

**Stefanella Stranieri**

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## **EARLY ACHIEVEMENTS TRACK-RECORD**

Stefanella Stranieri (PhD) is Associate Professor in Agricultural and Resource Economics at the University of Milan (Italy), Department of Environmental Science and Policy. Her research activities are mainly focused on consumer attitudes and behaviour towards food quality and sustainable-related characteristics and on food firms' strategic behaviour towards private and public voluntary certifications. She refers to psychological-related theoretical frameworks based on cognitive models to interpret consumer behavior and she applies both lab and natural settings to analyse consumers' food choices. To analyse firms' strategic behaviour she applies several theoretical and practical approaches to firm-level and supply chain-level investigations.

Stefanella published more than 60 international scientific contributions in peer-reviewed journals and book chapters. To date, she has 35 papers with an H-index of 13 in Scopus database. On the basis of such scores, Stefanella is positioned within the first quartile for publications and even citations among the 310 agricultural economists in Italy.

In 2019 she was invited to act as plenary speaker at the Preconference of the International Consortium for Agricultural Bioeconomy Research (ICABR). Moreover, her research papers were selected in more than 30 international and national scientific conferences and she acted both as presenter, discussant and moderator of conferences' sessions.

Stefanella is Associate Editor for the scientific journal *Food Economy/Economia agro-alimentare* ranked in Scopus database. In 2018 she was Guest Editor of the special issue 'Relation between Agriculture, Environment Impact and Environmental Policies' for the journal *Agriculture (MDPI - Scopus indexed)* and of the special issue 'Consumer sensory perception and quality of food: trends in sensory branding' for the journal *AIMS Agriculture and Food (Scopus indexed)*.

## **RECENT RESEARCH PROJECTS**

Stefanella Stranieri has been involved in numerous research projects. The following are the most recent activities.

**2018 – current**, Work Package Leader in the project *AGER Agro-alimentare e Ricerca – Progetto IPCC MOUPA Interdisciplinary Project for assessing current and expected Climate Change impacts on Mountain Pastures - Task 4.3 'Adaptation strategies'* in WP4 (Analysis of the socio-economic effects of the changes in climate and in pasture productivity) and WP6 (Dissemination and communication).

**2011-2014**, Collaboration on the South East Europe Transnational Cooperation Programme – Project *CAPINFOOD 'Improving the enabling environment and public awareness for innovation in the South-East-European food sector through transnational collaboration'* – Assessment of food firms' innovation capabilities on performances in the South East Europe.

**2010-2012** - Collaboration on Project *MOSE4AGROFOOD Mobile Services for Agro Food. Regione Lombardia (14629/RU del 30.11.2010; UNIAGI N.14167)* – Assessment of consumer preferences of food traceability systems.

**2006-2010** – Collaboration on EU Project TRUEFOOD *Traditional United Europe Food* (Sixth EU framework program? – Analysis of firm marketing management capabilities.

### **INSTITUTIONAL RESPONSIBILITIES**

**2019 – current.** Head of the Teaching Board for the Bachelor Degree in Environmental Science and Policy at the University of Milan.

**2019 – current.** Member of the Faculty Board of Science and Technology at the University of Milan.

**2017 – 2019.** Member of the University Commission on Open Access at the University of Milan. This Commission has the objective of formulating strategies aimed at promoting open access to scientific publications.

**2017 – 2019.** Member of the Joint Teaching Staff-Student Committee for the Department of Environmental Science and Policy of the University of Milan.

**2014 – current.** Member of the Teaching Board of the Master Degree in Environmental and Food Economics at the University of Milan.

**2015 – current.** Academic tutor for the master Degree in Environmental and Food Economics, University of Milan.

**2013 – current.** Member of the Board of the PhD Program 'Food systems' at the University of Milan.

### **MEMBERSHIPS IN SCIENTIFIC ASSOCIATION**

Associate of the European Association of Agricultural Economists (EAAE-EU)

Associate of the International Association of Agricultural Economists (IAAE)

Associate of the Italian Society of Agricultural Economics (SIDEA-IT)

Associate of the Italian Society of Agri-Food Economics (SIEA-IT)

Associate of Associazione Italiana di Economia Agraria e Applicata (AIEAA-IT)

### **EDUCATION**

**2015.** Advanced school in Economic Psychology, University of Naples Federico II, Italy.

**2006.** PhD in Agri-Food Economics and Policy, University of Padua, Italy.

**2002.** Master in Business Administration, Faculty of Economics, University of Brescia, Italy.

### **FELLOWSHIPS**

**2017 – current.** Grant holder of FABR 2017 (Funding of basic research activities – Italian Minister of Education, University and Research).

**2017 -** Prize for the best research from the Scientific Committee of the Conference "Milk universe: young researchers and companies in comparison" (Piacenza, 18-19 May 2017).

**2019 – current.** Grant holder of Transition Grant 2015/2017 – Horizon 2020 (Unimi partnerships H2020 – Competitive funding on the basis of past H2020 proposals which received a high score in the evaluation procedure.

### **TEACHING ACTIVITIES**

**2014 – current.** Professor of Marketing and Consumer Behaviour – Master's Degree in Environmental and Food Economics, University of Milan.

**From 2021 –** Professor of Agri-Food and Environmental Policies - Bachelor Degree in Environmental Science and Policy, University of Milan.

**2009 – current.** Professor of Economics and Marketing of food firms – Bachelor Degree in Food Science and Technology, University of Milan.

**2007 – 2011.** Professor of Agri-food Economics - Bachelor Degree in Economics, University of Brescia.

**2006 – 2009.** Professor of Economics and Management of catering firms – Bachelor Degree in Foodservice Science and Technology.

#### **SUPERVISION OF GRADUATE STUDENTS AND POSTDOCTORAL FELLOWS**

**2017 – current.** Supervisor of 12 Master Degree Students at the Department of Environmental Science and Policy, University of Milan, Italy.

**2012 – current.** Supervisor of 30 Bachelor Degree Students at the Department of Environmental Science and Policy, University of Milan, Italy.