

Dr Luca Angelo CACCIOLATTI

Date of Birth: 25.11.1980

Nationality: Italian and British

✉ Westminster Business School
University of Westminster
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Main Professional Skills

good communication skills
problem solving oriented
good analytical skills

Main Personal Skills

inquisitive, fast learner, determined
creative, sociable

Main Domains of Research

SME marketing / Entrepreneurship
Innovation / Sociological Institutionalism
Multivariate data analysis applied to marketing

Main Professional Goals

continuous personal learning through the expression
of my creativity in research, teaching and external
engagement

Current Working Experience

Senior Lecturer (Associate Professor) in Marketing

(Full Time – Permanent Position)

Aug 2015 – Current

Programme co-director for
MSc in Entrepreneurship,
Innovation and SME Development

Westminster Business School, University of Westminster, London (UK)

RESEARCH

Main Research Interests in

- (i) **SME Marketing, Market Orientation and Marketing Capabilities, Value Chains** (marketing information utilisation, marketing intelligence, value chains, pull strategies to add value).
- (ii) **Entrepreneurship and Innovation** (Regional innovation systems and innovation capabilities, Chinese indigenous innovation, Entrepreneurial Cognition and Learning, SME growth and firm performance, SMEs business development),
- (iii) **Sociological Institutionalism** (institutional mechanisms in marketing and entrepreneurship, radical change).

The major contexts of my research are

- a) Food and Drink Industry
- b) China (and its unique Institutional Environment)

Methods

I generally favour **Mixed Methods**; therefore I use a mix of quantitative and qualitative methods, depending on the research design. The qualitative techniques I mostly use are *Case Studies* and *Narratives*. Nevertheless, I have a personal interest in the use/application of **Multivariate Data Analysis** and **Quantitative Modelling** techniques to the investigation of the topics within my research areas.

TEACHING

Marketing related subjects.

LEADERSHIP

Editorial. I am currently developing an international editorial project involving collaborators from several countries. I am also organising an international seminar on innovation with European and Extra-EU research partners. **Teaching.** I am currently involved in the creation of an MSc programme in Entrepreneurship, Innovation and SME Development at UoW.

TRAINING ACTIVITIES

I teach on USTC's CAS Training Programme organised in Hefei, PRC.

Visiting positions

Visiting scholar
School of Public Affairs
公共事务学院
Since August 2011

USTC – 中国科学技术大学
University of Science and Technology of China; Hefei (Anhui)

Taught modules:

- **Fundamentals of Supply Chain Management** with focus on value chains for students in the second year of their Master on Engineering (MEng) in 2012
- **Fundamentals of Multivariate Data Analysis** in 2013 and 2014.
- I also run guest lectures for the MPA (Master in Public Administration) programme, which trains Governmental Officials. Assessment strategy: online and through coursework.

Research activity:

I collaborate on research projects on **regional innovations, collaborations and capabilities, marketing-led innovation, entrepreneurial cognition, institutional mechanisms of legitimation for entrepreneurial activities.**

Since January 2015 I am a member of the School of Public Affairs PhD committee and a trainer on the Annual Scientific Training Programme of the Chinese Academy of Sciences.

Editorial Board
Since 2015

Technological Forecasting and Social Change
Member of the Advisory (Editorial) Board of this SCI/ABS listed journal.

Education/Training

Agent-Based Modelling Training
2014

University of Oxford, Oxford (UK)
Seven weeks course intensive training on agent-based modelling and Netlogo programming.

PhD in Marketing
2011

Funders:
Scottish Government and Scottish Enterprise

University of Kent; Canterbury (UK)
Thesis title: The Impact of Formalised Marketing Information on the Growth of Small and Medium Sized Enterprises in the Food and Drink Industry.

PgCHE (Postgrad. Cert. in Higher Education)
2011

University of Kent; Canterbury (UK).

PgCert in Methods of Social Research
2009

University of Kent; Canterbury (UK)
Philosophy of Research, Research Methodologies, Qualitative Methods, Multivariate Data Analysis.

