



Europass Curriculum Vitae



Personal information

First name(s) / Surname(s) **Maurizio CANAVARI**

Employment / Occupational field / Areas of interest

Associate Professor (tenured) / Higher Education / Economics and Marketing in the Food industry Green economy and the environment

Work experience

Dates October 2005 onwards

Occupation or position held

Associate Professor- Agri-food Economics and Marketing

Main activities and responsibilities

- ✓ Teaching: various courses in national and International Programs, both in Italian (Bachelor's level) and in English (Master's level, international joint degree) in the "Agrifood Marketing" area. Advanced classes to Doctorate students in Agriculture and Food Economics and Policy. I have been guest professor at the Universität für Bodenkultur Wien, teaching a course on "Organic food marketing in Asia".
- ✓ Research: I conduct research and I coordinate research groups in the field of Food marketing, Food chain management, Agricultural Economics. I am the representative of the Consumer Science group in the ALMA FOOD Integrated Research Team at UNIBO
- ✓ Project Management: I coordinated several research and cooperation projects
- ✓ International relations: I coordinate the BEAN-QUORUM EU-Asia academic network (www.bean-quorum.net) and I am responsible for exchanges with foreign Universities. I am a member of the scientific board at the Association College of China (Bologna).

For more details about teaching, research and other activities/responsibilities, see my Institutional web page in the UNIBO web site <http://www.unibo.it/docenti/maurizio.canavari>

Name and address of employer

Alma Mater Studiorum – Università di Bologna

Type of business or sector

Higher Education

Dates April 1998 - September 2005

Occupation or position held

Researcher - Agricultural Economics and Appraisal

Main activities and responsibilities

- ✓ Teaching: various courses in national Programs, at Bachelor's and Master's level.
- ✓ Research: I conducted research in several topics of Agricultural Economics, such as Food marketing, Food chain management, Food Quality Management, ICT in agriculture.

Name and address of employer

Alma Mater Studiorum – Università di Bologna

Type of business or sector

Higher Education

Education and training

Dates 1994-1996

Title of qualification awarded

Dottorato di Ricerca (awarded on May 6, 1997)

Principal subjects/occupational skills covered

Agricultural Economics - Appraisal and Land Economics / Research

Name and type of organisation providing education and training	University of Padua, Padua, Italy Higher Education Institution
Level in national or international classification	ISCED 6 – 62 [Agriculture, forestry and fishery] (Doctoral degree) EQF 8
Dates	1983-1989
Title of qualification awarded	Laurea in Agricultural Sciences (awarded on March 16, 1990)
Principal subjects/occupational skills covered	Agriculture / Agricultural Economics and Engineering
Name and type of organisation providing education and training	University of Bologna, Bologna, Italy Higher Education Institution
Level in national or international classification	ISCED 5A – 62 [Agriculture, forestry and fishery] (equivalent to a Master's level degree) EQF 7

Personal skills and competences

Mother tongue(s) **Italian**

Other language(s) **English, German, Spanish**

Self-assessment
European level ()*

English

German

Spanish

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C1	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user
B1	Independent user	B1	Independent user	B1	Independent user	B1	Independent user	B1	Independent user
A2	Basic user	B2	Independent user	A1	Basic user	A1	Basic user	A2	Basic user

(*) [Common European Framework of Reference for Languages](#)

Social skills and competences	<ul style="list-style-type: none"> - Team work: I collaborated and interacted within various types of teams, also leading local project teams and wider international teams. - Intercultural skills: I am used to working in intercultural teams at a European and broader international dimension, for instance being project leader partner or in EU-funded FP6, FP7, Erasmus, and Asia-Link Programmes. - Project management soft skills: relationships building and maintenance through trust and communication, networking, commitment to project goals and tasks, ability to resolve conflicts - More than 10 years of national and international teaching experience, using both standard and innovative teaching formats such as computer-assisted simulation games
Organisational skills and competences	<ul style="list-style-type: none"> - project management technical skills, experience in coordinating national and international projects: <ul style="list-style-type: none"> o General coordinator in the 3-year MiPAAF funded project "BIOSUS - Impact of organic agriculture on environmental sustainability and on GHG emissions"(2010-2013). o General coordinator in the 2-year ICT-AGRI ERA-NET funded project "ROBOFARM: Integrated robotic and software platform as a support system for farm level business decisions" (2011-2013). o General coordinator in the BEAN-QUORUM: Building a Euro-Asian Network for Quality, Organic, and Unique food Marketing (TH/Asia Link/006 91652; 2005-2008) o Partner coordinator in the 3-year FP7 funded project "Ecropolis - Organic sensory information system (OSIS): documentation of sensory properties through testing and consumer research for the organic industry" Contract FP7(capacities) No. 218477-2, (2009-2011). o Partner coordinator in the 3-year FP6 funded project "e-Trust: Building trust for quality assurance in emerging markets for food chains" Contract FP6-CT-2006-043056. o Responsible of the research activity as partner in the EU EQUAL (2005) Initiative Project "LaboratorioSamoggia" IT-G2-EMI-0032. o Responsible of the research activity as partner in the EU EQUAL (2002) Initiative Project "Promoting the Human Resources to value-enhance the Samoggia Valley" IT-

