

## **ROBERTA CAPITELLO**

Associate Professor  
Department of Business Administration, University of Verona, Italy

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## **CURRENT POSITION**

- Associate Professor at University of Verona from October 2001 to date (field: Agricultural Economics and Rural Appraisal)

## **PAST ACADEMIC EMPLOYMENT**

- Research Associate in Agricultural Economics, Institute of Agricultural Economics and Policy, University of Verona, 1993-1997
- Research Fellow in Agricultural Economics, Institute of Agricultural Economics and Policy, University of Verona, 1997-2001
- Ph.D. Student Visitor by the Station d'Economie et Sociologie Rurales of the Institute National de la Recherche Agronomique (INRA), Montpellier, France, October 1995 to March 1996

## **EDUCATION**

- Laurea in Business Economics, degree granted June 1993 by the University of Verona, Italy
- Ph.D. in Forestry and Mountain Economics, degree granted March 1997 by the University of Trento, Italy

## **ACADEMIC RESEARCH INTERESTS**

Food marketing; wine marketing; food demand analysis; food consumer behaviour; wine consumer behaviour; sustainability in the food and wine systems; wine economics; wine business management; wine communication; management of agricultural and wine cooperatives; territorial and rural marketing; family firms in the wine industry.

## **TEACHING ACTIVITY**

- Agro-food Economics, Faculty of Economics (2001/02);

- Economics and Management of Agricultural Cooperatives, Faculty of Economics (2001/02, 2002/03, 2003/04 and 2004/05);
- Agribusiness I, Faculty of Economics (2002/03);
- Agro-food Economics, bachelor in Economics (4 CFU) (2003/04 and 2005/06);
- International Agricultural Cooperatives, master in International Economics (5 CFU) (2005/06 and 2006/07);
- Agribusiness I, master of science in International Economics (5 CFU) (2006/07);
- Agro-food Economics – Mod. II Wine Economics, bachelor in Viticulture and Enology, (Universities of Padua and Verona) (4 CFU) (2005/06 and 2006/07);
- Economics and Management of Wine Cooperatives, bachelor in Viticulture and Enology, (Universities of Padua and Verona) (3 CFU) (2002/03, 2003/04 and 2004/05);
- Economics of Wine Markets, bachelor in Viticulture and Enology, (Universities of Padua and Verona) (3 CFU) (2005/06 and 2006/07).
- Economics of Wine System bachelor Viticulture and Enology, (Universities of Padua and Verona) (6 CFU) (2007/08, 2008/09, 2009/10, 2010/11 and 2011/12);
- Economics of Wine Markets, bachelor in Viticulture and Enology (3 CFU) (2007/08, 2008/09, 2009/10, 2010/11 and 2011/12);
- Food and Wine Marketing, master of science in Business Marketing and Communication, (6 CFU) (2010/11, 2011/12, 2013/14 and 2014/15);
- Wine Economics, bachelor in Viticulture and Enology (6 CFU) (from 2012/13 to date);
- Food and Wine Marketing, Master of Science in Business Marketing and Communication (9 CFU) (from 2015/16 to date);
- New Tools in Wine Marketing, master of science in Viticulture, Enology and Wine Markets, Universities of Verona, Padova e Udine, & Euromaster of Science “Vinifera” (5 CFU) (from 2011/12 to date)

#### **Thesis supervision:**

- First supervisor of several bachelor and master thesis.
- First supervisor or second supervisor of European master of science thesis of Viticulture and Enology (EMaVE Consortium – Vinifera EuroMaster)
- First supervisor of two Ph.D. thesis in 2007 and 2009.

