

## ALLEGATO B

UNIVERSITÀ DEGLI STUDI DI MILANO

selezione pubblica per n.1 posto/i di Ricercatore a tempo determinato ai sensi dell'art.24, comma 3, lettera b) della Legge 240/2010 per il settore concorsuale 07/A1 - Economia Agraria ed Estimo

settore scientifico-disciplinare AGR/01 - Economia ed Estimo Rurale,  
presso il Dipartimento di Scienze e Politiche Ambientali,  
(avviso bando pubblicato sulla G.U. n. 17 del 02/03/2021) Codice concorso 4568

## Chiara Rinaldi CURRICULUM VITAE

INFORMAZIONI PERSONALI (NON INSERIRE INDIRIZZO PRIVATO E TELEFONO FISSO O CELLULARE)

COGNOME	RINALDI
NOME	CHIARA
DATA DI NASCITA	[10, Giugno, 1981 ]

### INSERIRE IL PROPRIO CURRICULUM (non eccedente le 30 pagine)

#### Academic Positions

January 2020- **Researcher**. Gothenburg Research Institute, School of Business Economics and Law. University of Gothenburg, Gothenburg, Sweden.

May 2018- October 2019: **Researcher**. Department of Business Administration, School of Business Economics and Law. University of Gothenburg, Gothenburg, Sweden.

May 2016- May 2018: **Post- Doctoral Marie Skłodowska-Curie Research Fellow** “Food and gastronomy as leverage for local development - FOODEV” (GA 707763). Department of Business Administration, School of Business Economics and Law. University of Gothenburg, Gothenburg, Sweden. [http://cordis.europa.eu/project/rcn/203870\\_en.html](http://cordis.europa.eu/project/rcn/203870_en.html)

April 2013 – April 2015: **Post- Doctoral Researcher** “Il place branding nella storia della Regione Marche e il ruolo degli stakeholder nel processo di costruzione dei marchi territoriali” (Place branding in Marche region and the role of stakeholders in place brand building). Department of Education, Cultural Heritage and Tourism, University of Macerata, Italy.

#### Researcher and project manager in National and EU co-funded projects

January 2020-: **Researcher** on the project “Towards sustainable governance of Swedish tourism: Co-creative strategies for sustainable spatial planning in the public tourism sector – TIPS”, funded by FORMAS (Swedish funder).

August 2019: **Exchange Researcher** from the University of Gothenburg (Sweden) to North Carolina State University (USA) for the **EU project Event Rights** - Addressing inequality, enhancing

diversity and facilitating greater dialogue in the hosting of sporting mega events. H2020-Marie Skłodowska-Curie Actions, Research and Innovation Staff Exchange (RISE) <https://cordis.europa.eu/project/rcn/219238/factsheet/en>

May 2018 – October 2019: **Researcher, project manager, participatory workshops organizer** for the European project **FOODBIZ** - University and business learning for new employability paths in food and gastronomy, Erasmus+ Strategic Partnerships, University of Gothenburg, Sweden <http://foodbiz.info>

January 2015 – September 2015: **Researcher and project manager** for the European project TAXIstars - Designing and Developing Flexible Vocation Training for a Mobile Profession, Lifelong Learning Programme Leonardo da Vinci - Action Multilateral, University of Macerata, Italy <http://taxistars.eu/en>

April 2015 – June 2015: **Exchange Researcher** from the University of Macerata (Italy) to Militos Consulting SA (Athens, Greece) for the EU project **GRAGE** - Green and Grey in Europe: elderly living in urban areas. H2020-Marie Skłodowska-Curie Actions, Research and Innovation Staff Exchange (RISE) <http://www.grageproject.eu/>

January 2015 – March 2015: **Expert Evaluator and Local Support Group Facilitator** for the EU project **URBACT Gastronomic Cities** for the Municipality of Fermo (Italy): <http://urbact.eu/gastronomic-cities>

October 2013 – April 2015: **Post-doc researcher and project manager** for the EU project **Farm Inc** - Introducing Marketing Principles in the Agricultural Sector, LLP-Leonardo da Vinci-Multilateral projects-Transfer of Innovation, coordinated by the University of Macerata. <http://193.205.117.98/farminc/>

## Education

2008-2012 (suspended one year in 2010): **PhD program on Education Sciences and Territory Analysis**, UNIVERSITY OF MACERATA - DEPARTMENT OF EDUCATION, CULTURAL HERITAGE AND TOURISM.

