

**Curriculum Vitae
Cristina Santini**

ACADEMIC WORK EXPERIENCE

Università Telematica San Raffaele, Roma (www.unisarraffaele.gov.it)

From January 2019 Associate Professor in Business Strategy and Strategic Management
2016 – 2018 Assistant Professor (Ricercatore a t.d. B, art. 24 c.3-b L. 240/10)
2009 – 2015 Assistant Professor (Ricercatore a t.d. A, art.1 comma 14 L. 230/05)

Main Duties

From Nov 2018: Responsible for the Quality Evaluation and Monitoring System of Research Activities and third mission of the University San Raffaele
LEAR at the European Commission for the University San Raffaele
From May 2017: Responsible for the Graduate Master program in Nutraceuticals (100 enrolled students)
From Jan 2017: Responsible for the ECHE and internationalisation Team
From 2013: Responsible for the Graduate program LM61 in Nutrition (1200 enrolled students)
Referee for the Minister of Higher Education and University for the degree programs in Human Nutrition and Nutraceuticals
From 2011: Responsible for the Team of Evaluation of Academic Research of the University
Teaching Activity: Business for Undergraduate students
Business for Graduate Students
Strategy and entrepreneurship for Graduate Students

Università degli Studi di Firenze, Facoltà di Economia, Dipartimento di Scienze Aziendali

2008/2009 Research Assistant
Main courses: Business Strategy I; Business Strategy II; International Management
01/2005 -31/12/2007 PhD in Economics and Management for enterprises and local Systems development
2004 Research Assistant Contract

OTHER ACADEMIC EXPERIENCES

January 2019 Visiting Lecturer, Joanneum University, Gratz, Austria

August 2018	Visiting Lecturer, Trømsø University, Norway
From Jul 2017	Expert for the Evaluation of Italian University System for the Italian Minister of Higher Education (Rome, Italy)
2016-2017	External Expert, Joint Research Centre, EU commission, Douro Region S3 platform, Portugal. I have served as an external expert for the JRC during the preparation of the S3 strategy for the region of Douro in Portugal. I have supported the JRC team for the EDP process in the local wine industry. In particular I took part to the first stage of EDP – the needs assessment and evaluation -
2013-2014	External Expert, Joint Research Centre, EU commission, REMTH 3S, Greece
2006-2007	Sonoma State University, Business School, CA (USA), Visiting Scholar
2016	Guest Editor Special Issue on Sustainability: <ul style="list-style-type: none"> • “How does Market Demand for Sustainability Shape Business Strategies? Exploring Innovation Paths in Agribusiness” (http://www.mdpi.com/journal/sustainability/special_issues/paths_in_agribusiness)
From 2016	Co-editor Elsevier Book Series on Consumer Science and Strategic Marketing (Indexed)
From 2016	Regional Editor (Europe) for IFAMR (Indexed)
Referee	Journal of Innovation and Knowledge (Scopus); Journal of Wine Research (Scopus); British Food Journal (Scopus, ISI); IFAMR (ISI, Scopus); Journal of Wine Business Research (Scopus, ISI); Journal of Cleaner Production (ISI, Scopus); WORLD REVIEW OF ENTREPRENEURSHIP, MANAGEMENT AND SUSTAINABLE DEVELOPMENT (Scopus); INTERNATIONAL JOURNAL OF BUSINESS AND GLOBALISATION (Scopus); Sustainability (ISI, Scopus); USASBE; AWBR since 2007.
Conference Board:	Innovation in Wine, Bordeaux 2011, 2012; International Wine Tourism, Santorini, 2016.
Guest Speaker	International Conference on Wine Tourism in Santorini, Greece, Oct. 2016.
Awards	2012, Top Finalist for the Tate Award for the most outstanding case 2012 promoted by the North American Case Research Association 2011, Best Empirical Paper Award, with the paper “The Role of Tourism Experiences in Attaching Consumers to Regional Brands”, AWBR conference; Bordeaux 2010, in the Top 10 business ideas of the competition organised by Accenture Italia for the contest “Idea 360” (www.ideatre60.it) 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