ATAP (University Teacher Accreditation)
2009

University of Kent; Canterbury (UK)

'Laurea' (BSc) in Management
2004

University of Turin; Torino (IT)
Main subject areas: supply chain management, statistics, logistics, marketing, industrial organisation, sociology.
Final Grade: 99/110 corresponding to a mark of 90/100 (first).

BA in Business Administration
2004

Robert Gordon University; Aberdeen (UK)
Marketing focused degree: top-up student (final year).

High School Diploma in Business Studies and Foreign Languages
1999

Istituto Tecnico Commerciale; Cuneo (IT)
Main subjects: foreign languages, business practices, economics, private law. Final Grade: 100/100 corresponding to a 'first'.

Languages

Italian	mother tongue
English	fluent written and oral
French	fluent written and oral – French Ministry of Education DELF A1-A2-A3, 1998
Spanish	fluent written and oral
Greek	intermediate written and oral – University of Crete diplomas (basic and intermediate), 2005
German	basic written and oral
Mandarin	basic (survival level) – Confucius Institute in Edinburgh, 2009 / University of Kent, 2011

Past Working Experience (excl. teaching modules details)

Senior Lecturer (Associate Professor) in Marketing

(Full Time – Permanent Position)

Apr 2014 – Aug 2015

*Faculty of Business, Environment and Society, Coventry University;
Coventry(UK)*

TEACHING

PG: International Marketing, Research Methods, Quantitative Analysis (SPSS).

LEADERSHIP

I engaged in the development of some **university profile enhancement** activities such as **internationalisation**, e.g. creating linkages with external Academic organisations which are leading to the stipulation of *MOUs* and the provision of *Joint Programmes (OIL, Online International Learning)*, and was also actively involved in the EPAS **accreditation** process for a Master Programme. As part of my current duties I **mentor** junior members of staff, advising them on professional development and research. In terms of **leadership in research**, I am a member of a *PhD recruitment/selection* panel at CU and member of Doctoral Students' Progress Reviewing Committee at USTC, China.

Lecturer in Marketing and Value Chain Management

(Full Time – Permanent Position)

Aug 2010 – Sep 2014

Kent Business School, University of Kent; Canterbury (UK)

TEACHING

Undergraduate and Postgraduate Teaching (see 'taught modules' for details). My teaching style is dynamic, engaging and flexible in order to cater to multi-ethnic student groups with different cultural and educational backgrounds. I usually make large use of **problem based learning** to stimulate students' interest, creativity and critical thinking.

MODULE DESIGN: at Kent Business School I designed a simulation based module in Entrepreneurial Marketing that has been included as a core module for the restructured BA Marketing Programme. INNOVATION in TEACHING: I introduced the use of **Tesco club card data** for marketing modules at both UG and PG level through problem based learning activities. In May 2011, 2013 and 2013 I was nominated by Kent Students' Union for the **Teaching Excellence Awards** as the lecturer who had the strongest impact on students' learning experience and colleagues' teaching practices at University of Kent.

EXTERNAL ENGAGEMENT

I engage with both private and public organizations on consulting projects. In the past two years I worked on projects with different organisations with value amounting to £45,000.

SUPERVISION and TUTORING (PASTORAL CARE)

UG Final year projects and PG (MSc/MBA) dissertations supervision. As part of my appointment I have been tutoring UG, PG and Doctoral students.

Kent Business School, University of Kent; Canterbury (UK)

