

EUROPEAN
CURRICULUM VITAE
FORMAT



Name

PROF. SAMOGGIA ANTONELLA

SHORT DESCRIPTION

She is currently full-time **Associate Professor** in *Agro-Food Economics and Marketing* (AGR01) at the University of Bologna - Department of Agro-Food Sciences and Technologies. Her research interests are mainly based upon food, agriculture, and rural development policy, consumer behaviour and healthy food urban agro-food systems, agri-food system competitiveness and sustainability, agriculture-food-health-nutrition nexus, value chain analysis and management, food marketing, internationalisation processes, territorial marketing. She has been working as consultant for Regional Governments and Territorial Development Agencies. She has published in a number peer-review journals (see below).

WORK EXPERIENCE

- Dates (from - to)
From 09/2020 as ASSOCIATE PROFESSOR
(from 2/2004 to 09/2020 Assistant Professor)
- Name and address of employer
UNIVERSITY OF BOLOGNA - DEPARTMENT OF AGRO-FOOD SCIENCES AND TECHNOLOGIES, Italy
UNIVERSITY
ASSOCIATE PROFESSOR (permanent position) in Agro-Food Economics and rural appraisal (AGR01)
PhD Oral Defense Committee Chairman in April 2020 of the 32nd Dottorato (PhD) in SCIENZE E TECNOLOGIE AGRARIE, AMBIENTALI E ALIMENTARI at the UNIVERSITY OF BOLOGNA - DEPARTMENT OF AGRO-FOOD SCIENCES AND TECHNOLOGIES, Italy
Thesis candidates:
 - *Dott. Francesco Cavazza (2017-2020). Thesis title: "The digital irrigated agriculture: advances on decision modelling to accompany the sector in exploiting new opportunities"*
 - *Dott.ssa Laura Garcia Herrero (2017-2020). Thesis title: "Understanding the economic and environmental impact of food consumption and waste through life cycle thinking"*
 - *Dott. Shalamujiang Maitiniyazi (2017-2020). Thesis title: "Chinese consumers' perception and willingness to pay for traceability dairy products".*
- Type of business or sector
- Occupation or position held
- Main activities and responsibilities
PhD Supervisor of the following students:
 - *Arianna Ruggeri (2010-2013) 25th PhD Cycle. Thesis title: "Agrofood chain analysis: production, commercialisation and consumption of healthy food for population at risk of poverty in Italy"*
 - *Margherita Del Prete (2019-2022) 35th PhD Cycle. Preliminary Thesis title: "Sustainability Driven Food Supply Chain" - undergoing*
 - *Francesca Monticone (2020-2023) 36th PhD Cycle. Preliminary Thesis title: "Policymaking for sustainable City Region Food Systems (CRSF) initiatives in the European Union. Analysing the governance of food systems and urban food initiatives" - undergoing*
Evaluator on project proposals of USDA
Evaluator on project proposals of European and Italian regional funding
Evaluator on project proposals for the University of Verona
Elected representative of Assistant Professors and Researchers in the University Department Governing body since 2013

Relevant Research projects:
 - *LIKE-A-PRO (HORIZON EUROPE) (currently undergoing) Mainstreaming Alternative Protein Products Across Europe*
 - *GOURMED (PRIMA) (currently undergoing). GOVernance of food supply chain to eqUilibrate pRice and profits of high quality and safe MEDiterranean foods*

- FOOD-E (H2020) (currently undergoing). Food Systems in European Cities
- VALUMICS (H2020) Understanding food value chain and system dynamics
- CHANCE (7FP) on healthy diet for low income population and food chain dynamics
- ORT-BIO (national funding). The project aims at supporting all actors involved in the organic food chain production, in particular for horticulture products
- PACMAN (Med Programme) Promoting attractiveness, competitiveness and internationalisation of Agro-food Clusters of the Med Area
- Regional government funding – Food Value chain analysis on a number of different value chains
- Food chain analysis at regional level – Top class companies analysis for Regional Government
- VI FP – EUROROP project – Setting research agenda for crops competitiveness
- Italian Ministry of Agriculture - ORT-BIO (national funding). The project aims at supporting all actors involved in the organic food chain production, in particular for horticulture products
- Regional government funding - AGRO-FOOD OBSERVATORY on food chain competitiveness
- INTERREG IIIC - BETTER – Analysis of renewable energies chain organization and actors, promotion of innovative energies, and support rural and environmental development policies
- VI FP – ITAES project – Measures and integrated tools for designing and implementing agro-environmental measures in nine European regions (STREP)