PROFESSIONAL WORK EXPERIENCE

2003 – 2004 Marketing Responsible, Castello di Verrazzano, Greve in Chianti Firenze
2001 General Electric, Nuovo Pignone, Strategic Management Department

EDUCATION

14 Marzo 2008 PhD, Università degli studi di Firenze, in Economics and Management for
 Enterprises and Local Systems (XX ciclo)

2002 – 2003 Master in Management & marketing delle imprese vitivinicole, Università
 degli studi di Firenze

2000-2001 BA in Business and Economics, Università degli studi di Firenze, Facoltà di
 Economia

PUBLICATIONS (BY TYPOLOGY)

Articles

1. Santini, C. (2017). Ecopreneurship and Ecopreneurs: Limits, Trends and Characteristics. *Sustainability*, 9(4), 492.
2. Passarini, P., Cavicchi, A., Santini, C., Mazzantini, G. (2017). Deceptive advertising and unfair commercial practices in the agrifood sector: The role of the Italian competition authority. *British Food Journal*, 119(8), 1781-1800.
3. Santini C, Marinelli E, Boden M, Cavicchi A, Haegman K (2016). Reducing the distance between thinkers and doers in the entrepreneurial discovery process: An exploratory study. *JOURNAL OF BUSINESS RESEARCH*, 69 (5): 1840 -1844, ISSN: 0148-2963
4. Contò, F., Santini, C., La Sala, P., & Fiore, M. (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), 48-54.
5. Cavicchi A, Santini C (2015). Dall'Action Research all'experiential education: una conversazione tra università e impresa. *ATLANTIDE*, p. 23-27, ISSN: 1825-2168
6. Gilinsky A, Newton S, Atkin T, Santini C, Cavicchi A, Casas A, Huertas R (2015). Perceived efficacy of sustainability strategies in the US, Italian, and Spanish wine industries. *INTERNATIONAL JOURNAL OF WINE BUSINESS RESEARCH*, p. 164-181, ISSN: 1751-1062
7. Santini C, Cavicchi A, Bailetti L (2014). Mind the "academician-practitioner" gap: an experience-based model in the food and beverage sector. *QUALITATIVE MARKET RESEARCH JOURNAL*, vol. 17, p. 319-335, ISSN: 1352-2752, doi: <http://dx.doi.org/10.1108/QMR-07-2013-0047>
8. Santini C, Cavicchi A (2014). The adaptive strategy of the Italian Food Bank: a case study. *BRITISH FOOD JOURNAL*, vol. 116, p. 1446-1459, ISSN: 0007-070X
9. Cavicchi A, Torquati B, Taglioni C, Seghieri C, Santini C (2013). Building wine reputation: an explorative study in Umbria. *ENOMETRICA*, vol. 6, ISSN: 1974-4730
10. Cavicchi A, Santini C, Belletti E (2013). Preserving the Authenticity of Food and Wine festivals: the case of Italy. *IL CAPITALE CULTURALE*, vol. 8, ISSN: 2039-2362
11. Santini C, Cavicchi A, Casini L (2013). Sustainability in the wine industry: key questions and research trends. *AGRICULTURAL AND FOOD ECONOMICS*, vol. 1, p. 1-14, ISSN: 2193-7532
12. Cavicchi A, Santini C (2012). Brunellopoli: wine scandal under the Tuscan sun. *TOURISM REVIEW INTERNATIONAL*, vol. 15, p. Tourism 253-267, ISSN: 1544-2721, doi: <http://dx.doi.org/10.3727/154427211X13216636845747>
13. Santini C, Rabino S (2012). Internationalisation drivers in the wine business: a RBV perspective. *INTERNATIONAL JOURNAL OF BUSINESS AND GLOBALISATION*, vol. 8, p. 7-19, ISSN: 1753-3627, doi: 10.1504/IJBG.2012.043968
14. Casini L, Cavicchi A, Corsi A, Santini C (2012). Orientation towards sustainability in the wine industry: a literature review. *ECONOMIA & DIRITTO AGROALIMENTARE*, vol. 16, p. 283-301, ISSN: 1970-9498
15. Orth U, Stöckl A, Veale R, Brouard J, Cavicchi A, Faraoni M, Larreina M, Lecat B, Olsen J, Rodriguez-Santos C, Santini C, Wilson D (2012). Using attribution theory to explain tourists' attachments to place-based brands. *JOURNAL OF BUSINESS RESEARCH*, vol. 65, p. 1321-1327, ISSN: 0148-2963, doi: 10.1016/j.jbusres.2011.10.027