Research Associate March-July 2010	Open Innovation project investigating the internal and external factors affecting open innovation in firms; in collaboration with LIUC University - Milano.
Marketing Analyst/Consultant April 2007 – April 2010	<i>SAC – Scottish Agricultural College; Edinburgh (UK)</i> As part of the PhD project there has been constant engagement with the Food and Drink Industry in Scotland: i) running consumer insight workshops on how to use formalised marketing information to identify marketing opportunities to approx. 130 SMEs; and ii) preparing tailored food and drink market analysis reports using the dunnhumby data (Tesco Clubcard data).
Research Assistant January 2007 – April 2007	<i>dunnhumby Academy of Consumer Research at KBS, Canterbury (UK)</i> Demographic and psychographic segmentation research project.
Lecturer in Marketing September 2005 – October 2006	<i>Global College; Heraklion (GR)</i> Fixed term 'teaching only' role.
Business Consulting 2005 – 2006	<i>Family run businesses and micro-businesses; Heraklion (GR)</i> Freelance consulting for small businesses, capitalising on existing networks.
Managing Director 2004 – 2006	<i>Caffe' Internazionale Ilp; Aberdeen (UK)</i> Partner in a Mediterranean style café-restaurant. Business Award 2005 from Pago as 'best sellers' of fruit juices in Scotland.
Marketing/NBD Internship End of 2003	<i>Artlive Ltd; London (UK)</i> Final year project for the degree in Management at University of Turin. I worked on a project on the identification of new business opportunities for an art gallery.
Sales Assistant November-January 2002	<i>Bondi Giocattoli srl; Cuneo (IT)</i> Retailing and customer service. A fantastic experience for a marketing student willing to touch with hand the concept of 'segmentation' and willing to understand how heterogeneous consumers' behaviour is... all in a toy shop!
Tourist Activities Organizer Summer 2001	<i>FrancoRosso Viaggi and Insotel; Menorca (ES)</i> I was contracted by an Italian tour operator to spend a summer working in an international resort in Spain organising the tourists' entertaining activities. This experience helped me shaping and refining my interpersonal communication skills both on a one-to-one level and with wider audiences.
First Aid Officer 2000 – 2001 Compulsory Military Service	<i>Italian Red Cross; Cuneo (IT)</i> First aid duties and radio communications on medical emergency units at 118 national health service. Administrative duties for part of the service.
Local Paper Journalist 1997 – 1999	<i>Cuneo 7; Cuneo (IT)</i> While in high school I was collaborating part time with a local paper writing articles on events and places to visit abroad and during the weekend.

Memberships to Professional Bodies and Awards

Full member (MCIM) of the Chartered Institute of Marketing (**CIM**), UK
Fellow of the Higher Education Academy (**HEA**), UK
Fellow of the Royal Statistical Society (**RSS**), UK

Member of Marketing Science Institute (**MSI**), USA

Member of the International Food and Agribusiness Management Association (**IFAMA**), USA

Teaching and Taught Modules

	Undergraduate	Postgraduate
AA.YY. 2015 to now		<i>University of Westminster, England (UK)</i> Principles of Marketing, Market Research, Global Markets, Retailing: BA Distribution and Price Management: MSc
AA.YY. 2011 to 2014		<i>Coventry University, England (UK)</i> M67MKT, Marketing in an Intl. Perspective: MSc M39MKT, Research Methods: MSc M39MKT(2), Quantitative Analysis and SPSS: MSc <i>USTC, Hefei (PRC)</i> Value Chain Management: MSc Fundamentals of Multivariate Data Analysis: MSc/MPA/PHD Research Methods for Public Administration and Public Policy
AA.YY. 2010 to 2014	<i>University of Kent; England (UK)</i> CB544, International Marketing: stage 3 CB680, Introduction to Marketing: stage 1 CB683, Marketing Strategy: stage 2 CB602, E-marketing, stage 3 CB710, Entrepreneurial Marketing, stage 3	<i>University of Kent; England (UK)</i> CB9028, Retail Management: MSc CB9033, Marketing: MSc CB887, Entrepreneurship: MBA
AA.YY. 2007-2010	<i>University of Kent; England (UK)</i> CB680, Introduction to Marketing: stage 1 CB302, Managers and Organisations: stage 1 <i>Canterbury Christ Church University (UK)</i> MA1, Marketing Analysis: stage 1 MPP1, Mark. Principles and Practice: stage 1	<i>University of Kent; England (UK)</i> CB953, International Marketing: MSc <i>University of Kent; England (UK)</i> CB933, Marketing: MSc
AA.YY. 2006-2007	<i>Global College; Heraklion (GR)</i> International Strategic Marketing: stage 3 Business Planning and Control: stage 3	<i>Global College; Heraklion (GR)</i> Marketing Management: MA Branding: MA

External Appointments

Since 2015: Member of the Advisory (Editorial) Board of Technological Forecasting and Social Change.

