

## Prof. Diego Begalli – CV

### Affiliation:

Chair of Agricultural Economics and Rural Appraisal, Department of Management - University of Verona  
24, Via Cantarane, 37129 Verona, Italy, tel.: +39 045 8028731; cell.: +39 333 9851017

email: [diego.begalli@univr.it](mailto:diego.begalli@univr.it)

personal page: <http://www.dea.univr.it/?ent=persona&id=2051&lang=en>.

Google Scholar page: <http://scholar.google.it/citaWons?user=iDeUj6IAAAAJ&hl=it>

Scopus page: <http://www.scopus.com/authid/detail.url?authorId=8947526500>

Orcid page: <http://orcid.org/0000-0002-2224-9881>

### PERSONAL INFORMATION

Date of birth: September 23, 1957

Home address: 12, Strada del Casalino, 37127 Verona, Italy

Personal status: Married to Daniela, 2 children: Nicola (1987), Elisa (1990).

Citizenship: Italy.

### EDUCATION

o Laurea (Joint B.Sc. and M.Sc.) in Agricultural Science, Major Field Agricultural Economics and Rural Appraisal; degree granted May 1981 by the University of Bologna, Italy.

o Attendance Ph.D. in Agro-food Economics and Policy, 1987-88, University of Padova, Italy.

### ACADEMIC RESEARCH INTERESTS

Agribusiness, wine business and marketing, market research, consumer behaviour.

### CURRENT ACADEMIC POSITION

Professor, Department of Management, University of Verona, Italy, since December 2002 to date.

### PAST ACADEMIC EMPLOYMENT

o Research Assistant, InsWtute of Agricultural Economics and Policy, University of Verona, Italy, 1982-1986.

o Research Assistant, InsWtute of Economics and Business AdministraWon, University of Udine, Italy, 1986-1988.

o Researcher, Department of Agribusiness, University of Udine, Italy, November 1988-September 1992.

o Associate Professor, Department of Agribusiness, University of Udine, Italy, October 1992-February 2000.

o Professor, Department of Agribusiness, University of Udine, Italy, March 2000-December 2002.

### HONORARY POSITIONS

Adjunct Professor, University of Agricultural Sciences and Veterinary Medicine, Iasi, Romania, October 2008-September 2011.

RESEARCH AWARDS 2009 Emerald award for the arWcle "Wine and web markeWng strategies: The case study of Italian speciality wineries", BriWsh Food Journal, Vol. 111, Issue 6, pp. 598- 619, as one of the most innovative research published in Emerald Journals in 2009. Review:

<http://www.emeraldinsight.com/doi/pdfplus/10.1108/02580541011031405>.

### TEACHING EXPERIENCE

Undergraduate:

o Agribusiness, (1992-2002) Faculty of Agriculture, University of Udine, Italy, Module leader; (2003-2004) Faculty of Economics, University of Verona, Italy, Module leader.

o Applied economics, (1992-1994) Faculty of Engineering, University of Udine, Italy, Module leader.

o Market of agricultural products, (1995-1996) Faculty of Science, University of Verona, Italy, Module leader.

o Agricultural economics and policy, (1996-1997) Faculty of Science, University of Verona, Italy, Module leader.

o Marketing, (1997-1998) Faculty of Economics, University of Verona, Italy, Module leader.

o Farm management, (1998-2002) Faculty of Agriculture, University of Udine, Italy, Module leader.

o Food marketing, (1998-2004) Faculty of Economics, University of Verona, Italy, Module leader; (2000-2002) Faculty of Agriculture, University of Udine, Italy, Module leader.

o Wine economics, (2000-2001) Faculty of Agriculture, University of Udine, Italy, Module leader; (2002-2010) Faculty of Science, University of Verona, Italy, Module leader.

o Cellar door wine tourism, (2017/18) Dept. of Biotechnology, University of Verona, Italy, Module leader.

o Wine marketing, (2000-2002) Faculty of Agriculture, University of Udine, Italy, Module leader; (2003-2008; 2012-2022) Faculty of Science and Dept. of Biotechnology, University of Verona, Italy, Module leader.

o Environmental economics, (2009-11) University of Agricultural Sciences and Veterinary Medicine "Ion Ionescu de la Brad", Iasi, Romania.

o Food Marketing (2023-24) Dept. of Biotechnology, University of Verona.