16. GILINSKY A, NOVAK L, VILLAREAL R, SANTINI C (2011). Ceja Vineyards: Marketing to the Hispanic wine consumer?. *CASE RESEARCH JOURNAL*, vol. 31, p. 1-24, ISSN: 0894-6043 – Re-published by HARVARD BUSINESS SCHOOL
17. SANTINI C, ZANNI L, RABINO S (2011). Chinese immigrants socio-economic enclave in an Italian industrial district: the case of Prato. *WORLD REVIEW OF ENTREPRENEURSHIP, MANAGEMENT AND SUSTAINABLE DEVELOPMENT*, vol. 7, p. 30-51, ISSN: 1746-0573
18. CAVICCHI A, STEFANI G, Romano D, SANTINI C (2011). Exploring social marketing landscapes: a review of healthy food campaigns. *African Journal of Business Management. AFRICAN JOURNAL OF BUSINESS MANAGEMENT*, vol. 5, p. 1533-1542, ISSN: 1993-8233
19. GILINSKY A, LOPEZ R, SANTINI C, EYLER R (2010). Big Bets, Small Wins? Entrepreneurial BEHAVIOR AND ROI: AN EXPLORATORY STUDY. *INTERNATIONAL JOURNAL OF WINE BUSINESS RESEARCH*, vol. 22, ISSN: 1751-1062
20. GILINSKY A, SANTINI C, LAZZERETTI L, EYLER R (2008). Desperately Seeking Serendipity. *INTERNATIONAL JOURNAL OF WINE BUSINESS RESEARCH*, vol. 20 (4), p. 302-320, ISSN: 1751-1062
21. SANTINI C, CAVICCHI A, ROCCHI B (2007). Italian Wineries and Strategic Options: the role of Premium Bag in BOX. *INTERNATIONAL JOURNAL OF WINE BUSINESS RESEARCH*, vol. 1, ISSN: 1751-1062
22. SANTINI C (2006). WWW: World Wine Web, *Vino & Qualità. VQ*, vol. 12, ISSN: 1825-6082
23. SANTINI C, PEZZATINI S (2005). I Cal Italian Wine. *VQ*, vol. 7, ISSN: 1825-6082
24. SANTINI C (2005). Nuovi scenari per il vino Bio. *VQ*, vol. 3, ISSN: 1825-6082
25. SANTINI C (2005). Sull'opportunità di entrare in GDO. *VQ*, vol. 4, ISSN: 1825-6082