2014: (i) Subject Expert (Chinese SMEs) on PhD revision panel at Coventry University.
(ii) External Member on PhD Progress Viva panel at University of Science and Technology of China.

2013: External Examiner on the Doctoral Thesis 'Structural and Evolutionary Patterns of Financially Distressed Firms. Strategies to Overcome Decline'. Doctoral Candidate: Arjola Mecaj. Department of Management and Business Studies, University of Salamanca, Spain.

2012: European Expert on a collaborative project between University of Kent and Maastricht Business School for the development of capabilities for an Agribusiness department at Bogor University, Java, Indonesia.

Research funded projects

2012

Project 1: Destination Haverhill – Prof. Andrew Fearné (Principal Investigator)
Funding agency: St Edmund's Borough Council

Amount: £40,000

Project 2: Dog-legged – Dr Martin Gough and Prof. Laurence Goldstein (Principal Investigators)

Funding agency: UELT (University of Kent)

Amount: £5,000

2011

Project: Scottish SMEs market orientation

Funding agency: Kent Business School

Amount: £1,000

2007

Project: PhD studentship (bursary and travel expenses)

Funding agency: Scottish Government, Scottish Enterprise and Scottish Agricultural College

Amount: £46,800

Books

L. Cacciolatti, S. H. Lee (2015) *Entrepreneurial Marketing for SMEs*. London: Palgrave Macmillan. ISBN 978-1-1375325-6-5.

L. Cacciolatti (2014) *Entrepreneurial Marketing*. Pearson, UK. ISBN 978-1-78399330-7.

L. Cacciolatti (2013) *Marketing in a Small Business Context: a Problem-based Learning Approach to Entrepreneurial Marketing*. Kipos Publishing, UK. ISBN 978-0-9926549-0-0.

Refereed research publications

L. Cacciolatti and S. H. Lee (2016), 'Revisiting the relationship between marketing capabilities and firm performance: The moderating role of market orientation, marketing strategy and organisational power. *Journal of Business Research*, [forthcoming]. 5-Year Impact Factor: 2.324 / 3* ABS

S. L. Zhao, **L. Cacciolatti**, S. H. Lee, W. Song (2015), Regional collaboration and indigenous innovation capabilities in China: a multivariate method for the analysis of regional innovation systems. *Technological Forecasting and Social Change*, Vol. 94 (May), pp. 202-220; 5-Year Impact Factor: 2.405 / 3* ABS

L. Cacciolatti, C. C. Garcia, M. Kalantzakis (2015), Traditional food products: the effect of consumers' characteristics, product knowledge and perceived value on actual purchase. *Journal of International Food and Agribusiness Marketing*, Vol. 27, Issue 3, pp. 1-22. (No ABS)

J. Faulin, M. Sanchez Garcia, F. Lera, **L. Cacciolatti** (2014), Rural environment stakeholders and policy making: willingness to pay to reduce road transportation pollution impact in the Western Pyrenees. *Transportation Research Part D: Transport and Environment*, Vol. 32, pp. 129-142; 5-Year Impact Factor: 2.040 / 3* ABS

W. R. Wang, W. Song, X. Y. Zhang, S. L. Zhao, C. Sausman, **L. Cacciolatti**, Y. L. Fu (2014), Determination of the effect of product substitutability on sales performance of integrated and decentralised supply chains through Nash equilibria. *International Journal of Productivity and Performance Management*, Vol. 63, Issue 7, pp. 863-878. (1* ABS)

L. Cacciolatti, A. Fearné (2013), Marketing Intelligence in SMEs: Implications for the Industry and Policy makers, *Marketing Intelligence and Planning*, Vol. 31, Issue 1, pp. 4-26. ISSN: 0263-4503 (1* ABS, B ABDC)