Title of the PhD thesis: “*The role of Higher Education in the Creation of a Regional Umbrella Brand: the Case of Le Marche*”. PhD received 1<sup>st</sup> March 2012.

July 2011-October 2011: **Visiting PhD Candidate**. LA TROBE UNIVERSITY, MELBOURNE, AUSTRALIA. “Success in Place Branding: The case of the Tourism Victoria Jigsaw Campaign”

October 2000-July 2006 (pre-Bologna process): **MA in Communication**. UNIVERSITY OF BOLOGNA (Italy).

July 2003-July 2004: **Overseas exchange student**. DEAKIN UNIVERSITY, GEELONG, AUSTRALIA.

## Training

**2019 HPE101, Teaching and Learning in Higher Education 1**: pedagogical course at the University of Gothenburg, Sweden.

**2016 Master Class on EU Cohesion Policy** hosted during the European Week of Regions and Cities (9-13 October 2016). This Master Class was aimed at enhancing researcher's career opportunities and diversification of skills. The Master Class contributed producing a problem-oriented and policy-relevant research. My contribution paper was on: *Participatory approaches, sustainability and innovation in food and gastronomy: multi-stakeholder networks for regional development*

### Refereed articles in Academic Journals

Rinaldi C., Cavicchi A., Robinson R.N.S., (2020). University contributions to co-creating sustainable tourism destinations. *Journal of Sustainable Tourism*, pp.1-23 (OA)  
<https://www.tandfonline.com/doi/pdf/10.1080/09669582.2020.1797056>

Rinaldi C., Cavicchi A., Spigarelli F., Lacchè L., Rubens, A. (2018). Universities and Smart Specialisation Strategy: from third mission to sustainable development co-creation. *International Journal of Sustainability in Higher Education*, 19 (1), pp. 67-84.

Rinaldi, C. (2017). Food and Gastronomy for Sustainable Place Development: A Multidisciplinary Analysis of Different Theoretical Approaches. *Sustainability*, 10(1), 1748. (OA):  
<https://www.mdpi.com/2071-1050/9/10/1748>

Rubens, A., Spigarelli, F., Cavicchi, A., & Rinaldi, C. (2017). Universities third mission and the entrepreneurial university and the challenges they bring to higher education institutions. *Journal of Enterprising Communities: People and Places in the Global Economy* 11(03), pp. 354-372.

Rinaldi, C., Cavicchi, A. (2016). Universities' emerging roles to co-create sustainable innovation paths: some evidences from the Marche region. *Aestimum*, 69, pp. 211- 224.

Rinaldi C., Cavicchi A. (2016). Cooperative behaviour and place branding: a longitudinal case study in Italy. *Qualitative Market Research: an International Journal*, 19 (2), pp.156-172

Rinaldi C., Beeton S. (2015). Success in Place branding: the Case of the Tourism Victoria Jigsaw Campaign. *Journal of Travel & Tourism Marketing*, pp. 1-17.

Cavicchi A., Rinaldi C., Corsi M. (2013). Higher Education Institutions as Managers of Wicked Problems: Place Branding and Rural Development in Marche Region, Italy. *International Food and Agribusiness Management Review*, Special Issue A, pp. 51-68.

### Edited books/book chapters

Cavicchi, A., Frontoni, E., Pierdicca, R., Rinaldi, C., Bertella, G., Santini, C. (2018) Participatory location-based learning and ICT as tools to increase international reputation of a wellbeing destination in rural areas: a case study. In Azara, I., Michopoulou, E., Niccolini, F., Taff, D., Clarke, A. (eds.) *Tourism, Health, Wellbeing and Protected Areas*, CABI, pp. 82-94.