Chapters in books

26. Bertella G., Cavicchi A., Santini C., Rinaldi C., Frontoni E., Perdicca R. (2018 in Press). Participatory Location-Based Learning and ICT as Tools to Increase International Reputation of a Wellbeing Destination in Rural Areas: A Case Study. In: (Eds) Azara, E., Niccolini, F., Clarke, A. *Tourism, Health, Wellbeing and Protected Areas*, CABI pub
27. Santini C. (2018, in press). The Business of Wine Tourism: evolution and changes. In (Eds) Sigala M. & Robinson R. *Management and Marketing of Wine Tourism Business: Theory, Practice and Cases*, Pallgrave MacMillan
28. Cavicchi A, Santini C, Fontana T, Nardi L (2015). il modello "slow tourism": coinvolgimento degli stakeholders, efficacia e sostenibilità dell'iniziativa "Salina Isola Slow". In: (a cura di): Corvo P, Fassino G, *Quando il cibo si fa benessere. Alimentazione e qualità della vita*. p. 159-174, ISBN: 9788891713155
29. Santini C, Cavicchi A (2014). Issues still left on the "table". In: (a cura di): Santini C, Cavicchi A, *Food and Wine Events in Europe: a Stakeholder Approach*. p. 224-229, LONDON:Routledge, ISBN: 9780415827812
30. Santini C (2014). Niche Strategy in the wine business. In: (a cura di): Charters S, Gallo J, *Wine Business Management*. p. 73-82, Pearson Education, ISBN: 978-2326000520
31. Santini C, Gilinsky A, Cavicchi A (2014). Stella di Campalto Winery: the Biodynamic Pioneer in Montalcino. In: (a cura di): Mora P, *Wine Business Case Studies*. p. 19-39, San Francisco :The Wine Appreciation Guild

32. Stöckl A, Lick E, Cavicchi A, Lecat B, Moreno-Melgarejo A, Santini C, Treiber B (2014). The drink driving dilemma in connection with food and wine events. In: (a cura di): Santini C, Cavicchi A, Food & Wine Events: a Stakeholder approach. p. 213-223, ISBN: 9780415827812
33. Santini C, Cavicchi A (2014). The importance of a stakeholder approach to investigate (and plan) food and wine events. In: (a cura di): Santini C, Cavicchi A, Food & Wine Events: a Stakeholder approach. p. 3-14, LONDON:Routledge, ISBN: 9780415827812
34. Cavicchi A, Santini C, Seghieri C, Faraoni M, Orth U, Stoeckl A (2012). The tale of two Italian regions: wine tourism in Marche and Tuscany. In: (a cura di): Romano M, Natilli M, Wine and food tourism. First European Conference . p. 147-164, SPINEA:Edizioni del Leone, ISBN: 9788846735294
35. CAVICCHI A, SANTINI C (2011). Innovazione di prodotto nel mercato lattiero caseario: il caso Cooperlat. In: (a cura di): CAVICCHI A., CORINTO G., Produzioni Agroalimentari di Qualità e Strategie Competitive nel territorio marchigiano: casi di studio. p. 147-160, MACERATA:Eum, ISBN: 978-88-6056-246-3
36. SANTINI C, CAVICCHI A (2011). Nuove tendenze nei servizi per le produzioni di qualità: il caso del Centro Italiano di Analisi Sensoriale. In: CAVICCHI, G.L. CORINTO. Produzioni Agroalimentari di Qualità e Strategie Competitive nel territorio marchigiano: casi di studio. p. 131-145, MACERATA:EUM, ISBN: 9788860562463
37. SANTINI C, CAVICCHI A, CANAVARI M (2011). The Risk™ of rural tourism: how sensory analysis can help in achieving a sustainable competitive advantage. In: (a cura di): SIDALI, K.L., SPILLER, A. AND SCHULZE, B., Food, Agri-Culture and Tourism. Linking local gastronomy and rural tourism: interdisciplinary perspectives. p. 161-179, SpringerLink, ISBN: 978-3-642-11360-4
38. CAVICCHI A, SANTINI C, BECCACECE E (2010). Are you ready for the unexpected? The case of the Brunello Scandal. In: FARAONI M., SANTINI C.. Managing the wine business: research issues and cases. p. 171-196, MILANO:The McGraw-Hill Companies, ISBN: 978-88-386-7246-0
39. CAVICCHI A, BAILETTI L, SIMEONE M, SANTINI C (2010). Marketing Research and Sensory Analysis: a Reasoned Review and Agenda of their Contribution to Market Orientation in Food Industry. In: (a cura di): LINDGREEN A, HINGLEY M,HARNESS D, CUSTANCE P., Market Orientation. Transforming Food and Agribusiness around the Customer. p. 187-210, Gower, ISBN: 978-0-566-09208-4
40. SANTINI C, CAVICCHI A, ZAMPI V (2010). Old World Wineries and Market Orientation: some Empirical Evidences from Italian Wine Industry. In: LINDGREEN A, HINGLEY M,HARNESS D, CUSTANCE P. Market Orientation. Transforming Food and Agribusiness around the Customer. p. 341-354, ISBN: 978-0-566-09208-4
41. SANTINI C, FARAONI M (2010). Wine Clubs and direct Sales, learning a lesson from the USA. In: FARAONI M., SANTINI C.. Managing the wine business: research issues and cases. p. 197-208, MILANO:The McGraw-Hill Companies, ISBN: 978-88-386-7246-0
42. SANTINI C, CAVICCHI A (2009). How (Ch)easy is developing a new product? A cheese-case, in Phillips (eds). In: PHILLIPS. Managing Innovation, Technology and Entrepreneurship. Meyer & Meyer
43. SANTINI C (2007). L'Evoluzione in corso secondo l'opinione di alcuni testimoni privile-

