



Dr Luca Angelo CACCIOLATTI

Date of Birth: 25th November 1980

Italian and British nationality

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Main Professional Skills

- Excellent communication skills
- Excellent analytical skills
- Problem-solving oriented

Main Personal Skills

- Inquisitive
- Determined
- Creative
- Amicable
- Compassionate

Main Domains of Research

- Innovation and Entrepreneurship
- Marketing and organisational capabilities
- Sociological Institutionalism (Institutional theory)

Main Professional Goals

- Continuous learning through the expression of my creativity in research, teaching and external engagement.
- I aspire to inspire students, young entrepreneurs, and colleagues through my passion for research and knowledge and my innovativeness in teaching.
- Help develop an entrepreneurial mindset and instil the idea that all businesses should have a social mission in their vision for a sustainable future, irrespective of whether they are for-profit or not-for-profit.

Current Position

May 2018 – Current
Full time
Permanent position*

Reader in Marketing

*Westminster Business School, University of Westminster
School of Organisations, Economy and Society
35 Marylebone Road, London, NW1 5LS (UK)*

Since Mar 2021

Head of the Entrepreneurship and Social Innovation Research Group

Main aim: The ESIRG exists as intra-college research group to promote and facilitate disciplinary and interdisciplinary research development within the School, College or University leading to output generation.

Main objective: The main objective is to enhance the skills and capabilities of its members by organising and promoting researchers' development.

Activities examples: Amongst the exemplar activities feature: output generation researcher development training, seminar series, writing retreats and workshops, mentoring, bespoke training for doctoral supervision.

Since Sep 2016

Programme Director for MSc in Entrepreneurship, Innovation and Enterprise Development.

I designed (in 2016) and launched (in 2017) an innovative and successful MSc programme that develops students' entrepreneurial mindset. The programme is *highly experiential*, based on the concept of *team-learning and team-coaching* and with a *'think, learn, do' approach* to learning. Students are guided in developing their start-up ideas from conception to idea validation, MVP creation and the actual launch. The main ethos of the programme lies in a balance among entrepreneurial, innovation and enterprise development skills.

I am responsible for the programme management with particular focus on the *strategic development* of the programme in light of an ever-changing competitive educational landscape.

*2015-2018
Senior Lecturer

Amongst the **duties** and facets of my role on the programme feature:

- Programme strategic development
 - Adaptation of the programme to changing competitive educational scenarios
 - Modification of programme structure and delivery to changing clients' needs
 - Alignment of programme activities with the school and college strategies
 - Alignment of programme activities with the United Nations Sustainability Goals
 - Liaison with international partners (private and public sector)
 - Internal and external stakeholders' engagement (universities, industry, public sector)
- Operational planning and management
 - Quality Assurance and compliance with University regulations
 - Cross-departmental stakeholders' engagement
 - Planning of students' numbers and allocation of resources
 - Teaching resources allocation in light of changing students' numbers
 - Team management and support (including team pastoral care)
 - Team performance appraisal (at module level)
 - Budgeting and income forecasting
 - Performance reporting to line manager
 - Support of students on their *entrepreneurial journey*
- Marketing and income generation
 - Marketing of the programme via external engagement (international presentations at external events, e.g. British Council, online webinars delivery, delivery of open events for prospective students).
 - Students' recruitment support (I actively collaborate with the international, marketing, and recruitment offices and external agents for the recruitment of students from 32 different markets worldwide)
 - Social enterprises/innovation fundraising/crowdfunding
 - Ancillary activities funding
- Leadership and innovation
 - Team management and support (including team pastoral care)
 - Team performance appraisal (at module level)
 - Students coaching and tutoring (pastoral care)
 - Enhancement of the programme features with value-added activities
 - Fostering of a '*continuous improvement ethos*' in the team members

Research interests

Main research interests

- (i) Innovation (Social Innovation, Regional Innovation Systems, Innovation Capabilities)
- (ii) Marketing (SME marketing, Value Chains, Marketing Capabilities, Market Orientation)
- (iii) Entrepreneurship (The Entrepreneurial State, Entrepreneurial Learning and Cognition, Small Businesses Growth, SMEs Internationalisation)
- (iv) Sociological Institutionalism (Institutional Mechanisms in Innovation, Radical Change, Entrepreneurial and Innovation Ecosystems)

Main research contexts:

China, the Food and Drink Industry, SMEs/Start-ups, Accelerators, Green Energy.