G-EMI-011.

- Management of advanced teaching initiative, experience as Director of five Summer Schools on "Discrete Choice Models" and on "Experimental Auctions".
- I organized several seminars, meetings, conferences at UNIBO and collaborated in the organization of seminars abroad.
- I have served 10 months as an artillery officer in the Italian Army, with the responsibility to lead a battery section.

Computer skills and competences

Excellent skills with personal productivity software such as Microsoft Office and OpenOffice, Competent with HTML and web authoring and web design tools, statistical and multivariate data analysis software such as SPSS and R.

Additional information

SELECTED PUBLICATIONS

For a complete list see <http://publicationslist.org/canavari>

- Canavari, M., & Coderoni, S. (2019). Green marketing strategies in the dairy sector: Consumer-stated preferences for carbon footprint labels. *Strategic Change*, 28(4), 233–240. <https://doi.org/10.1002/jsc.2264>
- Michel-Villarreal, R., Hingley, M., Canavari, M., & Bregoli, I. (2019). Sustainability in Alternative Food Networks: A Systematic Literature Review. *Sustainability*, 11(3), 859. <https://doi.org/10.3390/su11030859>
- Xhakollari, V., Canavari, M., & Osman, M. (2019). Factors affecting consumers' adherence to gluten-free diet, a systematic review. *Trends in Food Science & Technology*, 85(March), 23–33. <https://doi.org/10.1016/j.tifs.2018.12.005>
- Canavari, M., Biasco, D., & Wongprawmas, R. (2018). Is Dry Aging for Pork Relevant to Consumers? *Journal of International Food & Agribusiness Marketing*, 30(3), 291–303. <https://doi.org/10.1080/08974438.2017.1413613>
- Ceschi, S., Canavari, M., & Castellini, A. (2018). Consumer's Preference and Willingness to Pay for Apple Attributes: A Choice Experiment in Large Retail Outlets in Bologna (Italy). *Journal of International Food & Agribusiness Marketing*, 30(4), 305–322. <https://doi.org/10.1080/08974438.2017.1413614>
- Huffaker, R., Canavari, M., & Muñoz-Carpena, R. (2018). Distinguishing between endogenous and exogenous price volatility in food security assessment: An empirical nonlinear dynamics approach. *Agricultural Systems*, 160, 98–109. <https://doi.org/10.1016/j.agsy.2016.09.019>
- Bazzani, C., & Canavari, M. (2017). Is local a matter of food miles or food traditions? *Italian Journal of Food Science*, 29(3), 505–517. <https://doi.org/10.14674/IJFS-733>
- Bazzani, C., Caputo, V., Nayga, R. M., & Canavari, M. (2017). Revisiting Consumers' Valuation for Local Versus Organic Food Using a Non-Hypothetical Choice Experiment: Does Personality Matter? *Food Quality and Preference*, 62, 144–154. <https://doi.org/10.1016/j.foodqual.2017.06.019>
- Bazzani, C., Caputo, V., Nayga, R. M., & Canavari, M. (2017). TESTING COMMITMENT COST THEORY IN CHOICE EXPERIMENTS. *Economic Inquiry*, 55(1), 383–396. <https://doi.org/10.1111/ecin.12377>
- Hasimu, H., Marchesini, S., & Canavari, M. (2017). A concept mapping study on organic food consumers in Shanghai, China. *Appetite*, 108, 191–202. <https://doi.org/10.1016/j.appet.2016.09.019>
- Wongprawmas, R., & Canavari, M. (2017). Consumers' willingness-to-pay for food safety labels in an emerging market: The case of fresh produce in Thailand. *Food Policy*, 69, 25–34. <https://doi.org/10.1016/j.foodpol.2017.03.004>
- Asioli, D., Canavari, M., Malaguti, L., & Mignani, C. (2016). Fruit Branding: Exploring Factors Affecting Adoption of the New Pear Cultivar 'Angelys' in Italian Large Retail. *International Journal of Fruit Science*, 16(3), 284–300. <https://doi.org/10.1080/15538362.2015.1108894>
- Hemmerling, S., Canavari, M., & Spiller, A. (2016). Preference for naturalness of European organic consumers: first evidence of an attitude-liking-gap. *British Food Journal*, 118(9), 2287–2307. <https://doi.org/10.1108/BFJ-11-2015-0457>
- Wongprawmas, R., Pappalardo, G., Canavari, M., & Pecorino, B. (2016). Willingness-to-Pay for Multiple Units of Eco-Friendly Wheat-Derived Products: Results From Open-Ended Choice Experiments. *Journal of Food Products Marketing*, 22(6), 658–682. <https://doi.org/10.1080/10454446.2015.1121438>
- Bruschi, V., Shershneva, K., Dolgopolova, I., Canavari, M., & Teuber, R. (2015). Consumer perception of organic food in emerging markets: evidence from Saint Petersburg, Russia.