#### **Other activities related to teaching activities:**

- internal auditor of the Bachelor Degree in Viticultural and Enology, CRUI project “CampusOne” for the assessment of the education quality, 2001-2004
- internal auditor of the Department of Business Administration, “SUA-RD” for the assessment of research quality, 2014

- internal auditor of the Master Degree in Marketing and Corporate Communication for the assessment of the education quality, from 2010 to 2015
- component of the Committee on Teaching of the Bachelor Degree in Viticultural and Enology from 2007 to date
- member of the Board of Professor of the Ph. D. in “Viticultural, Enology and Wine Marketing”, University of Padua, and of the Board of Professor of the Ph. D. in “Wine Economics and Rural Development”, University of Florence, 2004-2012

## PUBLICATIONS (2010-2020)

### Peer-reviewed articles

Bazzani, C., **Capitello, R.**, Ricci, E. C., Scarpa, R., & Begalli, D. (2020). Nutritional Knowledge and Health Consciousness: Do They Affect Consumer Wine Choices? Evidence from a Survey in Italy. *Nutrients*, 12(1), 84.

**Capitello, R.**, Bazzani, C., & Begalli, D. (2019). Consumer personality, attitudes and preferences in out-of-home contexts. *International Journal of Wine Business Research*, Vol. 31 No. 1, pp. 48-67. Doi: 10.1108/IJWBR-06-2018-0022

Köhr, C. K., Corsi, A. M., **Capitello, R.**, & Szolnoki, G. (2019). Family culture and organisational systems as antecedents of market orientation and performance among family wineries. *International Journal of Wine Business Research*, Vol. 31 No. 2, pp. 180-202.

De Salvo, M., **Capitello, R.**, Gaudenzi, B., & Begalli, D. (2019). Risk management strategies and residual risk perception in the wine industry: A spatial analysis in Northeast Italy. *Land use policy*, 83, 47-62.

**Capitello, R.**, & Sirieix, L. (2019). Consumers' perceptions of sustainable wine: an exploratory study in France and Italy. *Economies*, 7(2), 33.

Agnoli, L., Boeri, M., Scarpa, R., **Capitello, R.**, & Begalli, D. (2018). Behavioural patterns in Mediterranean-style drinking: Generation Y preferences in alcoholic beverage consumption. *Journal of Behavioral and Experimental Economics*, 75, 117-125.

De Salvo, M., Begalli, D., **Capitello, R.**, Agnoli, L., & Tabouratzi, E. (2017). Determinants of winegrowers' profitability: evidence from an Eastern Europe wine region. *EuroMed Journal of Business*, 12(3), 300-315.

**Capitello, R.**, Agnoli, L., Charters, S., & Begalli, D. (2017). Exploring place image from visitors' expected and lived experiences: A discrete choice approach. *Journal of Customer Behaviour*, 16(1), 19-34.

Agnoli, L., **Capitello, R.**, De Salvo, M., Longo, A., & Boeri, M. (2016). Food fraud and consumers' choices in the wake of the horsemeat scandal. *British Food Journal*, 118(8), 1898-1913.

**Capitello, R.**, Agnoli, L., & Begalli, D. (2016). Drivers of high-involvement consumers' intention to buy PDO wines: Valpolicella PDO case study. *Journal of the Science of Food and Agriculture*, 96(10), 3407-3417.

Agnoli, L., **Capitello, R.**, & Begalli, D. (2016). Behind intention and behaviour: factors influencing wine consumption in a novice market. *British Food Journal*, 118(3), 660-678.

**Capitello R.**, Agnoli L. & Begalli D. (2015), Drivers of high-involvement consumers' intention to buy pdo wines: Valpolicella pdo case study, *Journal of the Science of Food and Agriculture*, Accepted Article, published online, DOI: 10.1002/jsfa.7521.

De Salvo M., Begalli D., **Capitello R.** & Signorello G. (2015), A spatial micro-econometric approach to estimating climate change impacts on wine firm performance: A case study from Moldavia region, Romania, *Agricultural Systems*, 141: 48-57, doi:10.1016/j.agsy.2015.09.008.