Corinto G. L., Nicosia E., Rinaldi C. (Eds.) (2016) *"Turismo e Promozione Territoriale: casi di studio nelle Marche"*, Bologna, Pàtron. ISBN: 9788855533348

Cavicchi A., Rinaldi, C. (2016). Il ruolo degli stakeholder nella creazione di un marchio territoriale: il caso “Marche d’Eccellenza”. In Corinto G. L., Nicosia E., Rinaldi C. (Eds.) *Turismo e Promozione Territoriale: casi di studio nelle Marche*, pp. 37-48. Bologna, Pàtron. ISBN: 9788855533348

Rinaldi, C., Cavicchi A. (2016). Un’indagine esplorativa sulla Consumer-based Brand Equity della regione Marche. In Corinto G. L., Nicosia E., Rinaldi C. (Eds.) *Turismo e Promozione Territoriale: casi di studio nelle Marche*, pp.49-64. Bologna, Pàtron. ISBN: 9788855533348

## **Refereed Conference Papers**

Rinaldi C., Jernsand E.M., Mossberg L. (2018). Co-creational methodologies for students’ employability in the food sector: some evidence from the FOODBIZ project. Paper presentation held at the 27<sup>th</sup> Nordic Symposium on Tourism and Hospitality Research – Tourism Implications and Dilemmas. The Arctic University of Norway, Alta, Norway, 24-26 September 2018.

Rinaldi C. (2018). Tourism and sustainable development goals: addressing the articulation of global goals in different cultural contexts. Paper presentation held at the 28<sup>th</sup> Annual Council for Australasian Tourism and Hospitality Education Conference (CAUTHE 2018) - Get Smart: Paradoxes and Possibilities in Tourism, Hospitality and Events. Newcastle Business School, Newcastle, Australia, 5-6 February 2018.

<https://search.informit.com.au/documentSummary;dn=897692046847361;res=IELBUS>

Rinaldi C. (2017). Gastronomy, City Branding and Sustainable Tourism: the case of Östersund, UNESCO Creative City of Gastronomy. Paper presentation held at the 3<sup>rd</sup> Culinary and Wine Tourism Conference (CQTC17), IMC University of Applied Sciences Krems, Krems, Austria, 18-21 October 2017.

Rinaldi C. (2017). Gastronomy, City Branding and Sustainable Tourism: the case of Östersund, UNESCO Creative City of Gastronomy. Paper presentation held at the 26<sup>th</sup> Nordic Symposium on Tourism and Hospitality Research – Tourism in a hyper-connected world: challenges of interactivity and connectedness. Dalarna University, Falun, Sweden, 4-6 October 2017.

Rinaldi C., Cavicchi A. (2016). Desperately seeking regional development: the potential role of place branding in EU Smart Specialisation Strategy. Paper presentation held at the Inaugural Annual Conference of the International Place Branding Association (IPBA), Middlesex University London, London, UK, 7-8 December 2016.

Rinaldi C. (2016). Addressing sustainable development through food and gastronomy: the gastronomic cities case. Paper presentation held at the Valuing and Evaluating Creativity for Sustainable Regional Development (VEC Conference) – Mid Sweden University, Östersund, Sweden, 11-14 September 2016.

Cavicchi C., Fastigi M., Rinaldi C. (2016). Desperately seeking sustainability: an exploratory study on 2007-2013 EU Structural Funds subsidising innovation in the agrifood sector. Paper presentation held at the 26<sup>th</sup> Annual World Conference - International Food and Agribusiness Association (IFAMA), Aarhus, Denmark, 19-23 June 2016.

Rinaldi C., Cavicchi A. (2016). Universities' emerging missions to foster sustainability of rural areas: multiple case studies from the Marche region. *Agriculture and Agricultural Science Procedia*, Vol.8, pp. 725-731.

Rinaldi C., Cavicchi A., Robinson R.N.S., Frittelloni C. (2015). University roles in co-creating place branding: the URBACT Gastronomic City project case. Paper presentation held at the Place Management and Branding Conference - 'Sustainability, Liveability & Connectivity'. Poznan, Poland, 6-8 May 2015.

Cavicchi A., Rinaldi C., Santini C. (2015). Fostering entrepreneurial education in Agribusiness through experiential learning. *Proceedings in Food System Dynamics*. Available at: <http://centmapress.ilb.uni-bonn.de/ojs/index.php/proceedings/article/view/482/475>

Cavicchi A., Rinaldi C., Santini C., Robinson, R.N.S. (2014). "City branding based of food and gastronomy: a taxonomy of multi-stakeholder engagement activities". Paper presented at the Conference Consumer Behaviour Tourism Symposium 2014 (CBTS) 'Tourism Mobilities beyond place: time. Resources and Perspectives', 3-6 December Brunico (Italy) at the Free University of Bolzano.