giati. In: ZANNI L., BELLANDI M.. Rapporto sui distretti di Prato ed Empoli. p. 215-222, FIRENZE: Irpet

44. SANTINI C (2006). Alcune riflessioni sul rapporto di subfornitura nell'industria della meccanica fine in Toscana. In: AA VV. Rapporto Sul Rapporto di Subfornitura della Meccanica Fine in Toscana.

45. Faraoni M, Santini C (2010). Introduction. In: Faraoni M, Santini C. Managing the wine business: research issues and cases. p. IX-XIII, Milano: McGraw Hill, ISBN: 978-88-386-7246-0

46. Santini C (2015). Encyclopaedia of Sustainable Tourism, . In: (a cura di): Dr Carl Cater and Dr Brian Garrod, Encyclopaedia of Sustainable Tourism - Best Practice. CABI (WALLINGFORD)

Conference proceedings (papers)

47. Tomasi, S., Bertella G., Santini C., Cavicchi A. (2017), THE ROLE OF HIGHER EDUCATION LEARNING COMMUNITIES IN ENHANCING THE ATTRACTIVENESS OF RURAL AREAS: THE CASE OF THE INTERNATIONAL STUDENT COMPETITION ON MEDITERRANEAN DIET IN FERMO PROVINCE (MARCHE REGION). CWT Conference, Kreims, 18 – 21 October 2017, Kreims, AT

48. Boden, M., Cavicchi, A., Hageman, K. H., Marinelli, E., Dos Santos, P., & Santini, C. (2015, June). ENTREPRENEURIAL DISCOVERY PROCESS AND THE DEVELOPMENT OF THE WINE INDUSTRY IN GREECE: UNDERSTANDING INDUSTRY NEEDS TOWARDS THE JRC'S INNOVATIVE APPROACH. In 2015 Global Fashion Management Conference at Florence (pp. 764-767).

49. Orth, U. R., Stöckl, A., Brouard, J., Cavicchi, A., Faraoni, M., Larreina, M., ... & Veale, R. (2015). Having a Great Vacation and Blaming the Wines: an Attribution Theory Perspective on Consumer Attachments to Regional Brands. In Proceedings of the 2010 Academy of Marketing Science (AMS) Annual Conference (pp. 83-83). Springer International Publishing.

50. Cavicchi A, Rinaldi C, Santini C (2015). Fostering entrepreneurial education in Agribusiness through experiential learning. In: PROCEEDINGS IN FOOD SYSTEM DYNAMICS, p. 470 -476

51. Santini C., Cavicchi A., Gilinsky A., Newton S., Rabino S. (2014) Niche Strategy and Resources: dilemmas and open questions, an exploratory study, AWBR Conference, Geisenheim, June 2014.