H-index: 13

- Dates (from - to)
- Name and address of employer
 - Type of business or sector
 - Occupation or position held
- Main activities and responsibilities

From 02/2021 to today

BOLOGNA BUSINESS SCHOOL

UNIVERSITY

ASSOCIATE PROFESSOR (permanent position) in Agro-Food Economics and Marketing

Professor in the course in STRUCTURE, MANAGEMENT AND DYNAMICS OF THE AGRICULTURAL FOOD SYSTEMS

- Dates (from - to)
- Name and address of employer
 - Type of business or sector
 - Occupation or position held
- Main activities and responsibilities

7/2016 until 8/2016

UNIVERSITY OF BOLOGNA

UNIVERSITY

VISITING SCHOLAR in BROWN UNIVERSITY, PROVIDENCE, RHODE ISLAND, USA

Research activities in cooperation with School of Public Health and Watson Institute International and Public Affairs of Brown University

- Dates (from - to)
- Name and address of employer
 - Type of business or sector
 - Occupation or position held
- Main activities and responsibilities

From 01/2004 - 10/2006

ERVET – EMILIA-ROMAGNA REGIONAL TERRITORIAL DEVELOPMENT AGENCY (Bologna – Italy)

Public-Private

CONSULTANT

Role of scientific officer, liaising officer between Regional Government and territorial agency and projects activities, senior expert.

Development and management of national and international projects concerning territorial and economic development and governance. In particular:

- Food and other chains analysis at regional level
- Social and economic initiatives
- District, cluster and chain production
- International marketing
- Rural and regional development
- *Innofire – Interreg IIIC project funded – Networking of Clusters in the biomedical sector*
- *Territorial and economic analysis of the regional value chains*
- *International territorial marketing*
- *Twinning with Bulgaria, Poland and Turkey*

- Dates (from - to)
- Name and address of employer
 - Type of business or sector
 - Occupation or position held
- Main activities and responsibilities

4/98 to 3/2000

IRS - Istituto di Ricerca Sociale (Bologna – Milano – Italy)

RESEARCH INSTITUTE

RESEARCHER AND CONSULTANT

Coordination of projects, Writing report, Representing the institute in scientific/technical meetings, Field work through one-to-one interviews and questionnaires, Liaising with the ministerial, regional and city council functionaries, Supervising 1 junior researcher
Independent Evaluation of the Obj. 3 Programme – Italy for the Ministry of Labour

*Independent Evaluation of the Community Initiative Employment – Italian Ministry of Labour
International Benchmarking of Five European City Councils' performance (Milan, Birmingham,
Barcelona, Lyon, Frankfurt) for the Chief Executive Office of the City Council of Milan
Planning of the Monitoring System of the Italian NAP (National Action Plan for Employment) for
the Italian Ministry of Labour*

- Dates (from - to) 10/97 to 4/98
- Name and address of employer **European Commission – DG V - Social Affaires – European Social Fund Evaluation Unit (Bruxelles, Belgium)**
INTERNATIONAL INSTITUTION
Stagiaire Consultant Job
Representing the European Commission in front of the fonctionnaires of the Ministry of Labour, Monitoring Committees, and national Technical meetings for the management of the evaluation of Community programmes funded by the ESF; Analysis and evaluation of the reports of the Italian evaluators of the Italian and British Programmes and elected representative of European stagiaires
- Type of business or sector
- Occupation or position held
- Main activities and responsibilities