**Capitello R.**, Agnoli L. & Begalli D. (2015), Determinants of consumer behaviour in novice markets: the case of wine, *Journal of Research in Marketing and Entrepreneurship*, 17(1): 110-126, doi: 10.1108/JRME-07-2014-0012.

**Capitello R.**, Agnoli L. & Begalli D. (2015), Chinese Import Demand for Wine: Evidence from Econometric Estimations, *Journal of Wine Research*, 26(2):115-135, DOI: 10.1080/09571264.2015.1014547.

Agnoli L., De Salvo M. & **Capitello R.** (2015), “Assessment of climate change impacts on wine industry: A micro-scale Ricardian analysis”, *Quality – Access to Success*, 16(S1): 228-236, ISSN 1582-2559.

Agnoli L., **Capitello R.** & Begalli D. (2014), Geographical brand and country-of-origin effects in the Chinese wine import market, *Journal of Brand Management*, 21(7-8): 541-558, DOI:10.1057/bm.2014.27.

**Capitello R.**, Agnoli L., Begalli D. & Codurri S. (2014), Social media and corporate brand visibility in the wine industry: lessons from an Italian case study, *Euromed Journal of Business*, 9(2): 129-148, DOI: 10.1108/EMJB-10-2013-0046.

Begalli D., **Capitello R.** & Codurri S. (2014), Cooperatives, wine clusters and territorial value: evidence from an Italian case study, *Journal of Wine Research*, 25(1): 45-61, DOI: 10.1080/09571264.2014.871123.

**Capitello R.**, Agnoli L. & Begalli D. (2013), A new approach to the analysis of visitor perceptions towards a tourism destination: the role of food and wine experiences, *Scientific Series Papers Management, Economic, Engineering in Agriculture and Rural Development*, 13(1): 57-64, print issn 2284-7995, e-issn 2285-3952.

**Capitello R.**, Castellani P. & Rossato C. (2013), Territorio, impresa e consumatore: percorsi esperienziali nelle imprese vitivinicole, *Sinergie*, 90(Gennaio-Aprile): 99-117, DOI: DOI 10.7433/s90.2013.07.

**Capitello R.**, Begalli D. & Agnoli L. (2012), New consumption patterns for alcoholic beverages: values system, product attributes and preferences, *Rivista di Studi sulla Sostenibilità*, 3(2): 15-45, DOI: 10.3280/RISS2012-002003.

Begalli D., **Capitello R.** & Codurri S. (2012), Social Media and Web Marketing Strategies: An Exploratory Study in the Italian Wine Sector, *Scientific Series Papers Management, Economic, Engineering in Agriculture and Rural Development*, 12(2): 23-28, print issn 2284-7995, e-issn 2285-3952.

**Capitello R.**, Begalli D. & Agnoli L. (2012), Package styles in wine marketing: a case study of Valpolicella wines, *Scientific Series Papers Management, Economic, Engineering in Agriculture and Rural Development*, 12(2): 29-34, print issn 2284-7995, e-issn 2285-3952.

Agnoli L., Begalli D. & **Capitello R.** (2011), Generation Y's perception of wine consumption: A discrete choice experiment on consumption situations in a traditional wine-producing region, *International Journal of Wine Business Research*, 23(2): 176-192, DOI 10.1108/17511061111143025.

## Books

**Capitello R.** & Maehle N. (2020), *Case Studies in the Beer Sector*, Elsevier-WP.

**Capitello R.**, Charters S., Menival D., & Yuan J.J. (2017), *The Wine Value Chain in China. Consumers, Marketing and the Wider World*, Elsevier (Asian Studies Series), US/UK.

## Book Chapters

**Capitello R.**, & Sirieix, L. (2020). What does ‘sustainable wine’ mean? An investigation of French and Italian wine consumers. In *Social Sustainability in the Global Wine Industry* edited by Forbes, S. L., De Silva, T. A., & Gilinsky, A.. Palgrave Pivot, Cham.