Post-graduate (M.Sc.):

o Project management, (2008-2009) University of Agricultural Sciences and Veterinary Medicine "Ion Ionescu de la Brad", Iasi, Romania.

o E.U. food policies, (2009-2010; 2012-2014) Faculty of Science, University of Verona, Italy, Module leader.

o Wine business, (2009-2011) Faculty of Agriculture, University of Padova, Italy, Module leader.

o Wine Marketing, (2009-2011) Faculty of Economics, University of Verona, Italy, Module leader.

- o Investment analysis in the wine industry, (2009-2014) Faculty of Economics, University of Verona, Italy, Module leader.
- o Agribusiness, (2015-2023) Dept. of Biotechnology, University of Verona, Module leader.

Post-graduate (Research Doctorate Level):

- o (Invited guest lecturer) The concept of quality applied to wine (Ph.D. program in Wine economics and rural development, University of Florence, Florence October/November 2006). Module leader. Repeated in 2007.
- o (Invited guest lecturer) Methodologies of market research (Ph.D. program in Wine economics and rural development, University of Florence, Florence October/November 2008). Module leader. Repeated in 2009.
- o (Invited guest lecturer) Methodologies for the analysis of perceived quality (Ph.D. program in Wine economics and rural development, University of Florence, Florence October/November 2008). Module leader. Repeated in 2009.
- o (Invited guest lecturer) Methods of market segmentation (Ph.D. program in Wine economics and rural development, University of Florence, Florence October/November 2009). Module leader. Repeated in 2010.
- o (Invited guest lecturer) The economic dimension of terroir in the international wine market (Ph.D. program in Law, University of Trento, Trento November 2014). Module leader.

## RESEARCH PROJECTS

Scientific responsibility of national and international projects

- o MIUR (Italian Ministry of University and Research) (2004-2006) "The landscape and the environmental interventions in the regional rural development policies" - Leader of the research unit.
- o MIUR (Italian Ministry of University and Research) (2005-2007) "The role of the wine industry in the sustainable development processes" - Leader of the research unit.
- o Veneto Region (2006-2008) "WinEmoWon" - Project leader.
- o European Union - Veneto Region - Rural Development Program, Measure 124, (2009-2011) "The value of territorial natural wines in Veneto region" - Project leader.
- o National Authority for Scientific Research (NASR), Romania, Sectorial Operational Programme, Priority Axis 2, Operational 2.1.2., (2010-2013) "Analysis of opportunities for adaptation of Romanian vineyard ecosystems in the new competitive and environmental contexts (Vin.Eco.Challenge)" - Project leader.
- o European Union - Veneto Region – Rural Development Program, Measure 124, (2013-15) "New methodologies for the evaluation of CO2 emissions reduction in the wine regions in a perspective of economic and market sustainability" – Project leader. Participation as part of research units
- o CNR (National Research Council) (1981-1986) "Increasing the productivity of agricultural resources", Subproject "Marginal agricultural systems".
- o CNR (National Research Council) (1987-1991) "The search of innovation in the agricultural systems", Subproject "The environmental dimension of agricultural systems".
- o European Union (1992-1996), Concerted Action No. DGVI. AIR3-CT94-2518 "Quality and competitiveness of European rice".
- o European Union (1997-2000), "Analysis of dairy farms efficiency in mountain regions".
- o POSDRU (Sectorial Operational Programme Human Resources Development) (2009-2010), Priority 3, "Service enterprises protagonists of the territorial development", Romania.
- o POSDRU (Sectorial Operational Programme Human Resources Development) (2009-2010), Priority 3, "The entrepreneurship support and development in the Tourism Industry in the Northeast Region", Romania.
- o World Bank (2010) "Modernisation of the Information and Knowledge Systems in Agriculture (MAKIS)", Romania.
- o European Union H2020 (2018-2021) "SUSCHOICE - Towards Sustainable Food and Drink choices among European Young Adults: Drivers, Barriers and Strategic Implications", MIUR-Italy, RCN-Norway, FORMAS-Sweden, PM-BLE Germany, and UEFISCDI-Romania.
- o PRIN (2022) "(Un)healthy food and choice behaviour (ChoiceHealthFood)".
- o PRIN (2022) "Engaging and orienting the young in the complexity of climate change and Sustainability to foster agency and deliberation in socially relevant choices (ENCOMPASS)".