Main research methodologies:

I generally favour *Mixed Methods*. I use a mix of quantitative and qualitative methods, depending on the research design. The qualitative techniques I mostly use are *Case Studies*, *Policy Analyses* and *Narratives*. Nevertheless, I have a track-record (as well as a personal interest, e.g. Fellow of the Royal Statistical Society) in the use/application of a series of *Multivariate Data Analysis* techniques to the investigation of the topics within my research interests.

Current teaching

My teaching style is dynamic, engaging and flexible in order to cater to diverse student groups with different cultural and educational backgrounds. I favour *Experiential* and *Problem-Based Learning* and I usually make use of *Team-Learning and Coaching*

techniques to stimulate students' interest in the subject, creativity and critical thinking. I am able to deliver traditional classes as well as team-based learning classes.

I teach to and coach students on PG programmes (master and doctoral level) as well as executives (start-up founders and managers).

Modules currently taught and lead:

Analytics for Business (PG level 7), Distribution and Price Management (PG level 7).

Current Module leaderships (teaching-coordination role only):

Innovation through Design Thinking (PG level 7),

Enterprise Development (PG level 7).

PhDs supervision

- o Mrs Anette Kairikko: Accelerators' networks as a socially embedding mechanism, a study of internationalising EdTech start-ups in Finland. [Completed]
- o Ms Sindile Dlamini: Institutional enablers and barriers to innovative start-ups' market accessibility in the South African green economy: a post-apartheid perspective.
- o Mr Viacheslav Baranovskiy: Online accelerators' effectiveness and efficiency: a study of dynamic measurements of start-ups' performance.

External appointments / Memberships to Professional Bodies

Nov 2020 – April 2021	European Expert (ID: EX2018D320034) <i>Région Ile-de-France</i> Paris Region Fellowship Programme. EU co-funded Marie Skłodowska Curie Action (MSCA) in the frame of European Commissions H2020 programme that will strengthen the research capacity and international influence of the Paris Region, in France. Evaluation of research projects in entrepreneurship and innovation.
Aug 2020 – Ongoing	Start-up Coach <i>Eligent Accelerator</i> I offer time (pro-bono) and my skills as a coach for start-ups for an accelerator that focuses on high-tech companies.
Jan 2019 – Mar 2019	Funding Proposals Evaluator <i>Royal Dutch Shell Social Investment</i> I was on the judging panel of Shell LiveWIRE start-up funds and my duty was to evaluate start-ups funding requests for sustainable and innovative business ideas with high a focus on sustainability.
Sep 2018 – Current	External Examiner (<i>International position</i>) – Franchised Programme <i>London Metropolitan University</i> I am External Examiner for BA Advertising, Marketing, Communications and Public Relations, delivered at Escuela Superior de Informática y Negocios, Cesine (Spain).
Jan 2018 – Nov 2018	European Expert (ID: EX2018D320034) <i>European Commission</i> Horizon 2020. SFS-16 Calls evaluator and rapporteur for the European Commission on Sustainable Value Chains, Sustainable Healthy Food Production. Peer reviewer assisting in the evaluation of research proposals, monitoring of research actions, as well as the preparation, implementation or evaluation of programmes and design of policies.

- Aug 2011 – current
- Visiting (Programme) Professor**
School of Public Affairs, University of Science and Technology of China
 中国科学技术大学 – 11 F, Management Building, 96 Jinzhai Rd, East Campus of USTC, Hefei, 230026 (PRC)
- Teaching
- MPA (Master of Public Administration)
 - PhD students programme
 - International Students' Engagement (MSc)
 - CAS (Chinese Academy of Science) trainer on the Annual Scientific Training Programme for Scientific Research Centres Directors
- Committees
 2014 Doctoral Students' Progress Reviewing Committee at SPA, USTC.
- Aug 2016 – Current
- Visiting Professor and Member of RCTI Think Tank**
Research Centre for Technological Innovation (RCTI), School of Economics and Management, Tsinghua University
 清华大学 – 30 Shuangqing Rd, Haidian, Beijing, China (PRC)
- Think tank of the Chinese government on issues related to technological innovation.

