

Prof. Diego Begalli – CV and list of publications

Updated on 30th November, 2018



Affiliation:

Chair of Agricultural Economics and Rural Appraisal
Department of Business Administration - University of Verona
24, Via Cantarane, 37129 Verona, Italy
tel.: +39 045 8028731; cell.: +39 333 9851017
email: diego.begalli@univr.it
personal page: <http://www.dea.univr.it/?ent=persona&id=2051&lang=en>.

Google Scholar page: <http://scholar.google.it/citations?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

- 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.
- Ph.D. in Agro-food Economics and Policy, degree granted October 1990 by the University of Padova, Italy.

ACADEMIC RESEARCH INTERESTS

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

CURRENT ACADEMIC POSITION

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

PAST ACADEMIC EMPLOYMENT

- Research Assistant, Institute of Agricultural Economics and Policy, University of Verona, Italy, 1982-1986.
- Research Assistant, Institute of Economics and Business Administration, University of Udine, Italy, 1986-1988.
- Researcher, Department of Agribusiness, University of Udine, Italy, November 1988-September 1992.

- Associate Professor, Department of Agribusiness, University of Udine, Italy, October 1992-February 2000.
- 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 article "Wine and web marketing strategies: The case study of Italian speciality wineries", *British 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:

- *Agribusiness*, (1992-2002) Faculty of Agriculture, University of Udine, Italy, Module leader; (2003-2004) Faculty of Economics, University of Verona, Italy, Module leader.
- *Applied economics*, (1992-1994) Faculty of Engineering, University of Udine, Italy, Module leader.
- *Market of agricultural products*, (1995-1996) Faculty of Science, University of Verona, Module leader.
- *Agricultural economics and policy*, (1996-1997) Faculty of Science, University of Verona, Italy, Module leader.
- *Marketing*, (1997-1998) Faculty of Economics, University of Verona, Italy, Module leader.
- *Farm management*, (1998-2002) Faculty of Agriculture, University of Udine, Italy, Module leader.
- *Food marketing*, (1998-2004) Faculty of Economics, University of Verona, Italy, Module leader; (2000-2002) Faculty of Agriculture, University of Udine, Italy, Module leader.
- *Wine economics*, (2000-2001) Faculty of Agriculture, University of Udine, Italy, Module leader; (2002-2010) Faculty of Science, University of Verona, Italy, Module leader.
- *Cellar door wine tourism*, (2017/18) Dept. of Biotechnology, University of Verona, Module leader.
- *Wine marketing*, (2000-2002) Faculty of Agriculture, University of Udine, Italy, Module leader; (2003-2008; 2012-2018) Faculty of Science, Dept. of Biotechnology, University of Verona, Italy, Module leader.
- *Environmental economics*, (2009-11) University of Agricultural Sciences and Veterinary Medicine "Ion Ionescu de la Brad", Iasi, Romania.

Post-graduate (M.Sc.):

- *Project management*, (2008-2009) University of Agricultural Sciences and Veterinary Medicine "Ion Ionescu de la Brad", Iasi, Romania.
- *E.U. food policies*, (2009-2010; 2012-2014) Faculty of Science, University of Verona, Italy, Module leader.

- *Wine business*, (2009-2011) Faculty of Agriculture, University of Padova, Italy, Module leader.
- *Wine marketing*, (2009-2011) Faculty of Economics, University of Verona, Italy, Module leader.
- *Investment analysis in the wine industry*, (2009-2014) Faculty of Economics, University of Verona, Italy, Module leader.
- *Agribusiness*, (2015-2018) Dept. of Biotechnology, University of Verona, Module leader.

Post-graduate (Research Doctorate Level):

- (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.
- (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.
- (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.
- (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.
- (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

- 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.
- 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.
- Veneto Region (2006-2008) "WinEmotion" - Project leader.
- European Union - Veneto Region - Rural Development Program, Measure 124, (2009-2011) "The value of territorial native wines in Veneto region" - Project leader.
- National Authority for Scientific Research (NASR), Romania, Sectorial Operational Programme, Priority Axis 2, Operation 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.
- 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