L. Cacciolatti, T. Wan (2012), A Study of Small Business Owners' Personal Characteristics and the Use of Marketing Information in the Food and Drink Industry: A Resource-Based Perspective, *International Journal of Food System Dynamics*, Vol. 3, Issue 2, pp.171-184. ISSN: 1869-6945 (No ABS, official IFAMA journal)

L. Cacciolatti, A. Fearné, B. U. Ihua and D. Yawson (2012) Marketing information as a catalyst of SME growth: empirical evidence of the moderating role of owner-managers' gender, age and targeting strategy. *Journal of Strategic Management Education*, vol. 8, issue 1, pp. 1-24. ISSN: 1649-3877 (No ABS, Q2 SJR)

C. Revoredo-Giha, C. Lamprinopoulou, B. Kupiec-Teahan, P. Leat, L. Toma, **L. Cacciolatti** (2011) How differentiated is Scottish beef?, *Journal of Food Products Marketing*, Vol. 17, Issue 2/3, pp. 183-210. ISSN: 1045-4446 (No ABS, C ABDC)

Currently under review/revision or work-in-progress (information last updated on 26th February 2015)

L. Cacciolatti, S. H. Lee (2015) An Institutional Perspective on the Loss of Influence of the Marketing Department within the Firm: an extension of Verhoef and Leeflang's work, *Journal of Marketing Management* (3* ABS) [revise and resubmit currently with reviewers]

L. Cacciolatti, S. H. Lee, M. Samdanis (2015) A critical realist perspective on Chinese business ethics. Target: *Journal of Business Ethics* (4* ABS) [manuscript in preparation]

L. Cacciolatti, S. H. Lee, T. Wan, W. Song (2015) The effects of the Chinese institutional environment on entrepreneurial learning and cognition in post-Maoist entrepreneurs. Target: *International Small Business Journal* (3* ABS) [manuscript in preparation]

L. Cacciolatti, S. H. Lee (2015) Hard and soft skills in technological innovation systems. Target: *Technological Forecasting and Social Change* (3* ABS) [manuscript under review]

Peer-reviewed Working Papers (departmental series)

L. Cacciolatti, C. Mar Molinero (2013) Analysing the demand for supply chain jobs through job advertisements. KBS working paper series. Working paper No. 264, January, ISSN: 1748-7595

L. Cacciolatti, A. Fearné (2012) SME characteristics and formalised information use: a canonical correlation analysis. KBS working paper series. Working paper No. 259, January, ISSN: 1748-7595

L. Cacciolatti, A. Fearné (2011) Empirical evidence for a relationship between business growth and the use of structured marketing information amongst food and drink SMEs. KBS working paper series. Working paper No. 243, June, ISSN: 1748-7595

C. Revoredo-Giha, P. Leat, B. Kupiec-Teahan, C. Lamprinopoulou and **L. Cacciolatti** (2009) Cereal Prices, Bread Consumption and Health in Scotland. Land Economy Working Paper Series, No. 33. [<http://www.sac.ac.uk/mainrep/pdfs/leergworkingpaper33.pdf>]

Industrial/Public Organisations Reports (from external engagement/consulting activities)

L. Cacciolatti, A. Fearné (2012) Dog-legged project: investigation of current methodologies for educational tools innovation amongst school teachers teaching to pupils with cognitive and learning disabilities. Report prepared for UELT (Unit for the Enhancement of Learning and Teaching), University of Kent.

D. Kemp, **L. Cacciolatti, A. Fearné** (2012) Destination Haverhill: Shopper Survey and Focus Group Report. Kent Business School. Report prepared for St Edmunds' Borough Council (Cambridgeshire) for the 'Destination Haverhill: more shoppers, more visitors, more investors' projects'.

