

Curriculum vitae

Cristina Santini

EDUCATION

- 2003 - 2007 PhD: Disputation date: 14.03.2008
Faculty of Business, University of Florence, Italy
- 2003 Master in marketing and management for the wine business
University of Florence, Faculty of Agriculture
- 2001 B.S. in Business Management, University of Florence

CURRENT AND PREVIOUS POSITIONS

- From 1.01.2019.* Associate Professor in Business (SECSP08)
Università Telematica San Raffaele, Faculty of Agriculture, Rome, Italy
www.uniroma5.it
- 2016-2018 Assistant Professor (Ricercatore a t.d. B, art. 24 c.3-b L. 240/10)
Università Telematica San Raffaele, Faculty of Agriculture, Rome, Italy
- 2010-2016 Assistant Professor (Ricercatore a t.d. A, art.1 comma 14 L. 230/05)
Università Telematica San Raffaele, Faculty of Agriculture, Rome, Italy
- Prior 2010: Phd and Post Doc, University of Florence, Dipartimento di Scienze Aziendali, Italy

OTHER PROFESSIONAL EXPERIENCES

- 2003-2004 Marketing Manager, Castello di Verrazzano, Chianti, Tuscany.
- 2002-2003 GE, NP Oil & Gas, Strategic Marketing Department

FELLOWSHIPS, AWARDS AND PRIZES

- 2011 Best Empirical Paper Award, with the paper "The Role of Tourism Experiences in Attaching Consumers to Regional Brands", AWBR conference; Bordeaux
- 2009 research project selected for representing Italy in the International contest Great Wine Capitals (www.greatwinecapitals.com)
- 2008 Best Paper Award, with the paper "Desperately Seeking Serendipity: Exploring the Impact of Country Location on Innovation in the Wine Industry"; AWBR conference, Siena
- 2004 PhD fellowship, University of Florence, Faculty of Business

MOBILITY

January 2020 1 week Erasmus Teaching, Johannes University, Graz, Austria

October 2019 1 week Erasmus Teaching, Poznan University, Poland

March – April 2019 Visiting Professor, San Francisco State University, CA, USA

September 2018 1 Week Erasmus Teaching, Tromso, Norway

2005-2006 Faculty of Business, Sonoma State University, Rhonert Park, California, USA
(Phd Visiting Scholar).

TEACHING ACTIVITIES (if applicable)

2010- present Professor, Marketing and Business Strategy, University San Raffaele, Rome, Italy
(undergraduate)

Course title: *fondamenti di Economia e Marketing*, 6 CFU

2012- present Professor Business and consumer strategy – Graduate program Human Nutrition,
University San Raffaele, Rome, Italy

Course title: *economia e diritto dei consumi*, 4 CFU out of 9.

2017 – present Professor Business Strategy – Graduate Program Human Nutrition, course of
Nutraceutics, University San Raffaele, Rome, Italy

Course title: *Impresa e Mercato*, 6 CFU

2018 – Present Professor Business Strategy – Graduate Program Organization and Management,
University San Raffaele. Rome, Italy

Course title: *Business Strategy and management*, 6 CFU

2004-2009 Lecturer, Faculty of Business, University of Florence, Italy:
Various Courses: Business Strategy I (undergraduate); Business Strategy II (graduate);
International Management (graduate)

ORGANISATION OF SCIENTIFIC MEETINGS – Scientific Board membership

2008 Toulon Verona Congress, University of Florence (250 participants)

2011, 2012 Innovation in Wine, Bordeaux, BEM school of Management. (100 participants)

2016 - present International Wine Tourism, Santorini, Greece.