Editorial Commitments

- Sep 2018 – Current
- Editorial Board Member**
Journal of Business Research
- Member of the Advisory (Editorial) Board of ABS/SSCI listed journal. 5-years impact factor: 4.108 – 3* ABS / Q1(JSR)
- Sep 2015 – Current
- Editorial Board Member**
Technological Forecasting and Social Change
- Member of the Advisory (Editorial) Board of ABS/SSCI listed journal. 5-years impact factor: 3.226 – 3* ABS / Q1(JSR)
- Sep 2015 – Current
- Editorial Board Member**
International Journal of Innovation Studies
- Current
- Reviewer for**
- Research Policy (4*ABS)*
*Technological Forecasting and Social Change (3*ABS)*
*Journal of Business Research (3*ABS)*
Journal of International Marketing (3 ABS)*
*European Journal of Innovation Management (1*ABS)*
International Journal of Innovation Studies

PhD External Examining Experience

- Apr 2021 Appointed as Member of the Examination Board for the PhD final exam, University of Bologna (Italy) [Decree no. 460/2021, Prot. 0083017 01/04/2021]
- Doctoral Candidates: Atsede Ghidey Alemayehu, Laura Patricia Brene-Peralta, Yaprak Kurtosal.
- Jul 2020 Appointed as National Evaluator for the Higher Education Commission Institute of Science, Technology and Development Mehran University of Engineering and Technology, Jamshoro (Pakistan)
- Doctoral Candidate: Ms Paras Abro

- Doctoral Thesis: Developing a Framework for Entrepreneurial Trainings through Micro Finance Institutions (MFI's) in Pakistan.
- Oct 2019 Department of Project and Construction Engineering
Universitat Politècnica de Catalunya (UPC), Barcelona (Spain)
- Doctoral Candidate: Mr Robert Reinhardt
Doctoral Thesis: Sustainable business model perspectives for the electric vehicle industry: the case of battery second use.
- Jul 2016 Department of Economics and Management
University of Navarra, Pamplona (Spain)
- Doctoral Candidate: Miss Ferdaous Zouaghi
Doctoral Thesis: Innovation Models in the Agri-Food Sector. An Example of Development of a New Raw Meat Product.
- Jun 2013 Department of Management and Business Studies
University of Salamanca, Salamanca (Spain)
- Doctoral Candidate: Miss Arjola Mecaj
Doctoral Thesis: Structural and Evolutionary Patterns of Financially Distressed Firms. Strategies to Overcome Decline.

Memberships to Professional Bodies

- Since 2021 Organisational Founding Member, Institute for Small Business and Enterprise (**ISBE**), UK
- 2018-2019 Member Institute of Directors (**IoD**), UK
- 2014-2019 MCIM, **Member** of the Chartered Institute of Marketing (**CIM**) [No. 38432825]
- Since 2014 **Fellow** of the Royal Statistical Society (**RSS**), UK [No. 122253]
- Since 2010 **Senior Fellow** of the Higher Education Academy (**HEA**), UK
- Since 2012 Member of Marketing Science Institute (**MSI**), USA
- 2011-2013 Member of International Food and Agribusiness Association (**IFAMA**), USA

Consulting Activity

- Aug 2018 – Mar 2020 **Consultant**
Hyde-China Ltd, Beijing (China)
- Consulting and organisation of training for high-level officials of the Chinese government.
- Dec 2012 **European Expert**
Bogor University, Java, Indonesia
- European Expert Consultant on a collaborative project between University of Kent and Maastricht Business School for the development of organisational capabilities for the establishment of an agribusiness department at Bogor University.

External Engagement and Events Organisation

- 7-9 April 2021 **International Business Challenge, 360 degrees virtual platform (London)**
Students' business challenge co-hosted in collaboration with Great Innova and Tesisquare (Italy). 30 students, 1 company, 6 consulting challenges in the areas of segmentation, business model development, design thinking, user experience, telemedicine and e-health, contingency and scenario planning. Event opening footage:
<https://www.youtube.com/watch?v=awLbMblXhbw>

