

Curriculum vitae Cristina Santini with track record

*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

*CURRENT AND PREVIOUS POSITIONS

- From .1.01.2019 Associate Professor in Business Strategy

 Università Telematica San Raffaele, Faculty of Agriculture, Rome, Italy

 www.unisanraffaele.gov.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)

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

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

TEACHING ACTIVITIES (if applicable)

2009- *present* Professor, Marketing and Business Strategy, University San Raffaele, Rome, Italy (undergraduate)

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

2004-2009 Lecturer, Faculty of Business, University of Florence, Italy: Business Strategy I; Business Strategy II; International Management

ORGANISATION OF SCIENTIFIC MEETINGS (if applicable)

2008 Toulon Verona Congress, University of Florence. In the Scientific Committee. 250 participants

2011, 2012 Innovation in Wine, Bordeaux, BEM school of Management. 100 participants. In the Scientific Committee

2016 International Wine Tourism, Santorini, Greece. In the scientific Committee. 120 participants

INSTITUTIONAL RESPONSIBILITIES (if applicable)

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

2017- *present*: Responsible for the evaluation 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

MEMBERSHIPS OF ACADEMIES / SCIENTIFIC SOCIETIES (if applicable)

2004-*present* Member of AIDEA and SIM (Italy)

2014-*present* Member of SIDEA (Italy)

Track record

Total number of publications during the career:

69 (23 papers in conference proceedings; 4 introductions; 22 articles; 20 chapters in book)

List of publications:

(excluded self citations)

1. Santini, C. (2017). Ecopreneurship and ecopreneurs: Limits, trends and characteristics. *Sustainability*, 9(4), 492.
 - a. Citations in WOS : 17
2. Santini, C., Marinelli, E., Boden, M., Cavicchi, A., & Haegeman, 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.
 - a. Citations in WOS: 5
3. Gilinsky, Jr, A., Newton, S. K., Atkin, T. S., Santini, C., Cavicchi, A., Casas, A. R., & Huertas, R. (2015). Perceived efficacy of sustainability strategies in the US, Italian, and Spanish wine industries: a comparative study. *International Journal of Wine Business Research*, 27(3), 164-181.
 - a. Citations in WOS: 14
4. Orth, U. R., Stöckl, A., Veale, R., Brouard, J., Cavicchi, A., Faraoni, M., ... & Santini, C. (2012). Using attribution theory to explain tourists' attachments to place-based brands. *Journal of Business Research*, 65(9), 1321-1327.
 - a. Citations in WOS: 19
5. 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.
 - a. Citations in WOS: 4
6. Santini, C., Cavicchi, A., & Casini, L. (2013). Sustainability in the wine industry: key questions and research trends a. *Agricultural and Food Economics*, 1(1), 9.
 - a. Citations in google Scholar: 68
 - b. Citations in Scopus: 30
7. Gilinsky, A., Santini, C., Lazzeretti, L., & Eyler, R. (2008). Desperately seeking serendipity: Exploring the impact of country location on innovation in the wine industry. *International Journal of Wine Business Research*, 20(4), 302-320.
 - a. Citations in google Scholar: 46
8. Gilinsky Jr, A., López, R. H., Santini, C., & Eyler, R. (2010). Big bets, small wins? Entrepreneurial behavior and ROI. *International Journal of Wine Business Research*, 22(3), 238-250.
 - a. Citations in Google Scholar: 17
9. Santini, C., Rabino, S., & Zanni, L. (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), 30-51.
 - a. Citations In Google Scholar: 34
10. Santini, C., & Cavicchi, A. (2014). The adaptive change of the Italian Food Bank foundation: a case study. *British Food Journal*, 116(9), 1446-1459.
 - a. Citations in Google scholar: 30

Research monographs and any translations thereof (if applicable)

1 monograph single author (in Italian)

4 books published as co-editor (in English)

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