- Dates (from - to) 1/97 to 9/97
- Name and address of employer **Cambridge Policy Consultant (London, UK)**
CONSULTANCY
EXTERNAL CONSULTANT
Field work through questionnaires and one-to-one interviews; Writing part of the final report; Writing up the questionnaires
*Evaluation of the regional development programme financed by Single Regeneration Budget funds
Evaluation of LDDC (London Docklands Development Corporation)*
- Type of business or sector
- Occupation or position held
- Main activities and responsibilities

- Dates (from - to) 10/96 to 9/97
- Name and address of employer **LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE with Prof. Kleinman and Prof. Mangen (London, UK)**
UNIVERSITY
RESEARCHER - CONSULTANT
Coordinating research; Writing methodology; Carrying out field work; Writing part of the material for publication
*Analysis of the regional development policies through community funding within the London area
Towards Employability – Study on the employability in various socioeconomic sectors
Evaluation of the new policing approach called Proactive Policing
Collection of information and data for the creation of a database on poverty and urban development policies in Europe*
- Type of business or sector
- Occupation or position held
- Main activities and responsibilities

PERSONAL SKILLS

Mother tongue(s)	ITALIAN				
	UNDERSTANDING		SPEAKING		WRITING
Other language(s)	Listening	Reading	Spoken interaction	Spoken production	
ENGLISH	C2	C2	C2	C2	C2
FRENCH	B2	B2	B1	B1	B1

RECENT ACADEMIC PUBLICATIONS

Cirone, F., Petruzzelli, M., De Menna, F., ... **Samoggia, A.**, Pascual-Fernández, J.J., Vittuari, M. (2023) A sustainability scoring system to assess food initiatives in city regions, *Sustainable Production and Consumption*, 36, pp. 88-99

Samoggia, A., Beyhan, Z., (2022) Fairness-Enabling Practices in Agro-Food Chain Sustainability (Switzerland), 14(11), 6391

Barling, D., **Samoggia, A.**, Olafsdottir, G. (2022), Dynamics of Food Value Chains: Resilience, Fairness and Sustainability Agriculture (Switzerland), 12(5), 720

Samoggia, A., Monticone, F., Esposito G., (2022) Governance in the Italian Processed Tomato Value Chain: The Case for an Interbranch Organisation, *Sustainability* (under publication)

McGarraghy S, Olafsdottir G., Kazakov R. Élise Huber, William Loveluck, Gudbrandsdottir I.Y., Cechura L., Esposito G., **Samoggia A.**, Aubert P., Barling D., Đuric I., Jaghdani T., Thakur M., Saviolidis N.M., Bogason S.G., Conceptual System

Dynamics and Agent-Based Modelling Simulation of Interorganisational Fairness in Food Value Chains: Research Agenda and Case Studies (2022), Agriculture, <https://doi.org/10.3390/agriculture12020280>

Čechura, L., Kroupová, Z.Ž., **Samoggia, A.**, (2021) Drivers of productivity change in the Italian tomato food value chain, Agriculture (Switzerland), 11(10), 996

Samoggia, A., Landuzzi, P., Vicién, C.E. (2021) Market expansion of caffeine-containing products: Italian and argentinian yerba mate consumer behavior and health perception, International Journal of Environmental Research and Public Health, 18(15), 8117

Samoggia, A., Grillini, G., Del Prete, M. (2021) *Price Fairness of Processed Tomato Agro-Food Chain: The Italian Consumers' Perception Perspective*, Foods, 10(5), 984

Samoggia, A., Monticone, F., Bertazzoli, A., (2021) *Innovative digital technologies for purchasing and consumption in urban and regional agro-food systems: a systematic review*, Foods, 10(2), 208

Samoggia, A., Rezzaghi, T, (2021). *The consumption of caffeine-containing products to enhance sports performance: an application of an extended model of the theory of planned behaviour*, Nutrients, 2021, 13(2), 344

