

7 Résumé

I hold an MSc in Food Science at Parma University and I am Ph.D candidate at the University of Piacenza (Italy). Currently I am also a research fellow at Department of Food Science at University of Parma. My main research activities have been focused on food economic issues and consumers' behaviour about environmentally friendly products. I also work as a journalist at the local weekly newspaper writing articles related to the agro-food world and sustainability issues. Finally, I am also a member of several Italian food organizations and a professional wine and beer taster

Work and Education experiences:

- Research fellow at the Department of Food Science at University of Parma July 2014 – Present
- PhD Student at Catholic University of Milan November 2011 – present
- Visiting PhD Student at Universidad Politécnica de Madrid – 2014
- Guest member at Newcastle University – 2013
- Collaborator at Qualivita Foundation – 2010/2011
- Professor of Gastronomy at CFP Nazareno "Chef's school" November 2009 - April 2010

Summer schools, courses and conferences attended:

- Advanced School of Economic Psychology in occasion of the 143rd EAAE-AAEA Joint Seminar “Consumer Behavior in a Changing World: Food, Culture, Society” Naples, 2015.
- “Principles of organization and people management, Leadership e membership in advanced organizations” summer school in Milan
- Summer School “Transferable Skills for Research Careers” in Milan
- Summer School “Topics in Industrial Organization, Trade and the Food and Agricultural Sector” with Professor Ian M.Sheldon
- “Management Basics: Strategy And Leadership” by Professor Christian Stadler

- Scuola Estiva per i Dottori e Dottorandi di Ricerca “Formazione e ricerca nelle scienze sociali e in economia agraria”, AIEAA June 2013
- Course for TOEFL iBT Certificato del corso di formazione on-line "La Sostenibilità nella Viticoltura in Italia"
- Software Nvivo 10.0 Prospettive e problematiche dell’analisi qualitativa con particolare riferimento alla Grounded Theory presso Università degli Studi Roma
- Tre Crash Course of Statistics for sociology research at the University of Trento
- Summer School "Inter-firm Networks for Innovation: an Intellectual Property perspective" at the University of Trento
- Introduction to sustainable development e-learning course organized by Sendzimir Foundation (Poland)
- Experimental auction: Theory and Applications in Food Marketing and Consumer Preferences Analysis summer school at the University of Bologna
- Using Choice Experiments to Understand Consumer Preferences: Three Empirical Applications
- Comparative Food Law Lawtech Seminars 2013, University of Trento, November 2013
- Trieste Next- European fair on innovation and the scientific research "Save the food", Trieste September 2012
- IV° Seminar of International Marketing of wine “Come comunicare il vino sullo scaffale e sulla tavola”, San Michele Adige 2013
- III° Seminar of International Marketing of wine “Sostenibilità dell’Azienda vitivinicola: Filosofia di produzione e Strategia di Marketing”, San Michele Adige 2012
- L’agricoltura integrata fra PSR e sostenibilità, University of Piacenza, November 2013
- Food Consumer Science-Focus Balkans Training Module, Slovenia, 2010
- The language of innovation. Fostering collaboration between business and research towards a low-carbon economy, Bologna 2013
- Preference mapping with sensory and consumer data, Seminar held by Prof. Tormod Næs at the University of Bologna, January 2014
- A beginners’ guide to writing in English for university study" online course by University of Reading (UK)
- Spanish language class level B1 in Madrid

Awards:

- Scholarship for the TRADEIT Entrepreneurial Summer Academy - 2014

- Candidate at Pioneers into Practice (PIP) -Transition to a low carbon society - 2013
- Participant at Climate-KIC Journey Summer School - 2014
- Candidate at Expo School in Milan - 2015

European projects involved:

- Pegasus - 2012
- PreSto - 2014
- Prime fish - 2015

Projects:

- Lecture at the course of "Statistica applicata alle ricerche di mercato", Università di Parma – 2014
- Sustainable Wine in Italy: consumers' perception and behaviour analysis di Giovanni Sogari e Chiara Corbo
- A tavola con gli OGM. Intervistatore: Giovanni Sogari; Ospite: Dario Bressanini
- Produzioni biologiche, sempre, mai, quando sostenibili? Intervistatore: Giovanni Sogari e Ospite: Fabrizio Piva e Attilio Scienza, Caffexpò a Milano
- A tavola con gli insetti: l'entomofagia è ancora un tabù? Intervistatore: Giovanni Sogari; Ospite: Paul Vantomme della FAO

Book:

Sogari, G., Vantomme, P., A tavola con gli insetti, Ed. Mattioli 1885, 73 pp., 2014

Papers:

Authors	Year	Title	Reference & Copyright
Sogari, G., Mora, C. and Menozzi, D.	2015	Consumer preferences for wine attributes: the case of sustainable labelling	Contributed paper accepted at EAAE PhD Workshop, Rome, 8-10 June 2015
Sogari, G., Mora, C. and Menozzi, D.	2015	Sustainability in the food sector: the case study of Italian wine	E-book Fondazione Giangiacomo Feltrinelli (2015)

Sogari, G., Mora, C. and Menozzi, D.	2015	Sustainable wine labeling: a framework of consumers' perception	Paper submitted at the Sustainability of Well-being, International Forum, Florence SWIF, June 4-6 2015
Sogari, G., Mora, C. and Menozzi, D.	2015	Consumer's perception and sustainable labelling in the wine sector: an exploratory study in Italy	Paper prepared for presentation at the EAAE-AAEA Joint Seminar "Consumer Behavior in a Changing World: Food, Culture, Society" March 25 to 27, 2015 Naples, Italy. To be submitted at the British Food Journal.
Sogari, G., Corbo, C., Macconi, M., Menozzi, D., Mora, C.	2014	Consumer's attitude towards sustainable wine in Italy	Paper presented at Conference WICaNeM 4th of June - 6th of June 2014 and submitted to the International Journal of Wine Business Research (date: 24th December 2014).
Corbo, C., Sogari, G., Macconi, M., Menozzi, D., Mora, C.	2014	Vino sostenibile: l'atteggiamento dei consumatori italiani	Published in Agriregionieuropa, Dicembre 2014 Available at http://agriregionieuropa.univpm.it/content/article/31/39/vino-sostenibile-latteggiamento-dei-consumatori-italiani
Sogari, G., Menozzi, D., Corbo, C., Macconi, M., Mora, C.	2014	A structural equation modelling approach to explore consumers' attitude towards sustainable wine	Poster paper prepared for presentation at the EAAE 2014 Congress 'AgriFood and Rural Innovations for Healthier Societies', August 26-29, 2014, Ljubljana, Slovenia Available at http://ageconsearch.umn.edu/bitstream/182966/2/poster_paper_Sustainable_wine.pdf
Sogari, G., Mora, C. and Menozzi, D.	2013	Consumers' perception of organic wine. A case study of German and Italian young consumers	In: Lun, L.M., Dreyer, A., Pechlaner, H. and Schamel, G. (eds.) Wine and tourism. A value-added partnership for promoting regional economic cycles. Proceedings of the 3rd Symposium of the Workgroup Wine and Tourism of the German Society of Tourism Research (DGT). EURAC book, Vol. 62. p.101-112

Mora, C. and Menozzi, D. and Sogari, G. and Brennan, M. and Raley, M. and Frewer, L. J.,	2013	Biotechnology and Public opinion: The results of a citizens' jury case study	Italian Association of Agricultural and Applied Economics Congress 2013 Second Congress, June 6-7, 2013, Parma, Italy Available at http://ageconsearch.umn.edu/bitstream/149921/2/189_Mora.pdf
Giovanni Sogari	2013	Sustainable wine: a conceptual framework of consumers' attitudes	Extended abstract prepared for the 5th EAAE PhD Workshop, organized by the Belgian Association of Agricultural Economist, 28 May 2013
Cristina Mora, Giovanni Sogari, Davide Menozzi	2013	Un esperimento di coinvolgimento pubblico in tema di biotecnologie	Published in <i>Agriregionieuropa</i> anno 9 n°34, September 2013 Available at http://agrireregionieuropa.univpm.it/content/article/31/34/un-esperimento-di-coinvolgimento-pubblico-tema-di-biotecnologie
Brennan Mary, Raley Marian, Mora Cristina, Menozzi Davide, Giovanni Sogari, Emery Steven	2012	The Pegasus citizen juries commentary report	(PEGASUS Project Deliverable 7.1 and 7.2) PEGASUS Project
Giovanni Sogari	2012	Consumer's perception of sustainable wine: a literature review	Poster presented at the Traditional Food International in Cesena (Italy) 4-5 October 2012

Other contributions in books (in which I was part of the editorial staff):

Rosati Mauro (2011), "Qualigeo.EU 02, The Journal of Geographical Indications in Europe and in the World", Siena, Edizioni Qualivita

Rosati Mauro (2011), "Qualigeo.EU 01, The Journal of Geographical Indications in Europe and in the World", Siena, Edizioni Qualivita

Rosati Mauro (2011), "Qualivita Atlas 2011, Italian PDO PGI TSG agri-food products", Siena, Edizioni Qualivita

Rosati Mauro (2011), “Qualivita Guide 2011, italian PDO PGI TSG agri-food products”, Siena, Edizioni Qualivita

Osservatorio Qualivita (2010) (ed), “Qualivita Report 2010”, Siena, Edizioni Qualivita