- CNR (National Research Council) (1981-1986) "Increasing the productivity of agricultural resources", Subproject "Marginal agricultural systems".
- CNR (National Research Council) (1987-1991) "The search of innovation in the agricultural systems", Subproject "The environmental dimension of agricultural systems".
- European Union (1992-1996), Concerted Action No. DGVI. AIR3-CT94-2518 "Quality and competitiveness of European rice".
- European Union (1997-2000), "Analysis of dairy farms efficiency in mountains regions".
- POSDRU (Sectorial Operational Programme Human Resources Development) (2009-2010), Priority 3, "Service enterprises protagonists of the territorial development", Romania.
- 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.
- World Bank (2010) "Modernization of the Information and Knowledge Systems in Agriculture (MAKIS)", Romania.
- European Union H2020 (2018-2021) "SUSCHOICE - Towards Sustainable Food and Drink choices among European Young Adults: Drivers, Barriers and Strategical Implications", MIUR-Italy, RCN-Norway, FORMAS-Sweden, PM-BLE-Germany, and UEFISCDI-Romania.

BUSINESS CONSULTING AND PROJECTS COMPANIES

Development projects and feasibility studies

- Irecoop F.V.G. S.c.a.r.l. (2000-2001) "The competitiveness of the wine supply chain in the Friuli Venezia Giulia region and the role of cooperatives", Project leader.
- NAOC (Nigerian Agip Oil Company) (2000-2002) "Integrated rural development project in Bayelsa State (Nigeria)", Feasibility study, Leader of the socio-economic group.
- Camera di Commercio, Industria, Artigianato e Agricoltura di Verona (2001) "PDO protocols definition of local agro-food products", Marketing expert.
- Veneto Region (2001) "Study of a model for the monitoring of performance of the promotion program for food products", Team leader.
- Consorzio Tutela Formaggio Monte Veronese (2003-2004) "Improving the quality of the Monte Veronese PDO Cheese", Leader of the marketing group.
- Cantina Produttori Bolzano S.c.a.r.l. (2005) "Size and location of the new wine plant", Feasibility study, Project leader.
- Centro Studi Assaggiatori S.c.a.r.l. (2006-2007) "The valorization of white wines of the Rosazzo area, Friuli Venezia Giulia", Leader of the marketing group.
- POSCCE, Axis 2, Measure 2.2.1 (2009) "Research Institute for Agriculture and Environment (ICAM)", University of Agricultural Sciences and Veterinary Medicine, Iasi, Romania, Feasibility study, International expert.
- Camera di Commercio, Industria, Artigianato e Agricoltura di Verona (2010-2011) "Agri.Lab.Verona. New methodologies for the performance analysis of farms". Project leader.

- Eni Iraq BV (2011-2012) “Sustainable Integrated Pilot Water / Agricultural Projects (SIPWAP)”, Feasibility study, Leader of the socio-economic group.
- B&BFrutta S.r.l. “Project AppleVerona”, Project leader.
- POSCCE, Axis 2, Measure 2.2.1 (2013) “Development of infrastructures for the implementation of new technologies aimed to improve the quality of alcoholic beverages (INFRATECHNOBEV)”, Romanian Academy, Oenology Research Centre, Iasi, Romania, Feasibility study, International expert.
- Vignaioli Veneti S.c.a.r.l. (2013) “Promotion of PDO wines in the international market” (Reg/EC/1234/2007 and 491/2009), Marketing consultant.
- European Union (2013-2014) “Rural Urban Governance (RURBANCE)”, Expert.

Participation as a lecturer in courses for entrepreneurs and professionals

- Italian Association of Agribusiness, Parma (2000) “Annual postgraduate course in marketing of agro-food products”.
- CUOA Foundation, Vicenza (2001) “New educational models for the development of new skills in agro-food and touristic SMEs”.
- I.A.L. Friuli Venezia Giulia (2002) “11th educational course for the professionals of the agro-food chain”.
- Experimental Farm “Vittorio Tadini” (2002) “Farm innovation, development and management”.
- Istituto Agrario San Michele all’Adige, Trento (2004) “Marketing of grappa and spirits”.
- Experimental Centre of Laimburg, Bolzano (2005) “Communication as sale tool for the Italian wine market”.
- Istituto “A. Carantani”, Quistello (Mantova) (2007), course for professionals “Marketing strategies aimed to enhance the wine image”.
- I.T.G. “Cangrande della Scala”, Verona (2008), I.F.T.S. course for professionals “Marketing of agricultural and food products”. Repeated in 2011.
- University of Palermo (2010), master for professionals in “Wine business management”. Repeated in 2011 and 2012.
- Mach Foundation – IASMA, Trento (2011), master for professionals in “Wine supply chain management”. Repeated in 2012.

EDITORIAL

Editor

- Journal of Development and Agricultural Economics, since 2009-2016.