## LEADERSHIP POSITIONS

- o Head of the Inter-university Department of Viticulture and Oenology (CIVE) between the University of Padua and Verona, (2003-2006). The CIVE founded and managed the B.Sc. in "Viticulture and Oenology".
- o Chair of the Master and Post-Graduate Course in "Wine Business and International Competition", (2006-2007), Faculty of Economics, University of Verona.
- o Chair of the Post-Graduate Course "Professional Development in the Agro-Food District: A Path of High Education", (2008-2009), University of Verona. Course supported by the European Social Fund (ESF), the Italian Ministry of Labour and the Veneto Region.
- o Chair of the Post-Graduate Course in "Wine Packaging and Communication", (2008-2011), Faculty of Economics, University of Verona.
- o Member of the Board of Directors of the Local Action Group (GAL) "Gal della pianura Veronese", (2010-2012), Veneto Region, Rural Development Plan, Axis 4.
- o Vice President of the International Academy of Sensory Analysis (IASA), (2005-2020).
- o Member of the Board of Directors of the National Institute of Agribusiness and Sustainability (INAS) (2006-2024). INAS is a consortium between the University of Florence, Naples and Verona, who founded and managed the Ph.D. in "Wine Economics and Rural Development".
- o Chair of the Specialization School in "Wine Business and Marketing" (2008-2023), M.Sc. in Viticulture, Oenology and Wine Marketing, University of Padova, Udine and Verona affiliated to the Euro-master Vinifera.
- o Siquiria SpA, Control and certification of DOC, DOCG and IGT wines, (2009-to date), Member of the appeal committee.

Chair of the Post-Graduate Course "Wine Marketing", (2012-to date), Department of Business Administration, University of Verona.

o Delegate for the Internationalisation, (2014-2018), Department of Business Administration, University of Verona.

o Head of the Department of Management, University of Verona, (2021-2023).

o Delegate for the Knowledge transfer, (2019-2025), University of Verona.

o Member of the Board of Directors of the INEST Consortium (Interconnected North-east InnovaWon Ecosystem), (2022-2025). INEST is a consortium between Universities, Public Research institutions, Territorial institutions and Companies.

It is an ecosystem aimed to add value to research outcomes, make easier technology transfer and digital transformation of companies and related processes, taking care of economic and environmental sustainability and of social impacts.

o Vice-Rector of the University of Verona (2023-to date).

o Member of the board of directors of SMACT (2025-to date).

#### MEMBERSHIP

Member of scientific associations and academies

o Italian Association of Agro-Food Economics (SIEA)

o Italian Association of Agricultural Economists (SIDEA)

o Study Centre of Appraisal and Territorial Economics (CeSET)

o International Academy of Sensory Analysis (IASA)

o Academy of Vine and Wine.

#### PUBLICATIONS

Author of over 130 publications among articles, chapters, volumes, contributes in conference proceedings and reports.

<https://scholar.google.it/citations?user=iDeUj6IAAAAJ&hl=it&authuser=1>

<https://www.scopus.com/authid/detail.uri?authorId=8947526500>