C. Revoredo-Giha, B. Kupiec-Teahan, P. Leat, A. Fearné, **L. Cacciolatti** (2009) An Exploration of the Use of a Dataset of Supermarket Purchases for the Analysis of Red Meat Purchases in Scotland. Report prepared for FSAS (Food Standard Agency Scotland); ref. S14046. [http://www.foodbase.org.uk/admintools/reportdocuments/376-1_654_S14046_final_report_29-8-09pdf.pdf]

C. Revoredo-Giha, P. Leat, B. Kupiec-Teahan, C. Lamprinopoulou and **L. Cacciolatti** (2009) Assessing the Effect of the Rise in Food Prices on the Purchasing Power of Consumers in Scotland. Special Study Report to the Rural and Environment Research and Analysis Directorate (RERAD) of the Scottish Government; ref. AA211 [<http://www.sac.ac.uk/mainrep/pdfs/foodprices.pdf>]

C. Revoredo-Giha, P. Leat, B. Kupiec-Teahan, C. Lamprinopoulou and **L. Cacciolatti** (2009) Use of Supermarket Scanner Data to Measure Bread Consumption and Nutrition Choice in Scotland. SAC Rural Policy Centre Research Briefing. [<http://www.sac.ac.uk/mainrep/pdfs/breadprices.pdf>]

Guest Lectures and Industry Events

Academic (A) / Industry (I)

15th April 2016(A): Guest speaker at the School of Economics and Management, Tsinghua University, Beijing, China. Presentation: Chinese Regional Innovation Systems and the Development of Indigenous Innovation.

28th and 29th of December 2015(A): Guest speaker at University of Science and Technology of China, School of Public Affairs, Hefei, Anhui, China. Presentations:

- International Publishing in the Social Sciences: Guidelines for Publication, Authorship Rights and Academic Integrity.
- The European Innovation Policy.

8th April 2015(A): Guest speaker at Harbin Institute of Technology, Department of Management, School of

Urban Planning and Management, Shenzhen, China. Presentation: Public Policy and the Institutional Environment: reflections on Entrepreneurial Behaviour and Indigenous Innovation.

16th December 2014(A): Guest speaker at University of Science and Technology of China, School of Public Affairs, Hefei, Anhui, China. Presentation: Public Policy and the Institutional Environment: reflections on Entrepreneurial Behaviour and Indigenous Innovation.

25th May 2013 (I): Guest speaker for an Open Lecture at Baohe District Government, Hefei, Anhui, China. Presentation: Villages and towns: market orientation and public institutions.

11th May 2013 (A/I): Guest speaker at Suzhou Institute of Advance Study, Education District, Suzhou, Jiangsu, China. Presentation: Marketing intelligence and city planning: enhancing public institutions' market orientation.

9th May 2013 (A): Guest speaker at University of Science and Technology of China, School of Management, 5th Teaching Building, Hefei, Anhui, China. Presentation: Marketing-led Innovation, Understanding how to enhance competitiveness through a better understanding of the market.

20th April 2013 (A): Guest speaker at Kexue Dao Science Island, National Workshop on '2006-2060 plan for science and innovation in China', University of Science and Technology of China, Hefei, Anhui, China. Presentation: Marketing-led Innovation, Understanding how to enhance competitiveness through a better understanding of the market.

21st June 2012 (A) - University of Science and Technology of China, Hefei, China
Presentation: Chinese regional innovation: collaborations and capabilities.

18th May 2012 (A) – University of Science and Technology of China, Hefei, China
Presentation: Empirical evidence for a relationship between business growth and the use of structured marketing information amongst food and drink SMEs

5th-8th December 2012 (A): International Workshop on 'Agribusiness: Entrepreneurship and Innovation for Food Security and Rural Development', Bogor, Java, Indonesia. Keynote presentation: The relevance of market orientation for supporting small firms' marketing: how firm characteristics affect information utilisation amongst food and drink SMEs.

1st November 2011 (I) – Grampian Food Forum, Aberdeen, Scotland
Presentation: The importance of being... relevant!

19th August 2011 (A) – University of Science and Technology of China, Hefei (Anhui Province)
Lecture title: Introducing marketing to first year students.

08th February 2011 (A) – University of Birmingham
Lecture title: Getting to know who? Using supermarket panel data to identify opportunities for small food and drink producers.