INSTITUTIONAL RESPONSIBILITIES (if applicable)

2012- 2019 Coordinator for the graduate program in Human Nutrition, Università San Raffaele,
Rome. 13000 enrolled students

2017- present: Responsible for the evaluation (VQR) and research coordination of the University San
Raffaele, Rome, Italy

2017 – present: responsible of international relations and Erasmus Activity of the University San Raffaele, Rome, Italy

2016 – present: responsible for the quality evaluation of research (AQ Dipartimento)

MEMBERSHIPS OF ACADEMIES / SCIENTIFIC SOCIETIES (if applicable)

2004-present Member of AIDEA and SIM (Italy)

2014-present Member of SIDEA (Italy)

Selected Publications

Cavicchi, Alessio, & Santini, Cristina (2019). Series Preface. *Case Studies in Food Retailing and Distribution*, Elsevier, doi:10.1016/b978-0-08-102037-1.00033-5

Santini, Cristina, & Cavicchi, Alessio (2019). Introduction. *Case Studies in the Wine Industry* (pp. 1-3), Elsevier, doi:10.1016/b978-0-08-100944-4.00001-x

Cavicchi, Alessio, & Santini, Cristina (2019). Series Preface. *Case Studies in the Wine Industry*, Elsevier, doi:10.1016/b978-0-08-100944-4.09989-4

Cavicchi, Alessio, & Santini, Cristina (2019). Food tourism and foodies in Italy. *Sustainable Tourism Practices in the Mediterranean* (pp. 137-152), Routledge, doi:10.4324/9781315104911-9

Bailetti, Lucia Irene, Santini, Cristina, & Supino, Stefania (2019). Sensory sciences and competitiveness in the wine business. *Case Studies in the Wine Industry* (pp. 75-85), Elsevier, doi:10.1016/b978-0-08-100944-4.00006-9

Storchi, Paolo, Puccioni, Sergio, & Santini, Cristina (2019). The case of resveratrol-enriched wines: Is it possible to create a new niche or to revitalize mature products?. *Case Studies in the Wine Industry* (pp. 129-138), Elsevier, doi:10.1016/b978-0-08-100944-4.00010-0

Bonfini, Matteo, Potentini, Giuseppe, Santini, Cristina, & Cavicchi, Alessio (2019). Evaluating the validity of consumer insights into the wine business. *Case Studies in the Wine Industry* (pp. 181-190), Elsevier, doi:10.1016/b978-0-08-100944-4.00014-8

Santini, Cristina (2018). The Business of Wine Tourism: Evolution and Challenges. *Management and Marketing of Wine Tourism Business* (pp. 261-276), Springer International Publishing, doi:10.1007/978-3-319-75462-8_13

Cristina, Santini, & Cavicchi, Alessio (2018). Conclusions. *Case Studies in the Traditional Food Sector* (pp. 359-361), Elsevier, doi:10.1016/b978-0-08-101007-5.00028-2

Cavicchi, Alessio, & Santini, Cristina (2018). Preface. *Case Studies in the Traditional Food Sector*, Elsevier, doi:10.1016/b978-0-08-101007-5.00025-7

Cavicchi, Alessio, & Santini, Cristina (2018). "In Tradition We Trust": The Emerging (?) Trends of Authenticity in the Food Sector and the Role of Consumer Science to Support SMEs. *Case Studies in the Traditional Food Sector*, Elsevier, doi:10.1016/b978-0-08-101007-5.00027-0

Bertella, Giovanna, Santini, Cristina, & Cavicchi, Alessio (2018). Bringing together tourism practices. *Theories of Practice in Tourism* (pp. 149-167), Routledge, doi:10.4324/9781315162171-10

Santini, Cristina, Cavicchi, Alessio, Seghieri, Chiara, & Bailetti, Lucia (2018). How Can Consumer Science Help to Reduce the Risk of Market Failure? An Academician–Practitioner Approach in the Italian Olive Oil Industry. *Case Studies in the Traditional Food Sector* (pp. 153-169), Elsevier, doi:10.1016/b978-0-08-101007-5.00005-1

Santini, Cristina (2017). Ecopreneurship and Ecopreneurs: Limits, Trends and Characteristics. *Sustainability*, 9(4) (p. 492), ISSN 2071-1050, MDPI AG, doi:10.3390/su9040492