Begalli D., **Capitello R.** & Agnoli L. (2015), Territorial-Based Marketing Strategies for Typical Agro-Food Products: Issues and Perspectives, in “Agricultural Management Strategies in a Changing Economy”, edited by Popescu G. and Andrei J.-V., IGI Global, Hershey PA (USA), pp. 30-51, ISBN 2327-5677, DOI: 10.4018/978-1-4666-7521-6.ch002.

Begalli D. & **Capitello R.** (2015), Governance and adaptation strategies of cooperatives in the agro-food sector: evidence from an Italian case study, in “Management innovation and entrepreneurship. A global perspective”, edited by Vrontis D., Sakka G. and Amirkhanpour M., Cambridge Scholars Publishing, Newcastle upon Tyne (UK), pp. 256-275, ISBN: 1-4438-7464-7.

**Capitello R.**, Agnoli L. & Begalli D. (2014), Asian growing markets and competition: evidence in the Chinese wine market, in “The Globalization of Chinese Business. Implications for multinational investors”, edited by Taylor R., Chandos - Asian Studies Series, Elsevier, Oxford, pp. 265-291, ISBN 9781843347682.

**Capitello R.**, Agnoli L., Galati A., Begalli D., & Crescimanno M. (2014), Business-to-business service quality assessment in professional wine events: the case of Vinitaly, in “Food and wine events in Europe. A stakeholder approach.”, edited by Cavicchi A. & Santini C., Routledge, London, pp. 110-124, ISBN 9780415827812.

## Peer-Reviewed Proceedings

**Capitello R.**, Agnoli L., Charters S. & Begalli D. (2015), Role of expected and lived experiences in shaping place image, Proceedings 8th Annual Conference of the Euromed Academy of Business “Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment”, 16-18 September 2015, Verona, Italy. <http://emrbi.org/wp-content/uploads/2015/10/euromed2015%20book%20of%20proceedings-2015-10-04.pdf>

**Capitello R.**, Agnoli L., Charters S. & Begalli D. (forthcoming), Terroir in a bottle: segmenting consumer choices in Generation Y, Proceedings of 18th AMS World Marketing Congress, July 14-18, 2015, Bari, Italy.

**Capitello R.**, Agnoli L. & Begalli D. (2014), The contribution of personal values in explaining consumer utility, Proceedings 7th Annual Conference of the Euromed Academy of Business “The Future of Entrepreneurship”, 18-19 September 2014 Kristiansand, Norway.

**Capitello R.**, Agnoli L. & Begalli D. (2014), Understanding the wine consumption behaviour of Generation Y in Italy, 8th Academy of Wine Business Research International Conference, 28-30 June, Geisenheim (Germany), pp. 1-9 ([http://academyofwinebusiness.com/wp-content/uploads/2014/07/CB04\\_Capitello\\_Roberta.pdf](http://academyofwinebusiness.com/wp-content/uploads/2014/07/CB04_Capitello_Roberta.pdf)).

Agnoli L., **Capitello R.** & Begalli D. (2013), Factors influencing the decision-making process of the new wine consumers, Proceedings 6th Annual Conference of the EuroMed Academy of Business “Confronting Contemporary Business Challenges through Management Innovation”, edited by Vrontis D., Weber Y., Tsoukatos E., EuroMed Press, pp. 40-52 (<http://www.emrbi.com/photos/uploads/euromed2013%20book%20of%20proceedings-2013-10-15.pdf>).

**Capitello R.**, Begalli D. & Agnoli L. (2013), Tourism experiences and wine experiences: a new approach to the analysis of the visitor perceptions for a destination. The case of Verona, 7th Academy of Wine Business Research International Conference, June 12-15, 2013, St. Catharines (Canada), (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Capitello-Begalli-Agnoli.pdf>).