23th November 2010 (I) – Taste Tideswell, Peak District (UK)
Marketing Master Class for Local Food and Drink Businesses

14th October 2010 (I) – Organic Farmers and Growers Annual Conference, Oxford
Presentation: Using shopper data to identify opportunities for small food and drink organic producers.

17th-18th May 2010 (I) – Monsanto International Broccoli Day, Murcia (Spain)
Presentation: Supermarket purchasing behaviour insights from the UK - Fresh and Frozen Broccoli.

30th September 2009 (I) – Tesco Suppliers Conference, Broxburn (Scotland)
Presentation: Using shopper data to identify opportunities for Scottish food and drink producers.

Conference Papers

5th-7th September 2014: Association of Innovation and Enterprise Annual Conference, Tsinghua University, Beijing, China. **L. Cacciolatti**, S. H. Lee, T. Wan, W. Song (2014) Adaptive mechanisms of defence under the condition of radical institutional change cognition and learning in post-Maoist Chinese entrepreneurs.

Chair for the 'Entrepreneurial Environment and Entrepreneurial Learning' session.

2nd-4th September 2013: Irish Academy of Management Annual Conference, Waterford Institute of Technology, Ireland. C. Donnelly, **L. Cacciolatti** (2013) Maximising digital loyalty card usage through a regional collaborative innovation network: a cross Country comparison.

9th-13th August 2013: AOM, Academy of Management Annual Meeting, Lake Buena Vista, Orlando, FL (USA). I. Rechberg, J. Syed, **L. Cacciolatti** (2013) How does involvement in decision making affect individual participation in knowledge management? paper no. 12866.

25th-28th June 2013: Applied Stochastic Models and Data Analysis ASMDA, 15th Conference of the ASMDA International Society 2013, Mataró, Spain. A. Manfrin, C. Mar-Molinero, **L. Cacciolatti** (2013) The use of MDS and HCA enabled pharmacists to reveal their roles which reflect on country of practice and cultural differences when improving patients' adherence to asthma medication. Proceedings, 15th Applied Stochastic Models and Data Analysis (ASMDA 2013) International Conference, Mataró (Barcelona), Spain 25 - 28 June 2013, pp.568-574.

18th-22nd February 2013: 7th International European Forum on System Dynamics and Innovation in Food Networks, Igls (Austria) Presentation: **L. Cacciolatti**, C. Garcia, M. Kalantzakis (2013) Empirical Customer orientation in fragmented markets: a study on Greek feta purchases.

5th-8th December 2012: International Workshop on 'Agribusiness: Entrepreneurship and Innovation for Food Security and Rural Development', Bogor, Indonesia. Keynote presentation: **L. Cacciolatti**, A. Fearn (2012) The relevance of market orientation for supporting small firms' marketing: how firm characteristics affect information utilisation amongst food and drink SMEs.

9th-14th June 2012: 22nd Annual IFAMA World Forum and Symposium, 'the road to 2050: the China factor', Shanghai. Presentation: **L. Cacciolatti**, A. Fearn (2012) Formalised marketing information as a catalyst for SME growth.

13th-17th February 2012: 6th International European Forum on System Dynamics and Innovation in Food Networks, Igls (Austria) Presentation: **L. Cacciolatti**, A. Fearn (2011) Empirical evidence of a relationship between business growth and use of formalised marketing information amongst food and drink SMEs

3rd-5th July 2011: The Academy of Marketing Annual Conference 'Marketing Fields Forever' – Liverpool, England (UK). Presentation: **L. Cacciolatti**, A. Fearn (2011) Empirical evidence of a relationship between business growth and use of formalised marketing information amongst food and drink SMEs.

1st-3rd September 2009: AM Branding Conference – Cambridge University. Presentation: **Cacciolatti**, Fearn, Wolfe, Yawson (2009) Consumer Reactions to Food Scares, A case Study of Bernard Matthews and Avian Flu.