- Passarini, Paolo, Cavicchi, Alessio, Santini, Cristina, & Mazzantini, Gabriele (2017). Deceptive advertising and unfair commercial practices in the agrifood sector. *British Food Journal*, 119(8) (pp. 1781-1800), ISSN 0007-070X, Emerald, doi:10.1108/bfs-12-2016-06007
- Santini, Cristina, Marinelli, Elisabetta, Boden, Mark, Cavicchi, Alessio, & Haegeman, Karel (2016). Reducing the distance between thinkers and doers in the entrepreneurial discovery process: An exploratory study. *Journal of Business Research*, 69(5) (pp. 1840-1844), ISSN 0148-2963, Elsevier BV, doi:10.1016/j.jbusres.2015.10.066
- Contò, Francesco, Santini, Cristina, Sala, Piermichele La, & Fiore, Mariantonietta (2016). Reducing Information Gap and Increasing Market Orientation in the Agribusiness Sector: Some Evidences from Apulia Region. *Recent Patents on Food, Nutrition & Agriculture*, 8(1) (pp. 48-54), ISSN 2212-7984, Bentham Science Publishers Ltd., doi:10.2174/221279840801160304144309
- Santini, Cristina, Cavicchi, Alessio, & Casini, Leonardo (2015). Sustainability in the Wine Industry: Key Questions and Research Trends. *Environmentally Sustainable Viticulture* (pp. 3-23), Apple Academic Press, doi:10.1201/b18226-3
- Santini, Cristina, & Cavicchi, Alessio (2014). The adaptive change of the Italian Food Bank foundation: a case study. *British Food Journal*, 116(9) (pp. 1446-1459), ISSN 0007-070X, Emerald, doi:10.1108/bfj-06-2014-0201
- Cavicchi, Alessio, Santini, Cristina, & Bailetti, Lucia (2014). Mind the “academician-practitioner” gap: an experience-based model in the food and beverage sector. *Qualitative Market Research: An International Journal*, 17(4) (pp. 319-335), ISSN 1352-2752, Emerald, doi:10.1108/qtr-07-2013-0047
- Santini, Cristina, Cavicchi, Alessio, & Casini, Leonardo (2013). Sustainability in the wine industry: key questions and research trends. *Agricultural and Food Economics*, 1(1), ISSN 2193-7532, Springer Science and Business Media LLC, doi:10.1186/2193-7532-1-9
- Santini, Cristina, & Rabino, Samuel (2012). Internationalisation drivers in the wine business: a RBV perspective. *International Journal of Business and Globalisation*, 8(1) (p. 7), ISSN 1753-3627, Inderscience Publishers, doi:10.1504/ijbg.2012.043968
- Cavicchi, Alessio, & Santini, Cristina (2011). Brunellopoli: a wine scandal under the tuscan sun. *Tourism Review International*, 15(3) (pp. 253-267), ISSN 1544-2721, Cognizant, LLC, doi:10.3727/154427211x13216636845747
- Santini, Cristina, Rabino, Samuel, & Zanni, Lorenzo (2011). Chinese immigrants socio-economic enclave in an Italian industrial district: the case of Prato. *World Review of Entrepreneurship, Management and Sustainable Development*, 7(1) (p. 30), ISSN 1746-0573, Inderscience Publishers, doi:10.1504/wremsd.2011.038312
- Santini, Cristina, Cavicchi, Alessio, & Canavari, Maurizio (2011). The Risk™ strategic game of rural tourism: how sensory analysis can help in achieving a sustainable competitive advantage. *Food, Agri-Culture and Tourism* (pp. 161-179), Springer Berlin Heidelberg, doi:10.1007/978-3-642-11361-1_11
- Gilinsky, Armand, Lopez, Raymond H., Santini, Cristina, & Eyler, Robert (2010). Big bets, small wins? Entrepreneurial behavior and ROI. *International Journal of Wine Business Research*, 22(3) (pp. 238-250), ISSN 1751-1062, Emerald, doi:10.1108/17511061011075374
- Gilinsky, Armand, Santini, Cristina, Lazzeretti, Luciana, & Eyler, Robert (2008). Desperately seeking serendipity. *International Journal of Wine Business Research*, 20(4) (pp. 302-320), ISSN 1751-1062, Emerald, doi:10.1108/17511060810919425
- Santini, Cristina, Cavicchi, Alessio, & Rocchi, Benedetto (2007). Italian wineries and strategic options: the role of Premium Bag in Box. *International Journal of Wine Business Research*, 19(3) (pp. 216-230), ISSN 1751-1062, Emerald, doi:10.1108/17511060710817249

Cristina Santini