Rinaldi C., Cavicchi A. (2013). "Creating networks for the promotion and governance of regional brands: the case of Marche region", presented at the 4<sup>th</sup> International Colloquium on Place Brand Management: Strategic Marketing of Cities Regions and Nations. Conference held on September 5<sup>th</sup>-6<sup>th</sup>2013 at the Mont Blanc Hotel Village La Salle. Hosted by Università della Valle d'Aosta, University of Lincoln and Middlesex University London.

Cavicchi, A., Rinaldi, C., Lorieri, P., Gaudio, R., Macchi, R., Santini, C. (2012) Exploiting Tourism Potentialities in mountain wine sites: an ongoing international project. Fourth International Congress On Mountain And Steep Slope Viticulture, Lyon, Rhône-Alpes (France) – 7-9 November 2012

Cavicchi A., Rinaldi C., Corsi M. (2012). Developing Place Umbrella Brands in Rural Areas: the Role of Higher Education Institutions (HEIs). Paper presented at the "10<sup>th</sup> Wageningen International Conference on Chain and Network Management - 127<sup>th</sup> EAAE seminar", 23-25 May 2012, Wageningen, The Netherlands.

Rinaldi C., Cavicchi A., Corsi M. (2011). Sustainable tourism in rural areas: the role of higher education in the Marche region. In ATHE Annual Conference - Back to the Future: Restating the Case For Tourism In Higher Education, Canterbury Cathedral Lodge, 1-3 December 2010. EASTBOURNE: ATHE, p. 161-178, ISBN/ISSN: 970-0-9568772-0-8

## Teaching experience

### *Courses*

#### **Dalarna University (Sweden)**

2021 (Spring semester) – Undergraduate course: GTR26E International Events and Festivals Management.

#### **University of Bologna (Italy)**

Spring 2021 - Post graduate course (1<sup>st</sup> level master degree) “Valorizzazione turistica e gestione del patrimonio culturale” (tourism and cultural heritage management); Module: “Comunicazione e promozione turistica dei beni e degli eventi culturali (Communication and tourism promotion of cultural heritage). Topic: “Turismo sostenibile” (Sustainable tourism).

April 2020 - Post graduate course (1<sup>st</sup> level master degree) “Valorizzazione turistica e gestione del patrimonio culturale” (tourism and cultural heritage management); Module: “Comunicazione e promozione turistica dei beni e degli eventi culturali (Communication and tourism promotion of cultural heritage). Topic: “Turismo sostenibile” (Sustainable tourism).

#### **University of Gothenburg (Sweden)**

2021– Graduate course: ES2423 Sustainable development: A case study approach. Advanced level. Teaching and supervision

2020 – Graduate course: ES2423 Sustainable development: A case study approach. Advanced level. Teaching and supervision

2019 – Graduate course: ES2423 Sustainable development: A case study approach. Advanced level. Teaching and supervision

#### **University of Macerata (Italy)**

2014/2015: co-taught in Dr. Alessio Cavicchi’s courses

Undergraduate courses: Economia e marketing agroalimentare (Agribusiness marketing and economics).

Graduate courses: Marketing of rural tourism

2013/2014: co-taught in Dr. Alessio Cavicchi’s courses, University of Macerata

Undergraduate courses: Economia e marketing agroalimentare (Agribusiness marketing and economics).

Graduate courses: Rural tourism and marketing strategies

2012/2013: co-taught in Dr. Alessio Cavicchi’s courses, University of Macerata

Undergraduate courses: Economia e marketing agroalimentare (Agribusiness marketing and economics).

Graduate courses: Rural tourism and marketing strategies

2011/2012: **Teaching Assistant**, University of Macerata, “Rural Tourism Marketing”. Integrative Course held in English to Erasmus students

## **Grants**

Project designer for the following grants (only funded projects are reported):

2019: FORMAS (Swedish government research council for sustainable development). Project title: Towards sustainable governance of Swedish tourism: Co-creative strategies for sustainable spatial planning in the public tourism sector

2018: Foundation for Economic Research in West Sweden 2018. Project title: Strengthening food tourism research and development. Running period (2018-2019).