Member of Editorial Board

- Scientific Papers Series "Economic Engineering in Agriculture and Rural Development", since 2010-to date.
- Economia Agro-Alimentare, FrancoAngeli, since 2009-to date.

Academic Reviewer of journals

Aestimum; Asian Journal of Agricultural Extension, Economics & Sociology; British Journal of Applied Science & Technology; International Journal of Globalisation and Small Business; International Journal of Plants & Soil Science; International Journal

of Wine Business Research; Italian Journal of Food Science; Journal of Ecology and the Natural Environment; Journal of Brand Management; Energies.

LEADERSHIP POSITIONS

- 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".
- Chair of the Master and Post-Graduate Course in "Wine Business and International Competition", (2006-2007), Faculty of Economics, University of Verona.
- 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.
- Chair of the Post-Graduate Course in "Wine Packaging and Communication", (2008-2011), Faculty of Economics, University of Verona.
- 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.
- Vice President of the International Academy of Sensory Analysis (IASA), (2005-to date).
- Member of the Board of Directors of the National Institute of Agribusiness and Sustainability (INAS) (2006-to date). 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".
- Chair of the Specialization School in "Wine Business and Marketing" (2008-to date), M.Sc. in Viticulture, Oenology and Wine Marketing, University of Padova, Udine and Verona affiliated to the Euro-master Vinifera.
- Siquria 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.
- Delegate for the Internationalisation, (2014-to date), Department of Business Administration, University of Verona.

MEMBERSHIP

Member of scientific associations and academies

- Italian Association of Agro-Food Economics (SIEA)
- Study Centre of Appraisal and Territorial Economics (CeSET)
- International Academy of Sensory Analysis (IASA)
- Academy of Vine and Wine.

SELECTION COMMITTEES FOR PROMOTION AND APPOINTMENTS AND RESEARCH EVALUATION COMMITTEES

Committees for promotion and appointments (only recent ones)

- Member as external advisor of various appointment committees for the admission to doctoral programs and Ph.D. final examinations (Academy of

Economic Studies, Bucharest, Romania, University of Catania, University of Florence, University of Padua, University of Parma, University of Trento).

- Member as external advisor of various appointment committees for junior and senior research academic positions (University of Florence, University of Milan, University of Naples).
- Member of academic promotion committees to associate professors (University of Bologna, University of Bolzano, University of Padua, University of Verona).
- Member of academic promotion committees to chairs (University of Florence).

Research evaluation committees

- European Union, FP7-KBBE, (2007-2010), Member of research evaluation panels.
- MIUR (Italian Ministry of University and Research), PRIN, (2012), Member of research evaluation panels.
- MIUR (Italian Ministry of University and Research), FIRB, (2012) Member of research evaluation panels.

RESEARCH MANUSCRIPTS PUBLISHED IN PEER-REVIEW JOURNALS (ENGLISH)

Published

1. Capitello R., Agnoli L. and **Begalli D.** (2015), "Determinants of consumer behaviour in novice markets: the case of wine", *Journal of Research in Marketing and Entrepreneurship*, vol.
2. Capitello R., Agnoli L., and **Begalli D.** (2015), "Chinese import demand for wine: evidence from econometric estimations", *Journal of Wine Research*, vol. 26, n. 2.
3. Agnoli L., Capitello R., and **Begalli D.** (2014), "Geographical brand and country-of-origin effects in the Chinese wine import market", *Journal of Brand Management*, vol. 21, n. 7/8.
4. **Begalli D.**, Capitello R., and Codurri S. (2014), "Cooperatives, wine clusters and territorial value: evidence from an Italian case study", *Journal of Wine Research*, vol. 25, n. 1.
5. De Salvo M., **Begalli D.**, and Signorello G. (2014), "The Ricardian model twenty years later: evolution, unresolved issues and empirical problems", *Journal of Development and Agricultural Economics*, vol. 6, n. 3.
6. Capitello R., Agnoli L., **Begalli D.**, and Codurri S. (2014), "Social media and corporate brand visibility in the wine industry: lessons from an Italian case study", *EuroMed Journal of Business*, vol. 9, n. 2.
7. De Salvo M., **Begalli D.**, and Signorello G. (2013), "Measuring the effect of climate change on agriculture: A literature review of analytical models", *Journal of Development and Agricultural Economics*, vol. 5, n. 12.
8. Capitello R., Agnoli L., and **Begalli D.** (2013), "A new approach to the analysis of visitor perceptions towards a tourism destination: the role of food and wine experiences", *Scientific Papers Series "Management, Economic Engineering in Agriculture and Rural Development*, vol. 13 , n. 1.

