th EuroMed Conference of the EuroMed Academy of Business Crete, Greece, 20th - 21st October 2011. – Business Research Challenges in a Turbulent Era - ISBN: 978-9963-711-01-7.
- D. Begalli, P. Corsinovi and D. Gaeta (2011), *The CMO wine reform between pressure groups and national alliances: an approach through Public Choice analysis*. Paper presented at the 5th Annual Meeting American Association of Wine Economists, 24-25 June 2011 Bolzen – Italy.  
[http://www.wineeconomics.org/meetings/Bolzano2011/Submissions/Begalli\\_Corsinovi\\_Gaeta.pdf](http://www.wineeconomics.org/meetings/Bolzano2011/Submissions/Begalli_Corsinovi_Gaeta.pdf)
- D. Begalli, P. Corsinovi and D. Gaeta (2011), *An evaluation of public support sustainability on young Tuscan wine farmers*. Paper presented at the 6<sup>th</sup> AWBR International Conference 9 – 10 June 2011 Bordeaux Management School, BEM – Bordeaux - France <http://academyofwinebusiness.com/wp-content/uploads/2011/09/67-AWBR2011-Begalli-Corsinovi-Gaeta.pdf>
- D. Begalli; S. Codurri; P. Corsinovi and D. Gaeta (2010) "The agro-environmental policy and its role in supporting farm incomes: a local case study", in Popescu G. "Economy of transfer knowledge for sustainable development and environment protection – International Conference, Bucharest, pp. 5-12, ISBN 978-973-1716-74-9.
- D. Gaeta (2009), *Evoluzione del processo di riforma tra mutamenti del mercato, gruppi di pressione e alleanze nazionali*. In Pomarici, E., Sardone, R. (Eds.), *L'OCM vino, la difficile transazione verso una strategia di comparto* (2009), Rome: INEA, pp.49-69. [http://www.inea.it/public/pdf\\_articoli/885.pdf](http://www.inea.it/public/pdf_articoli/885.pdf)
- D. Begalli, S. Codurri, D. Gaeta (2009), *Wine and web marketing strategies. The case study of Italian speciality wineries* "British Food Journal", vol. 111, n. 6, 2009, pp. 598-619
- D. Begalli, S. Codurri, D. Gaeta (2009), *Bio-energy from winery by-products: a new multifunctional tool for the Italian wine districts*, in ; *The role of knowledge, innovation and human capital in multifunctional agriculture and territorial rural development*, Institute of Agricultural Economics, Belgrado, Serbia, Proceedings of "113th Seminar of the EAAE "The role of knowledge, innovation and human capital in multifunctional agriculture and territorial rural development"", Belgrado, 9-11 December 2009, pp. 459-468
- M. Laureati, E. Pagliarini, D. Gaeta, S. Bertoli (2008), *Perceptive, psychological and behavioural determinants of obesity* "Chemical Senses" 2008, pp. 132-133.