2018: Swedish Research Council (Vetenskapsrådet): Conference Grant to organize the “Tomorrow’s Food Travel (TFT) International Conference at the University of Gothenburg (Sweden) in October 2018.

2016: Post- Doctoral H2020 Marie Skłodowska-Curie Research Fellowship. Project title: “Food and gastronomy as leverage for local development - FOODEV” (GA 707763). School of Business Economics and Law. University of Gothenburg, Gothenburg, Sweden. Running period (2016-2018)

## **Organization of conferences**

- Organising Committee at the Centre For Tourism (CFT), University of Gothenburg of the Conference Tomorrow’s Food Travel (TFT) - (8-10 October, 2018), Gothenburg, Sweden. Co-organized by CFT, Visit Sweden (National DMO), West Sweden Tourism Board (Regional DMO), Göteborg and Co. (Local DMO).
- Co-organising Committee at the Centre For Tourism (CFT), University of Gothenburg of the International Congress on Coastal and Maritime Tourism – (13-16 June, 2017), Gothenburg, Sweden.

## **Organization of Multi-stakeholder Workshops and Outreach Events**

- Co-organization of multi-stakeholder workshop held at the Mediterranean University of Reggio Calabria (20.11.2017), with one of the EU co-funded GASTROCERT project partners (Prof. Claudio Marcianó).
- Organization of 2 workshops in 2 different high schools in Italy to disseminate FOODEV research results and promote scientific research to high school students in 2017.
- Organization of 3 multi-stakeholder workshops for FOODbiz project using co-creational methodologies, namely: experiential, problem-based, and entrepreneurial discovery process (September 2018; February 2019; September 2019).
- Co-organization of virtual multi-stakeholder workshop (due to covid19) for the TIPS project (September 2020; December 2020)

## **Invitations**

2-3.12.2019: seminar to students, PhD students and scholars held within the “International Seminars’ Week” at the Department of Education, Cultural heritage and tourism at the University of Macerata (Italy). Title of the presentation: Food for sustainable place development.

7.04.2017: seminar to students, PhD students and scholars held within the “International Seminars’ Week” at the Department of Education, Cultural heritage and tourism at the University of Macerata (Italy). Title of the presentation: Place branding and local development: the role of food and gastronomy.

14.12.2016: seminar to students, PhD students and scholars held within the “International Seminars’ Week” at the Department of Education, Cultural heritage and tourism at the University of Macerata (Italy). Title of the presentation: “Food and Gastronomy as leverage for local development”.

25.07.2016: seminar to PhD students and administrative staff at the University of Macerata (Italy) on H2020 Marie Skłodowska Curie Individual Fellowship research grant.

1-2 July 2015: seminars to PhD students at the University of Macerata. “Participatory processes and multi-stakeholder networks to co-create sustainable place branding”.

21-22 September 2016: Invited by the “Entrepreneurial University” research group at the Arctic University of Norway in Tromsø to make a presentation on the new roles of universities in the knowledge economy.

Title of presentation: “From Third Mission To Sustainability Co-creation: The Role Of Universities In The Knowledge Economy”.

2016: selected for the Master Class on EU Cohesion Policy hosted during the European Week of Regions and Cities.

## **Affiliations**

Member of the Regional Studies Association (RSA) <https://www.regionalstudies.org>

## **Additional relevant experience**

2018- Communication coordinator for the Centre for Tourism (CFT), University of Gothenburg (Sweden).

Reviewer for *Journal of Place Management and Development*; *Sustainability*; *Journal of Gastronomy and Tourism*, *European Planning Studies*, *Journal of Rural Studies*.

Co-founder Play Marche Ltd, spin-off of the University of Macerata. The spin-off aims at developing the economic sector of ICT applied to cultural heritage. It works also as a Destination Management Organisation (DMO) for the Marche territory.

Project design, project management and evaluation activities for European co-funded projects.

## **Languages**

Italian: mother tongue



English: excellent, written and spoken  
French: good, written and spoken  
Spanish: basic written, good spoken

Data

15/03/2021

Luogo

Gothenburg (Svezia)