9. Corsinovi P., **Begalli D.**, and Gaeta D.N. (2013), "Public Choice theory as a tool for CMO wine reform analysis", *World Review of Entrepreneurship, Management and Sustainable Development*, vol. 9 , n. 2.
10. Capitello R., **Begalli D.**, and Agnoli L. (2012), "New consumption patterns for alcoholic beverages: values system, product attributes, and preferences", *Rivista di Studi sulla Sostenibilità*, vol. 3, n. 2.
11. **Begalli D.**, Capitello R., and Codurri S. (2012), "Social Media and Web Marketing Strategies: An Exploratory Study in the Italian Wine Sector", *Scientific Papers Series "Economic Engineering in Agriculture and Rural Development"*, Vol. 12, n. 2.
12. Capitello R., **Begalli D.**, and Agnoli L. (2012), "Package Styles in Wine Marketing: A Case Study of Valpolicella Wines", *Scientific Papers Series "Economic Engineering in Agriculture and Rural Development"*, Vol. 12, n. 2.
13. **Begalli D.**, Codurri S., and Gaeta D. (2011), "Agro-environmental policy in the wine sector: An investigation in an Italian district", *Calitatea-Acces La Succes*, Vol. 2, n. 125, 12.
14. Agnoli L., **Begalli D.**, and Capitello R. (2011), "Generation Y's perception of wine and consumption situations in a traditional wine-producing region", *International Journal of Wine Business Research*, Vol. 23, n. 2.
15. **Begalli D.** and Codurri S. (2011), "Marketing the territorial products: The Soave Wines Denomination of Origin as an Italian case study", *Scientific Papers Series "Economic Engineering in Agriculture and Rural Development"*, Vol. 11, n. 2.
16. **Begalli D.** (2009), "Emerging rural development issues", *Journal of Development and Agricultural Economics*, vol. 1, n. 4.
17. **Begalli D.**, Codurri S., and Gaeta D. (2009), "Wine and web marketing strategies. The case study of Italian speciality wineries", *British Food Journal*, vol. 111, n. 6.
18. **Begalli D.**, Berni P., and Capitello R. (2005), "An occasion-based segmentation approach to the wine market in Denmark", *Journal of International Food and Agribusiness Marketing*, Vol. 17, n. 1.
19. **Begalli D.**, Berni P., and Capitello R. (1997), "An approach to Italian rice consumers through focus groups", *Options Méditerranéennes*, vol.24.
20. **Begalli D.**, Berni P., and Spellini L. (1996), "Strategies of rice processing industries in the 'Vialone Nano Veronese' area", *Options Méditerranéennes*, vol. 15, n. 2.

RESEARCH MANUSCRIPTS PUBLISHED IN PEER-REVIEW JOURNALS (ITALIAN)

21. **Begalli D.**, Capitello R., and Gaeta D. (2009), "Opportunities of territorial policies in light of the new CMO for wine", *Economia & Diritto Agroalimentare*, vol. XIV, n. 1.
22. **Begalli D.**, Agnoli L., and Codurri S. (2009), "Consumers preferences for PDO wines: a qualitative analysis in the Veneto region", *Economia & Diritto Agroalimentare*, vol. XIV, n. 2.

23. Gaeta D., **Begalli D.**, and Codurri S. (2008), "The web-marketing in the USA wine market: new opportunities and old problems in the international trade", *Rivista di Diritto Alimentare*, Vol. 2, n. 3.
24. **Begalli D.** and Berni P. (1998), "Marketing strategies for the valorisation of typical virgin olive oils", *Economia Agro-Alimentare*, n. 3
25. **Begalli D.**, Berni P. and Capitello R. (1997), "The rice distribution chain in Italy: competitive factors and strategic orientations", *Economia Agro-Alimentare*, n. 3.
26. **Begalli D.**, Berni P., Capitello R., and Spellini L. (1996), "Wine consumers perception in a traditional producing area: a Conjoint Analysis application", *Studi di Economia e Diritto*, n. 3.
27. **Begalli D.**, Berni P., and Capitello R. (1996), "Wineries' competitive strategies in typical wine regions: a case study", *Economia Agro-Alimentare*, n. 1.
28. **Begalli D.**, Berni P., and Capitello R. (1995), "Qualitative factors affecting wine consumers perception: a market segmentation analysis", *Studi di Economia e Diritto*, n. 3.
29. **Begalli D.** (1995), "Methods for the qualitative analysis of the demand: a review", *Studi di Economia e Diritto*, n. 4.
30. **Begalli D.** and Berni P. (1993), "Structural characteristics of rice consumption in two relevant Italian regions", *Rivista di Economia Agraria*, n. 4.
31. **Begalli D.**, Perali F., and Stroppa M. (1990), "Family farm and job choices: empirical evidence in a mountain region", *Studi di Economia e Diritto*, n. 4.
32. **Begalli D.**, Berni P., and Perali F. (1988), "Family farms adaptation strategies in a mountain region", *Studi di Economia e Diritto*, n.4.
33. **Begalli D.** (1988), "Common agricultural policy and international trade of agricultural products", *Rivista di Economia Agraria*, n.1.
34. **Begalli D.** (1988), "Corn supply function estimation in the Veneto region through an asymmetric response model", *Studi di Economia e Diritto*, n.1.

