

ROBERTA CAPITELLO

Professore Associato

Dipartimento di Economia Aziendale, Università degli Studi di Verona, Italia

Indirizzo:

Dipartimento di Economia Aziendale

Università degli Studi di Verona

Via Cantarane 24

37129 Verona - Italia

tel. (+)39 045 8028488

e-mail: roberta.capitello@univr.it

POSIZIONE ATTUALE

- Professore Associato presso l'Università degli Studi di Verona da Ottobre 2001 (ssd. AGR/01 Economia ed Estimo Rurale)

PRECEDENTI POSIZIONI ACCADEMICHE

- Assegnista di ricerca in Economia Agraria, presso l'Istituto di Economia e Politica Agraria, Università degli Studi di Verona, 1997-2001
- Collaboratore alla ricerca in Economia Agraria, presso l'Istituto di Economia e Politica Agraria, Università degli Studi di Verona, 1993-1997
- Ph.D. Student Visitor presso la Station d'Economie et Sociologie Rurales dell'Institut National de la Recherche Agronomique (INRA), Montpellier, France, da ottobre 1995 a marzo 1996

TITOLI DI STUDIO

- Laurea in Economia e Commercio, giugno 1993, Università degli Studi di Verona
- Ph.D. in Economia Montana e Forestale, marzo 1997, Università degli Studi di Trento

AREE DI INTERESSE ACCADEMICO

Marketing dei prodotti agroalimentari e vitivinicoli, analisi della domanda alimentare, analisi del comportamento di consumatore di prodotti agroalimentari e vitivinicoli, sostenibilità nel sistema agroalimentare e vitivinicolo, economia e gestione delle imprese vitivinicole, comunicazione del vino, gestione delle imprese cooperative agroalimentari, marketing territoriale rurale

ATTIVITA' DI INSEGNAMENTO ACCADEMICO PRESSO L'UNIVERSITA' DEGLI STUDI DI VERONA

Corsi di Laurea:

- Economia Vitivinicola, 2007 ad oggi, Corso di Laurea in Scienze e Tecnologie Viticole ed Enologiche
- Marketing del Vino, 2012, Corso di Laurea in Scienze e Tecnologie Viticole ed Enologiche
- Economia dei Mercati Vitivinicoli, 2005-2011, Corso di Laurea in Scienze e Tecnologie Viticole ed Enologiche
- Agribusiness, 2001-2007, Facoltà di Economia
- Economia e Gestione delle Cooperative Agroalimentari, 2001-2005, Facoltà di Economia
- Economia e Gestione delle Cooperative Vitivinicole, 2002-2005, Corso di Laurea in Viticoltura ed Enologia
- Agribusiness, 2005-2007, Corso di Laurea in Scienze e Tecnologie Viticole ed Enologiche
-

Corsi di Laurea Magistrale:

- New Tools in Wine Marketing, 2011 ad oggi, Master of Science in Viticulture, Enology and Wine Markets, Universities of Verona, Padova and Udine, & Euromaster of Science

“Vinifera”

- Food and Wine Marketing, 2010 ad oggi, Corso di Laurea Magistrale in Marketing e Comunicazione d’Impresa
- Economia e Gestione delle Cooperative Agroalimentari, 2005-2007, Facoltà di Economia
- Agribusiness, 2006-2007, Facoltà di Economia

Supervisore di tesi di laurea:

- Primo relatore di numerose tesi di laurea e di laurea magistrale
- Primo supervisore o secondo supervisore di tesi dell’European Master of Science in Viticulture and Enology (EMaVE Consortium – Vinifera EuroMaster)
- Primo supervisor di due tesi di dottorato in “Viticoltura, Enologia e Marketing dei prodotti vitivinicoli”, Università degli Studi di Padova, XX ciclo, 2007, e in “Economia Vitivinicola e Sviluppo Rurale”, Università degli Studi di Firenze, XXII ciclo, 2009.

Altre attività accademiche:

- componente della commissione didattica per il corso di laurea in Scienze e Tecnologie Viticole ed Enologiche dal 2007 ad oggi
- internal auditor del corso di laurea in Scienze e Tecnologie Viticole ed Enologiche, progetto CRUI “CampusOne” per la valutazione della qualità didattica, 2001-2004
- internal auditor del Dipartimento di Economia Aziendale, “SUA-RD” per la valutazione della qualità della ricerca, nel 2014
- internal auditor del Corso di Laurea Magistrale in Marketing e Comunicazione d’Impresa, per la valutazione della qualità didattica, dal 2010 al 2015
- componente del collegio docenti dei dottorati di ricerca in “Viticoltura, Enologia e Marketing vitivinicolo”, Università degli Studi di Padova, e in Economia Vitivinicola e Sviluppo Rurale”, Università degli Studi di Firenze, 2004-2012

PUBBLICAZIONI (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).

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, 8th 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-l 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-l 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, 6th 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 PER LE SEGUENTI RIVISTE O CONFERENZE SCIENTIFICHE

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 8th and 9th Annual Conference of the EuroMed Academy of Business

Rivista di Economia Agraria

MEMBRO dell'Editorial Advisory Board, *International Journal of Wine Business Research*, (2016-)

PROGETTI DI RICERCA:

- 2018-2021: Progetto SUSCHOICE “Towards Sustainable Food and Drink Choices among European Young Adults: Drivers, Barriers and Strategic Implications”, finanziato da “SUSFOOD2 ERA-NET The H2020 ERA-net Cofund on Sustainable Food Production and Consumption” e Ministero dell'Istruzione, dell'Università e della Ricerca – Responsabile coordinatore di progetto.

- 2013-2016: Joint Project Università degli Studi di 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” – Responsabile Scientifico.

- 2013-2014: Regione Veneto – Piano di Sviluppo Rurale (PSR), Misura 124, “Nuove metodologie per il calcolo della riduzione di CO2 a livello di regioni vitivinicole nella prospettiva della sostenibilità economica e di mercato” – Componente del gruppo di ricerca.

- 2009-2011: Regione Veneto – Piano di Sviluppo Rurale (PSR), Misura 124, “The Territorial Value of the Venetian Local Wines” – Componente del gruppo di ricerca.

- 2005-2007: Progetto MIUR-PRIN “The Role of the Wine Sector in the Sustainable Development Processes” – Componente del gruppo di ricerca.

- 2004-06: Progetto MIUR-PRIN “The Environmental and Landscape Interventions in the Regional Rural Development Policies” – Componente del gruppo di ricerca.

1997-00: Progetto EU-Regione Veneto– Obiettivo 5B “Farm Efficiency Analysis for the Dairy Sector in the Mountain Regions” – Componente del gruppo di ricerca.

- 1993-1996: EU-DGVI Azione Concertata no. AIR3-CT94-2518 “Quality and Competitiveness of European Rices” – Componente del gruppo di ricerca internazionale.

PARTICIPAZIONE IN ACCADEMIE

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

Componente dell'Executive Committee dell'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. Including 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; including 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. Including the chapter: Capitello R. et al. (2016), *Online Communication Approaches and Social Networks in Traditional Wine Regions: A Case Study from Italy*.

Verona, 22 settembre 2020

Roberta Capitello