**Capitello R.**, Agnoli L. & Begalli D. (2014), Understanding the wine consumption behaviour of Generation Y in Italy, 8<sup>th</sup> Academy of Wine Business Research International Conference, 28-30 June, Geisenheim (Germany), ISBN 978-3-00-047628-0, pp. 1-9

Agnoli L., **Capitello R.** & Begalli D. (2013), Factors influencing the decision-making process of the new wine consumers, Proceedings 6th Annual Conference of the EuroMed Academy of Business “Confronting Contemporary Business Challenges through Management Innovation”, edited by Demetris Vrontis, Yaakov Weber, Evangelos Tsoukatos, EuroMed Press, pp. 40-52.

Begalli D., **Capitello R.** & De Salvo M. (2013), Evaluation of Climate Change Effects on the Wine Industry: An Interdisciplinary Approach, Proceedings of the Second International Conference “Competitiveness of agro-food and environmental economy” (Cafee '13), edited by Popescu G., Istudor N. and Boboc D., 7th-8th november 2013, Bucharest (Romania), Editura Ase, issn 2285–9179, issn-1 2285–9179, pp. 14-26.

**Capitello R.**, Begalli D. & Agnoli L. (2013), Tourism experiences and wine experiences: a new approach to the analysis of the visitor perceptions for a destination. The case of Verona, 7th Academy of Wine Business Research International Conference, June 12-15, 2013, St. Catharines (Canada).

Begalli D. & **Capitello R.** (2013), Structural and organisational changes, governance and the social strategy of cooperatives: Empirical evidence from the Italian wine sector, Proceedings of the First International Conference “Competitiveness of agro-food and environmental economy” (Cafee '12), edited by Popescu G., Istudor N. and Boboc D., 8th-9th november 2012, Bucharest (Romania), Editura Ase, issn 2285–9179, issn-1 2285–9179, pp. 33-47.

**Capitello R.**, Begalli D. & Agnoli L. (2012), Is cellar door an opportunity for bag-in-box? A consumer preferences analysis in the Italian wine market, Proceedings 5th Annual Conference of the EuroMed Academy of Business “Building New Business Models For Success Through Competitiveness and Responsibility”, edited by Demetris Vrontis, Yaakov Weber, Rudi Kaufmann, Shlomo Tarba, EuroMed Press, pp. 282-295.

Agnoli L., Begalli D. & **Capitello R.** (2011), Values, Consumption Situations and Wine Choice Behaviour, 6<sup>th</sup> Academy of Wine Business Research International Conference, 9-11 June, Bordeaux (France), pp. 1-9.

Agnoli L., Begalli D. & **Capitello R.** (2011), How do values influence the consumer utility for wine and the other alcoholic beverages? A focus on Generation Y preferences and consumption situations, “Enometrics XVIII”, 18-20 May, Angers (France).

## **REVIEWER FOR THE FOLLOWING ACADEMIC JOURNALS AND ACADEMIC CONFERENCES:**

Nutrients

Sustainability

EuroMed Journal of Business

International Journal of Wine Business Research

Journal of International Food and Agribusiness Marketing

British Food Journal

Journal of Consumer Culture

Wine Economics and Policy

Journal of Wine Research

Journal of Agricultural and Food Industrial Organization

International Journal of Entrepreneurship and Small Business

AIMS Agriculture and Food

International Journal of Drug Policy

Journal of Food Products Marketing  
Journal of Hospitality and Tourism Management  
Agricultural and Food Economics  
Annual Conference of Academy of Wine Business Research  
Track chair 8<sup>th</sup> and 9<sup>th</sup> Annual Conference of the EuroMed Academy of Business  
Rivista di Economia Agraria

Component of the Editorial Advisory Board, *International Journal of Wine Business Research*, (2016- )