Vittuari, M., Bazzocchi, G., Blasioli, S., **Samoggia, A.**,...Villalba, G., De Menna, F. (2021) *Envisioning the Future of European Food Systems: Approaches and Research Priorities After COVID-19*, Frontiers in Sustainable Food Systems, 5, 642787

Samoggia, A., Del Prete, M., Argenti, C. (2020) *Functional needs, emotions, and perceptions of coffee consumers and non-consumers*, Sustainability (Switzerland), 2020, 12(14), 5694

Samoggia, A., Riedel, B. (2020) *Assessment of nutrition-focused mobile apps' influence on consumers' healthy food behaviour and nutrition knowledge*, Food Research International, Volume 128, 108766

Saviolidis, N.M., Olafsdottir, G., Nicolau, M., **Samoggia, A.**, Aubert, P.-M., Bogason, S.G. (2020) *Stakeholder perceptions of policy tools in support of sustainable food consumption in Europe: Policy implications*, Sustainability (Switzerland), 2020, 12(17), 7161

Zanetti, M., **Samoggia, A.**, Young, J. (2020) *Fruit sector strategic management: An exploration of agro-food chain actors' perception of market sustainability of apple innovation*, Sustainability (Switzerland), 2020, 12(16), 6542

Del Prete, M., **Samoggia, A.**, (2020) *Chocolate consumption and purchasing behaviour review: Research issues and insights for future research*, Sustainability (Switzerland), 2020, 12(14), 5586

Samoggia, A., Riedel, B., Ruggeri, A., (2020) *Social media exploration for understanding food product attributes perception: the case of coffee and health with Twitter data*, British Food Journal

Samoggia, A., Bordoni, A., Monticone, F., (2020) *Data on the potential of nutrition-information apps from a consumer behaviour perspective*, Data in Brief, Vol. 30, June 2020, Article number 105558

Samoggia, A., Bertazzoli, A., Ruggeri A., (2019) *European rural development policy approaching health issues: an analysis of programming schemes*, International Journal of Environmental Research and Public Health

Samoggia, A., Perazzolo, C., Kocsis, P., Del Prete, M., (2019) *Community Supported Agriculture Farmers' Perceptions of Management Benefits and Drawbacks*, Sustainability 11(12).

Samoggia, A., Bertazzoli, A., Ruggeri A., (2019) *European rural development policy approaching health issues: an analysis of programming schemes*, International Journal of Environmental Research and Public Health

Samoggia, A., Perazzolo, C., Kocsis, P., Del Prete, M., (2019) *Community Supported Agriculture Farmers' Perceptions of Management Benefits and Drawbacks*, Sustainability 11(12).

Samoggia, A., Bertazzoli, A., Ruggeri A., (2019) *Food retailing marketing management: social media communication for healthy food*, International Journal of Retail & Distribution Management

Samoggia, A., Riedel, B. (2019) *Consumers' perceptions of coffee health benefits and motives for coffee consumption and purchasing*, Nutrients, 11(3), 653

Castellini A., **Samoggia A.**, (2018) *Millennial consumers' wine consumption and purchasing habits and attitude towards wine innovation*, Wine Economics and Policy, 7(2), pp. 128-139

Samoggia, A., Riedel, B. (2018) *Coffee consumption and purchasing behavior review: Insights for further research*, Appetite, 129, pp. 70-81

Samoggia A., Castellini A. (2018) *Health-Oriented and Socio-Demographic Characteristics as Determinants of Fish Consumption*, Journal of International Food & Agribusiness Marketing 30(3)

Castellini A., **Samoggia A.**, (2018) *Customers' perception of fish fast-casual restaurants*, Journal of Food Product Marketing, 24(3)

Ruggeri A., **Samoggia A.**, (2018) *Twitter communication of agri-food chain actors on palm oil environmental, socio-economic and health sustainability*, Journal of Consumer Behavior

Samoggia, A., Nicolodi S., (2017) *Consumer's perception of fruit innovation*, Journal of International Food & Agribusiness Marketing, Vol. 29, n.1