Agribusiness, 31(EarlyView), 1–19. doi:10.1002/agr.21414

- Fountas, S., Carli, G., Sørensen, C. G. C. G., Tsiropoulos, Z., Cavalaris, C., Vatsanidou, A., ... Tisserye, B. (2015). Farm management information systems: Current situation and future perspectives. *Computers and Electronics in Agriculture*, 115, 40–50.
<https://doi.org/10.1016/j.compag.2015.05.011>
- Wongprawmas, R., Canavari, M., & Waisarayutt, C. (2015). Food Safety Assurance System for Fresh Produce Production in Thailand: A Review. *Quality Assurance and Safety of Crops & Foods*, 7(1), 73–88.
- Asioli, D., Boecker, A., & Canavari, M. (2014). On the linkages between traceability levels and expected and actual traceability costs and benefits in the Italian fishery supply chain. *Food Control*, 46, 10–17.
- Spadoni, R., Lombardi, P., Canavari, M., & Hingley, M. (2014). Private food standard certification: analysis of the BRC standard in Italian agri-food. *British Food Journal*, 116(1), 142–164.
- Caputo, V., Vassilopoulos, A., Nayga, R. M., & Canavari, M. (2013). Welfare Effects of Food Miles Labels. *Journal of Consumer Affairs*, 47(2), 311–327.
- Bazzani, C., & Canavari, M. (2013). Forecasting a scenario of the fresh tomato market in Italy and in Germany using the Delphi method. *British Food Journal*, 115(3), 448–459.
- Toschi, T. G., Bendini, A., Barbieri, S., Valli, E., Cezanne, M. L., Buchecker, K., & Canavari, M. (2012). Organic and conventional nonflavored yogurts from the Italian market: study on sensory profiles and consumer acceptability. *Journal of the science of food and agriculture*.
- Zhllima, E., Chan-Halbrendt, C., Zhang, Q., Imami, D., Long, R., Leonetti, L., & Canavari, M. (2012). Latent Class Analysis of Consumer Preferences for Wine in Tirana, Albania. *Journal of International Food & Agribusiness Marketing*, 24(4), 321–338.
- Dimech, M., Caputo, V., & Canavari, M. (2011). Attitudes of Maltese Consumers Towards Quality in Fruit and Vegetables in Relation to Their Food-Related Lifestyles. *International Food and Agribusiness Management Review*, 14(4), 21–36.
- Canavari, M., Centonze, R., Hingley, M. K., & Spadoni, R. (2010). Traceability as part of competitive strategy in the fruit supply chain. *British Food Journal*, 112(2), 171–186.
- Canavari, M., Fritz, M., Hofstede, G. J., Matopoulos, A., & Vlachopoulou, M. (2010). The role of trust in the transition from traditional to electronic B2B relationships in agri-food chains. *Computers and Electronics in Agriculture*, 70(2), 321–327.
- Canavari, M., & Nayga, R. M. (2009). On consumers' willingness to purchase nutritionally enhanced genetically modified food. *Applied Economics*, 41(1), 125–137.

I certify that the statements made by me are true, complete and correct to the best of my knowledge and belief.
Autorizzo il trattamento dei dati personali ai sensi della legge n°196/2003 e del GDPR.