### **RESEARCH PROJECTS:**

- 2018-2021: Project SUSCHOICE “Towards Sustainable Food and Drink Choices among European Young Adults: Drivers, Barriers and Strategical Implications”, finanziato da “SUSFOOD2 ERA-NET The H2020 ERA-net Cofund on Sustainable Food Production and Consumption” and Italian University Ministry – International research project coordinator.
- 2013-2016: Joint Project University of Verona, “New models for the assessment of visitor well-being: establishment of a permanent marketing observatory “To Be Verona. The Italian Lifestyle Taste” to survey the perception of Verona in the world” – project coordinator.
- 2013-2014: Veneto Region – Rural Development Plan (PSR), Measure 124, “Nuove metodologie per il calcolo della riduzione di CO2 a livello di regioni vitivinicole nella prospettiva della sostenibilità economica e di mercato” – Component of the research team.
- 2009-2011: Veneto Region – Rural Development Plan (PSR), Measure 124, “The Territorial Value of the Venetian Local Wines” – Component of the research team.
- 2005-2007: Project MIUR-PRIN “The Role of the Wine Sector in the Sustainable Development Processes” – Component of the research team.
- 2004-06: Project MIUR-PRIN “The Environmental and Landscape Interventions in the Regional Rural Development Policies” – Component of the research team.
- 1997-00: Project EU-Regione Veneto– Obiettivo 5B “Farm Efficiency Analysis for the Dairy Sector in the Mountain Regions” – Component of the research team.
- 1993-1996: EU-DGVI Concerted Action no. AIR3-CT94-2518 “Quality and Competitiveness of European Rices” – Component of the international research team.

### **MEMBERSHIP IN ACADEMIC ASSOCIATIONS**

Academy of Wine Business Research, American Association of Wine Economists, Società Italiana di Economia Agroalimentare (SIEA), Centro Studi di Economia ed Estimo Territoriale (CeSET).

Member of the Executive Committee of Academy of Wine Business Research

### **AWARDS**

2019 Outstanding Reviewer Award, *International Journal of Wine Business Research*, Emerald Literati Network.

2016 Outstanding Reviewer Award, *International Journal of Wine Business Research*, Emerald Literati Network.

2020 OIV Award (International Organisation of Vine and Wine), Economics section: Forbes, S. L., De Silva, T. A., & Gilinsky, A. (2020). Social Sustainability in the Global Wine Industry. Springer. Author of the chapter: Capitello R., & Sirieix, L. (2020). *What does ‘sustainable wine’ mean? An investigation of French and Italian wine consumers*. In Social Sustainability in the Global Wine Industry edited by Forbes, S. L., De Silva, T. A., & Gilinsky, A.. Palgrave Pivot, Cham.

2018 Gourmand Awards W1-7 New World Wine Published Book: *Capitello R., Charters S., Menival D., & Yuan J.J. (2017), The Wine Value Chain in China. Consumers, Marketing and the Wider World, Elsevier (Asian Studies Series), US/UK.*

2017 OIV Special Mention (International Organisation of Vine and Wine), Economics section: Published Book: *Capitello R., Charters S., Menival D., & Yuan J.J. (2017), The Wine Value Chain in China. Consumers, Marketing and the Wider World, Elsevier (Asian Studies Series), US/UK.*

2017 Best Wine Tourism Book in the World Award (China International Gourmand World Book Awards): “Best Practices in Global Wine Tourism”, (Eds: Thach, L. & Charters, S.), NY: Miranda Press; Author of the chapter: *Capitello, R. et al. (2016), Italy – Città del Vino: A National Effort to Promote Wine Tourism in Italy.*

2016 OIV Special Mention, Economics section, “Successful Social Media and Ecommerce Strategies in the Wine Industry” (Eds: Szolnoki G., Thach, L. & Kolb D.), Palgrave Macmillian, US. Author of the chapter: *Capitello R. et al. (2016), Online Communication Approaches and Social Networks in Traditional Wine Regions: A Case Study from Italy.*

Verona, September 22<sup>nd</sup>, 2020

Roberta Capitello