- Samoggia, A.**, Bertazzoli, A., Hendrixson, V., Glibetic, M., Arvola, A. (2016) *Women's income and healthy eating perception*, Chapter 8 in book "Gender and Food", Vol 22, *Advances in Gender Research and British Food Journal*; Edited by Dr. Demos. ISBN: 978-1-78635-054-1
- Samoggia, A.** (2016) *Healthy food: determinants of price knowledge of functional dairy products*, *Journal of Food Product Marketing* DOI:10.1080/10454446.2015.1072867
- Samoggia, A.** (2016) *Wine and Health: faraway concepts?*, *British Food Journal*, Vol. 118 Issue 4 <http://dx.doi.org/10.1108/BFJ-07-2015-0267>
- Ruggeri A., Arvola A., **Samoggia A.**, Hendrixson V. (2015) *Food behaviours of Italian consumers at risk of poverty*, *British Food Journal*, n.11/2015 <http://dx.doi.org/10.1108/BFJ-12-2014-0417>
- Bertazzoli A., **Samoggia A.**, Ruggeri A., Arvola A. (2015) *Targeting Consumers at-Risk-of-Poverty: Investigation on Food Chain Actors* *New Medit Journal* n. 3/2015 http://newmedit.iamb.it/edizioni_new_medit,229,229,2015,159,1019,targeting-consumers-at-risk-of-poverty:-investigation-on-food-chain-actors.htm
- Samoggia A.**, Bertazzoli A., Ruggeri A. (2015) Poster on *Agri-health in European Common Agricultural Policy*, presented during LCIRAH Conference (Leverhulme Centre for Integrative Research on Agriculture and Health) held in London on 3rd and 4th June 2015
- Samoggia A.**, Arvola A., Bertazzoli A., Gurinovic M., Hendrixson V., Rivaroli S., Ruggeri A. (2014) *Offering low-cost healthy food: an exploration on food manufacturers' and retailers' perspectives* *IFAMR (International Food and Agribusiness Management Review) Volume 17 Issue 4, 2014* <http://www.ifama.org/resources/Documents/Volume%2017%20Issue%204/V17Issue4SamoggiaArvola.pdf>
- Samoggia A.** (2014) *Functional dairy products: determinants of in-store price recall* *Global Marketing Conference - Bridging Asia and the World: Globalization of Marketing & Management Theory and Practice at Singapore July 2014*
- Bertazzoli A., Rivaroli S., Ruggeri A., **Samoggia A.**, Arvola A., Tuusjärvi E. (2014) *Investigating Italian consumers at risk of poverty, a preliminary study* Paper prepared for presentation at the 3rd AIEAA Conference "Feeding the Planet and Greening Agriculture: Challenges and opportunities for the bio-economy" held on 25-27 June, 2014 in Alghero, Italy
- Maccani P., Molina Villanueva J., **Samoggia A.** (2013) editor of the book *PACMAN project "Promoting Attractiveness, Competitiveness and Internationalisation of Agro-food Clusters of the Med Area*, ISBN: 9788890895449
- Maccani P., **Samoggia A.** (2013) *Chapter 1 - The PACMAN project*, Chapter of the book *PACMAN project "Promoting Attractiveness, Competitiveness and Internationalisation of Agro-food Clusters of the Med Area*, ISBN: 9788890895449
- Maccani P., **Samoggia A.**, Esposito G., Trapani F., Siragusa P., Todeschini G., Guidetti C. (2013) *Chapter 5 - Recommendations for a sustainable model of reference for the agro-food systems*, Chapter of the book *PACMAN project "Promoting Attractiveness, Competitiveness and Internationalisation of Agro-food Clusters of the Med Area*, ISBN: 9788890895449
- Samoggia. A** (2013) *Chapter Conclusions*, Chapter of the book *PACMAN project "Promoting Attractiveness, Competitiveness and Internationalisation of Agro-food Clusters of the Med Area"*, ISBN: 9788890895449
- Maccani P., Molina Villanueva J., **Samoggia A.** (2013) editor of the book *PACMAN Project - e-Guide for Operators and Stakeholders Networking*, ISBN: 9788890895425
- Maccani P., **Samoggia A.** (2013) *The PACMAN project*, Chapter 1 - Capitolo di libro *PACMAN Project - e-Guide for Operators and Stakeholders Networking*, ISBN: 9788890895425
- Samoggia A.** (2013) *L'orticoltura biologica e il progetto ORT.BIO*, chapter in the book edited by Bertazzoli A. *La filiera corta per la valorizzazione delle produzioni agricole bio*, Franco Angeli
- Bertazzoli A., Fiorini A., Ghelfi R., Rivaroli S., **Samoggia A.**, Mazzotti V. (2011). *Food chains and value system: the case of potato, fruit, and cheese*. *JOURNAL OF FOOD PRODUCTS MARKETING*. vol. 17, pp. 1 - 24
- Bertazzoli A., Ghelfi R., Rivaroli S., **Samoggia A.** (2010). *Value sharing and food system dynamics for milk, tomato, and cereals food chains*. *INTERNATIONAL JOURNAL ON FOOD SYSTEM DYNAMICS*. vol. 1, pp. 330 - 341
- Bertazzoli A., Ruggeri A., **Samoggia A.**, (2010) *Short Supply Chain: Analysis of The Competitiveness of Organic Horticultural Farmers At Italian Regional Level*, paper presented at 118th EAAE Seminar "Rural development: governance, policy design and delivery" Ljubljana, 25-27 August 2010
- Samoggia A.**, P. Maccani, Marchi A., (2010) *Agro-Food Chain: An Innovative Paradigm For Food And Rural Policy Analysis And Agro-Food Chain Segments' Systemic Performance At Regional Level* paper presented at 118th EAAE Seminar "Rural development: governance, policy design and delivery" Ljubljana, 25-27 August 2010
- Maccani P., **Samoggia A.** (2010) *Multilevel Governance and the Role of Regional Agencies in Territorial and Rural Development: A Snapshot of Three European Countries*, Chapter in the book *Cities facing and promoting integrated local development - Strategies formulation processes and implementation instruments*, edited by Ligia Ramirez and Gulelat Kebede, published by UN-HABITAT and Open Society Institute.
- Bertazzoli A., Ghelfi R., Rivaroli S., **Samoggia A.** (2010): *Value sharing and food system dynamics for milk, tomato, and*