PAPERS IN PEER-REVIEWED PROCEEDINGS (ENGLISH)

35. Capitello R., Agnoli L., and **Begalli D.** (2014), "The contribution of personal values in explaining consumer utility", in Vrontis D., Weber Y., and Tsoukatos E. (Edited by), *The Future of Entrepreneurship*, EuroMed Press, Proceedings of the 7th Annual Conference of the EuroMed Academy of Business, Kristiansand, Norway.
36. Capitello R., Agnoli L., and **Begalli D.** (2014), "Understanding the wine consumption behaviour of Generation Y in Italy", in Proceedings of the 8th International Conference of the Academy of Wine Business Research, Hochschule Geisenheim University, Geisenheim, Germany.
37. Agnoli L., Capitello R. and **Begalli, D.** (2013), "Factors influencing the decision-making process of the new wine consumers", in Vrontis D., Weber Y. and Tsoukatos, Y. (Edited by), *Confronting contemporary business challenges through management innovation*, EuroMed Press, Proceedings of the 6th Annual Conference of the EuroMed Academy of Business, Estoril, Cascais, Portugal.
38. **Begalli D.**, Capitello R., and De Salvo M. (2013), "Evaluation of Climate Change Effects on the Wine Industry: An Interdisciplinary Approach", in

- Popescu G., Istudor N., and Boboc D. (Edited by), *Competitiveness of agro-food and environmental economy – CAFEE13*, Proceedings of the Second International Conference “Competitiveness of agro-food and environmental economy” (CAFEE '13), Bucharest, Romania.
39. **Begalli. D.** and Capitello R. (2013), “Structural and organisational changes, governance and the social strategy of cooperatives: Empirical evidence from the Italian wine sector” in *Competitiveness of agro-food and environmental economy – CAFEE12*, Proceedings of the Conference "Competitiveness of agro-food and environmental economy – CAFEE12", Bucharest, Romania.
 40. Capitello, R., **Begalli, D.**, and Agnoli, L. (2012), “Is cellar door an opportunity for bag-in-box? A consumer preferences analysis in the Italian wine market”, in Vrontis D., Weber Y., Kaufmann R., and Tarba S. (Edited by), *Building New Business Models For Success Through Competitiveness and Responsibility*, Nicosia, EuroMed Press, Proceedings of the 5th Annual EuroMed Conference of the EuroMed Academy of Business, Glion-Montreux, Switzerland.
 41. Cimpan, O., **Begalli, D.**, and Codurri, S. (2012), “The production costs of conventional and organic apple orchards in the Veneto Region (Italy)” in *Revista Economica*, Proceedings of the Conference "The persistence of the global economic crisis: causes, implications, solutions", Sibiu, Romania.
 42. **Begalli D.**, Codurri S., and Gaeta D. (2011), "Evaluation of the efficiency of public support for wineries: an analysis of agricultural policies in relation to the compensation on VAT", *Aestimium*, Supplement - Proceedings of the Conference "The evaluation of public support of structural policies".
 43. Gaeta D., **Begalli D.**, and Corsinovi P. (2011), "Public support on wine tuscan wine farmers: PERTS or PEST policies?", in D. Vrontis, Y. Weber, H.R. Kaufmann, S.T.E. Tsoukatos (Edited by), Proceedings of the 4th Annual Euromed Conference *Business Research Challenges in a Turbulent Era*, Elounda, Crete.
 44. **Begalli D.**, Corsinovi P., Codurri S., and Gaeta D. (2010), "The agro-environmental policy and its role in supporting farm incomes: a local case study", Proceedings of the International Conference *Economy of transfer knowledge for sustainable development and environment protection*, Editura Certex, Bucarest.
 45. **Begalli D.**, Codurri S., and Gaeta D. (2009), "Bio-energy from winery by-products: a new multifunctional tools for the Italian wine districts", Proceedings 113th Seminar of the EAAE *The role of knowledge, innovation, and human capital in multifunctional agriculture and territorial rural development*, Institute of Agricultural Economics, Belgrado.
 46. **Begalli D.**, Berni P., Capitello R., and Dalla Bernardina E. (2005), “Qualitative attributes and hedonic price for the sparkling wines” in Blogowski A., Lagrange L., Valceschini E. (Edited by) *Au nom de la qualité. Quelle(s) qualité(s) demain, pour quelle(s) demande(s)?*, ENITA, Clermont Ferrand.
 47. **Begalli D.**, Berni P., and Capitello R. (1999), “Perception du consommateur italien pour le produit de terroir: le cas d’un riz IGP“, in L. Lagrange (Edited by), *Signes officiels de qualité et développement agricole*, Proceedings of SFER, Clermont Ferrand, TEC&DOC, Paris.