52. Contò F, Fiore M, Santini C, Silvestri R (2013). Exploring the determinants of Marketing Innovative behaviors in wine SMEs: an explorative case study in the Apulian wine Business. In: 6th Euromed Final Book of Conference Proceedings 2013. Nicosia:EMBRI, ISBN: 9789963711161, Estoril, Cascais, Portugal, 23-24 September 2013

53. Lattarulo P, Santini C, Fidanza B (2013). Politiche di Ingegneria Finanziaria: La partecipazione al capitale di rischio di imprese innovative. Strumenti di valutazione. In: Atti del Convegno XXIV Conferenza Italiana Scienze Regionali. p. 1-18, Palermo , 3-4 settembre

54. CRESPI I, CAVICCHI A, SANTINI C, ANDRIANI V (2011). Sustainable Development And Enterprises Choices In Wine Industry: A Case-Study in the Italian Context. In: 10th Conference of the European Sociological Association. Geneva, 7-10 September

55. CAVICCHI, SANTINI C, FARAONI M, SEGHIERI C, STOECKL A, ORTH U (2011). The Tale of two Italian Regions: Wine Tourism in Marche and Tuscany. In: (a cura di): ROMANO M.F., First European Conference on Wine and Food Tourism. p. 19-21, Pisa:ETS, ISBN: 978-884672967-5, Volterra, 13-15 Aprile 2011

56. CAVICCHI A, SANTINI C, BAILETTI L (2010). Enhancing SMEs potentialities by avoiding marketing myopia: an integrated academic-practitioner approach. In: AGROSTAT. Benevento, February, 2010
57. CASINI L, CAVICCHI A, CORSI A, SANTINI C (2010). Give me a Marketing Lever and I will Sustain my Wine: Sustainability and Marketing Mix in the Wine Business. In: VQDS Conference Proceedings. Palermo, June 2010
58. SANTINI C, CAVICCHI A, RABINO S (2010). Organic Retailers in Italy: challenges and growth trends. In: 119th EAAE Seminar Conference Proceedings. Capri, Naples (Italy), June 30-July 2, 2010
59. CAVICCHI A, SANTINI C, SEGHERI C, VIOLETTI A, BAILETTI L (2010). Sailing in an Olive Oil Ocean: Italian Producers Facing New Challenges from the Mediterranean Area. In: VDQS Conference Proceedings. Palermo, June 2010
60. CASINI L, CAVICCHI A, CORSI A, SANTINI C (2010). Sustainability in Wine: marketing challenges. In: 119th EAAE Seminar Conference Proceedings. Capri, Naples (Italy), 30 June - 2 July
61. RABINO S, SANTINI C, ZANNI L (2009). Chinese Entrepreneurial Model: an empirical investigation on Prato Industrial District. In: Managerial and Entrepreneurial Developments in the Mediterranean Area. Salerno, Oct 09, EuroMed Press, ISBN: 978-9963-634-76-7
62. GILINSKY A, SANTINI C, LAZZERETTI L, EYLER R (2008). Desperately Seeking Serendipity: Exploring the Impact of Country Location on Innovation in the Wine Industry. In: 4th International AWBR Conference. Siena, 16-18 Luglio
63. SANTINI C, FARAONI M, GILINSKY A (2008). Familiness Constrained: some evidences from Small Tuscan Wineries. In: ELASM International conference on Family Business. Napoli, 8-10 Giugno
64. ROMITI A, SANTINI C, SIMONI C (2008). Local Administrative Services to reduce barriers to entrepreneurship and entrepreneurial activities: understanding the reasons behind the difference in user satisfaction. In: 11th Toulon Verona conference. Florence, Sept 2008
65. CAVICCHI A, BAILETTI L, SIMEONE M, SANTINI C (2008). Marketing Research and Sensory Analysis: a Reasoned Review and Agenda of their Contribution to Market Orientation in Wine Industry. In: OIV International Conference. Verona, Giugno 2008
66. CAVICCHI A, SANTINI C, BAILETTI L (2008). Pride & Prejudice: marketing myopia in Italian Wineries. Can managers be educated to market orientation?. In: 4th International AWBR Conference. Siena, 16-18 Luglio
67. SANTINI C, FARAONI M, ZAMPI V (2008). Wine Clubs as a marketing tool for segmenting customers, building winery loyalty and image: some empirical evidences. In: 11th Toulon Verona conference. Firenze, settembre 2008
68. GILINSKY A, SANTINI C (2007). Entrepreneurial Responses to Globalization: an empirical analysis of the Prato Industrial District in Italy. In: 52nd ICSB Conference Proceedings, Book of Abstracts and CD-ROM papers. Turku:Hansaprint Oy, ISBN: 951-564-262-0, Turku, Finland, 12 - 15 giugno 2007
69. SANTINI C, CAVICCHI A, ROCCHI B (2006). Premium Bag in Box as a strategic choice for small Italian wineries. In: 3rd International Wine Business Research Conference. Montpellier, Francia, 3-4 Luglio 2006