16th-22nd August 2009: International Association of Agricultural Economists (IAAE) 27th Annual Conference 'The New Landscape of Global Agriculture'– Beijing (China). Presentation: Revoredo-Giha, Lamprinopoulou, Toma, Kupiec-Teahan, Leat and **L. Cacciolatti** (2009) Use of Supermarket Scanner Data to Measure Bread Consumption and Nutrition Choice in Scotland.

3rd-6th August 2009: European Association of the Agricultural Economists (EAAE) 113th Seminar – Chania, Crete (Greece). Presentation: Revoredo-Giha, Lamprinopoulou, Toma, Kupiec-Teahan, Leat and **Cacciolatti** (2009) How differentiated is the Scottish Beef? An Analysis of Supermarket Data Panel.

7th-9th July 2009: The Academy of Marketing Annual Conference 'Putting Marketing in its Place' – Leeds, England (UK). Presentation: **L. Cacciolatti**, C. Donnelly, A. Fearn, U. Ihua, D. Yawson (2009) Use of supermarket panel data amongst small and medium sized business in the food industry.

30^h March-1st April 2009: Agricultural Economics Society (AES) 83rd Annual Conference – Dublin (Ireland). Presentation: Revoredo-Giha, Lamprinopoulou, Toma, Kupiec-Teahan, Leat and **L. Cacciolatti** (2009) Cereal Prices, Bread Consumption and Health in Scotland. [http://www.aes.ac.uk/_pdfs/_conferences/176_paper.pdf]

7th-10th July 2008: The Academy of Marketing Annual Conference 'Reflective Marketing in a Material World' – Aberdeen, Scotland (UK). Poster on 'Brand development for SMEs' presented.

31st March-2nd April 2008: The Agricultural Economics Society (AES) 82nd Annual Conference – Cirencester, Gloucestershire UK). Poster on 'Brand development for SMEs' presented.

28th November 2007: Dunnhumby day – University of Kent, KBS, Canterbury (UK). Poster on 'Brand development for SMEs' presented.

29th July-1st August 2007: American Agricultural Economics Association (AAEA) Annual Conference - Portland, Oregon (USA). Presentation: **L. Cacciolatti**, Fearn, Yawson (2007) How do consumers respond to food scares? A case study of avian influenza in the UK using supermarket loyalty card data.

Reviewing activity

Ad-hoc reviewer for:

Research Policy

Technological Forecasting and Social Change

European Journal of Innovation Management

Workshops for the Scottish Food and Drink Industry

15 Workshops (2007-2009) in different Scottish areas on the use of marketing information to identify opportunities in the food and drink industry in collaboration with the following organisations/food networks:

Dumfries and Galloway Food Network	Scottish Association of Master Bakers
Farmers Borders Network	Scottish Enterprise
HIE (Highlands and Island Enterprises)	Seafood Scotland
QMS (Quality Meat Scotland)	Taste of Arran
SAC (Scottish Agricultural College) Consultancy Ltd	Scotland Food and Drink
SAOS (Scottish Agricultural Organisation Society)	Scottish Honey Markers Association
Savour the Flavours	

IT Skills

*survival level, **fairly good

<i>Teaching tools</i>	<i>Quantitative Analysis</i>	<i>Qualitative Analysis</i>	<i>Surveying tools</i>
Moodle **	SPSS (multivariate data analysis) **	Nvivo *	Qualtrics **
WebCT **	AMOS (structural equations modelling) *		Surveymonkey **
Blackboard *	MATLAB *, NETLOGO*		

Multivariate data analysis techniques and modelling currently used

Regression analysis
Logistic regression analysis
Principal component analysis
Canonical correlation analysis
Cluster analysis (Hierarchical and K-means)
Ordinal multi dimensional scaling (PROXCAL)
Non-parametric statistics
Growth models: Verhulst equation
Shannon's entropy equation.

Hobbies

I have a passion for foreign languages, reading books, cooking and travelling. My hobbies and experiences gave me the chance to learn how to communicate with different cultures.

Sports: urban trekking.
Winter sports: skiing + hot chocolate afterwards
I love playing backgammon.