48. **Begalli D.**, Berni P., and Capitello R. (1998), "Rice in modern distribution in Italy: factors of competition and strategic orientations", in Chataigner J. (Edited by), "Proceedings of the International Symposium on Rice Quality", Concerted Action EC-DG6 "Quality and Competitiveness of European Rices", *Cahiers Options Méditerranéens*, vol. 24, n. 2, CIHEAM, Montpellier.
49. **Begalli D.**, Berni P., Capitello R., and Spellini L. (1996), "Strategies of the retail of rice in a district of great tradition in cultivation", *Proceedings of the 44th Seminar of EAAE*, Wissenschaftsverlag Vauk, Kiel.
50. **Begalli D.**, Berni P., Capitello R., and Spellini L. (1996), "The perception of the consumers of wine in an area of great tradition in cultivation: an application of the Conjoint Analysis", *Proceedings of the 47th Seminar of EAAE*, Wissenschaftsverlag Vauk, Kiel.
51. **Begalli D.** and Berni P. (1987), "Path Analysis: A Methodological Approach to the Interpretation of Family Farms", *Proceedings of 11th Seminar of EAAE Multipurpose Agriculture and Forestry*, Wissenschaftsverlag Vauk, Kiel.

PAPERS IN PEER-REVIEWED PROCEEDINGS (ITALIAN)

52. **Begalli D.** (2003), "Business networks: organisation and institutions as competitive factors", in Casati D., (Edited by), *The competitiveness of Italian Agricultural Systems*, Proceedings of the 36th Conference of the Italian Society of Agricultural Economics, FrancoAngeli, Milano.
53. **Begalli D.** and Zonin R. (2003), "Estimation of the efficiency of fruit organic farms in the Veneto region", in Giau B. (Edited by), Proceedings of the 35th Conference of the Italian Society of Agricultural Economics *The Italian Agriculture at the threshold of the XXI century*, CORERAS, Palermo.
54. **Begalli D.** (1990), "Analysis of Structural Changes of the Rice World Market during the period 1971-1986", Proceedings of the 26th Conference of the Italian Society of Agricultural Economics, Il Mulino, Bologna.
55. **Begalli D.**, Berni P., and Perali F. (1989), "Importance of Risk in the Acreage Supply Decision of Italian Rice Producers", in Bauer S., Henrichsmeyer W. (Edited by) Proceedings of the 15th Seminar of EAAE *Agricultural Sector Modelling*, Wissenschaftsverlag Vauk, Kiel.
56. **Begalli D.** (1987), "Estimation of the Supply Functions of Sugar Beet in Italy", Proceedings of the 22th Conference of the Italian Society of Agricultural Economics, National Institute for the Communication, Rome.
57. **Begalli D.** (1986), "The Corn Supply in the Veneto Region: Estimation of the County Supply Functions", Proceedings of the 23th Conference of the Italian Society of Agricultural Economics, Il Mulino, Bologna.

PEER-REVIEWED RESEARCH PAPERS AT CONFERENCES (ONLY RECENT ONES)

58. Gaeta D., **Begalli D.** and Cassinelli A. (2008), "Webwine: border or trampoline? Examples of wine multimedia spaces", *Proceedings of the 31th OIV World Conference*, Verona, CD III.A.2.

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