Abstracts in Conference Proceedings

70. STÖCKLA A, LICK E, MORENO-MELGAREJO A, LECAT B, CAVICCHI A, SANTINI C (2012). The Drink Driving Dilemma in Connection with Food & Wine Events: A Cross-National Evaluation of Best-Practice Solutions from different Stakeholders' Points-of-View.. In: International Conference on Innovation & Trends in Wine Management (ITWM), Conference Proceedings. Burgundy School of Business, Dijon, June 22, 2012
71. CAVICCHI A, RINALDI C, LORIERI P, GAUDIO R, MACCHI R, SANTINI C (2012). Exploiting Tourism Potentialities in mountain wine sites: an ongoing international project.. In: Fourth International Congress On Mountain And Steep Slope Viticulture, Conference Proceedings. Lyon, Rhône-Alpes (France), 7-9 November 2012
72. GILINSKY A, NOVAK L, CUELLAR S, SANTINI C (2009). Targeting Hispanic Market: Ceja Vineyards. In: NACRA Annual Meeting. Santa Cruz, 2009

Poster Papers

73. CAVICCHI A, RINALDI C, LORIERI P, GAUDIO R, MACCHI G, SANTINI C (2012). Exploiting Tourism Potentialities in mountain wine sites: an ongoing international project. Forth International Congress On Mountain And Steep Slope Viticulture. In: Exploiting Tourism Potentialities in mountain wine sites: an ongoing international project. Forth International Congress On Mountain And Steep Slope Viticulture. Lyon, Rhône-Alpes (France), 7-9 November
74. CAVICCHI A, SANTINI C, SEGHERI C, FARAONI M, ORTH U, STOECKLA A (2011). Wine Tourism and Consumer Behaviour: an explorative study in Tuscany and Marche. . In: Consumer Behavior in Tourism Symposium. Free University of Bozen - Bruneck / Brunico, South Tyrol, Italy, 1-3 December 2011
75. TORQUATI B, CAVICCHI A, TAGLIONI C, SEGHERI C, SANTINI C (2010). Building Wine Reputation: an Explorative Study in Umbria. In: VDQS International Conference. Palermo, 06/2010

Books

76. Cavicchi A., Santini C. Eds (2017) Case studies in the traditional food sector, London: Elsevier, ISBN: 9780081010075
77. Santini C., Cavicchi A. (in press). Consumer Science and Strategic Marketing in the Wine Business, London: Elsevier
78. Santini C, Cavicchi A (2014). Food & Wine Events: a Stakeholder approach. p. 1-236, LONDON: Routledge, ISBN: 9780415827812
79. Santini C (2013). Action Research: una metodologia di ricerca per lo studio d'impresa. p. 1-136, ROMA: Aracne Editrice, ISBN: 9788854865143
80. FARAONI M, SANTINI C (a cura di) (2010). Managing the wine business: research issues and cases. MILANO: McGraw-Hill, ISBN: 9788838672460

Others

81. Santini C, Fidanza B (2013). Politiche di Partecipazione al Capitale di Rischio: il Caso di Toscana Innovazione. Report di ricerca finanziato da IRPET, Regione Toscana.