cereals food chains. Paper presented 4th International European Forum (Igls-Forum) on System Dynamics and Innovation in Food Networks. 08-12 February 2010, Innsbruck-Igls, Austria

Bertazzoli A., Ghelfi R., **Samoggia A.**, Rivaroli S. (2010): *Methodological application for chain performance assessment: the case study of Emilia-Romagna wine chain*. Paper presented at 9th International Conference on Chain and Network Management - Assessing the performance of chains and networks, 27-28 May 2010, Wageningen University, The Netherlands

Kreter A.C., **Samoggia A.** (2010) *Biofuel Chain: Development, Competitiveness and Sustainability in Brazil*. Relazione al convegno The Future of Energy: Global Challenges, Diverse Solutions IAEE (International Association of Energy Economics)'s Rio 2010 International Conference che si svolgerà il 6-9 Giugno 2010, Rio de Janeiro, Brasile

Bertazzoli A., Ghelfi R., Rivaroli S., **Samoggia A.** (2010). *Value sharing and food system dynamics for milk, tomato, and cereals food chains*, 4th International European Forum on System Dynamics and Innovation in Food Networks, February 8-12, Igls/Innsbruck. BONN: BSCW - UNIVERSITY OF BONN (GERMANY).

La sottoscritta Antonella Samoggia autorizza al trattamento dei dati personali ai sensi dell'art. 13 del D.Lgs. N. 196 del 30/06/2003 e successive modifiche ed integrazioni.