- 18-19 February 2021 **Neuromarketing Social Innovation Challenge, King's College London**
 This online event was organised in collaboration with King's Business School consisted in neuromarketing students' pitches to TreAmis OÜ. The aim of the event was to enhance students' experience and creativity through a problem-based learning exercise. The event has been designed to contribute towards the achievement of the United Nations' Sustainability Development Goals. In specific this event contributed to goal no. 4 (Quality Education) and it was related to goal no. 9 (Industry, Innovation and Infrastructure). Further details at <https://www.gyghub.com/go/tre-amis/neuromarketing-kcl>
- 5th February 2021 **Digital Marketing and Innovation during a Pandemic: The 'Tre Amis' Case, British Council**
 This keynote talk was delivered by me online for the British Council Virtual UK Masterclass Series for South East Asia. The event was broadcast online to 1,441 registrants spread in different countries in South East Asia.
- 9th December 2019 **Innovation and Entrepreneurship in the UK, University of Westminster**
 Event hosted at UoW for a delegation of 19 high officials of the Jilin Provincial Science and Technology Department on the development of the entrepreneurial and innovation ecosystems in the UK.
- 3rd December 2019 **Industry-university integration and achievement transformation, University of Westminster**
 Event hosted at UoW for a delegation of 22 high officials of Ningxia University on industry-university collaborations and their role in the innovation ecosystem.
- 19-20 September 2019 **UK Fintech innovation developments, Level 39**
 Event co-organised by University of Westminster, Brunel University (BrunelHive) an Level 39 for a delegation of 25 executives of the Zhejiang Rural Credit with an interest in Fintech innovations and the British fintech ecosystem.
- 22-29 March 2019 **International Business Challenge, Tallinn (Estonia)**
 Students' business challenge co-hosted in collaboration with the EIA (European Innovation Academy). 55 students, 4 companies. Participants: Grow Ltd (international accounting firm), Nefab (transport packaging solutions company), Ragn Sells (waste management, environmental services, recycling), Pro Optika (opticians small chain).
- 8th December 2018 **How to Build a Tech Start-up from Concept to Market, University of Westminster**
 Event co-hosted at University of Westminster Marylebone Campus by the MSc Entrepreneurship, Innovation and Enterprise Development and the Marylebone Entrepreneurial Club. 300 Attendees expected (Alumni, International Entrepreneurs, Prospective Students, Local Businesses), 2 Guest Companies presenting their case studies. Networking event. Professional video production crew filming the event and streaming it online in real-time to 32 different Countries (Online audience: 250-300 expected). Sponsor: The Institute of Directors.
- 27th November 2018 **PPP – Public-Private Partnerships Workshop, University of Westminster**
 Event hosted at UoW for a delegation of 20 high officials of the Guanxi Provincial Government on PPP and the management of large infrastructures projects. Guest speakers on auditing, PPP collaborations and PRINCE2 project management.
- 25th October 2018 **Investment Pitch Day, University of Westminster**

Event co-hosted at Regents' Cinema by the MSc Entrepreneurship, Innovation and Enterprise Development and the Marylebone Entrepreneurial Club. 120 Attendees, 10 Young Entrepreneurs pitching for up to £1m to Angel Investors. Panel chair: Mr Stepan Galaev, Investment Director at Dragons' Den.

6-12th April 2018

International Business Challenge, Athens (Greece)

Students' business challenge co-hosted in collaboration with the IIMS (Institute for International Maritime Studies). 35 students, 4 companies. Participants: Tsomidis Ltd (Greek DIY hyperstore sales expansion challenge), Markopoulos City Council (Food-bank development project), Paianeia Wine Producers Cooperative (Project for the export of Retsina wine).

5th April 2018

Let's Startup! Pop-up Festival, London (UK)

Over 80 enterprising students and start-up teams showcased their businesses in front of large audience of investors, VCs, fellow entrepreneurs, journalists and mentors.

<https://www.westminster.ac.uk/current-students/events/lets-start-up-westminster-pop-up-festival>

18th April 2017

Let's Startup! Pop-up Festival, London (UK)

38 start-ups and businesses with their own stands to gain new potential customers, partners, mentors and investors.

<http://blog.westminster.ac.uk/wbs/2017/04/18/lets-start-pop-festival-2017/>

Start-ups Funding/Judging Panel Experience

17 Nov 2020

Creative Enterprise Centre, UOW, London (UK)

Global Entrepreneurship Week Venture Accelerator Demo Day

Funder/investor: Bank of Santander (£5,000)

Pitch competition from start-ups incubated in the Graduate Venture Accelerator (GVA) Programme. Some start-ups operated at MVP level and some had already some traction following launch.

Type of funding: Seed and series A.

March 2019

Royal Dutch Shell Social Investment, London (UK)

Shell LiveWIRE Smarter Future Programme

Funder/investor: Royal Dutch Shell Social Investment (£85,000)

I was part of a team of judges evaluating start-ups with a social mission and a focus on social, environmental or economic sustainability.

Type of funding: Seed and series A.

22-26 October 2018

European Commission, Brussels (Belgium)

Funder/investor: EU (€12m)

I was part of a team of 4 experts evaluating 9 consortia on a SFS-16 call on Sustainable Value Chains and Sustainable Healthy Food Production. We made recommendations for the assignment of project funding to a winner and a runner-up.

Type of funding: Research grants.

May 2016

Tsinghua Science Park (TusPark), Beijing (ZH)

Zhongguangcun start-ups gathering

Funder/Investor: Tsinghua X-Lab and others (£50,000)

High-tech start-ups pitches.

Type of funding: Pre-seed, seed, series A.

Education

Apr 2007 – Jun 2011	PhD in Marketing and Entrepreneurship <i>Kent Business School, University of Kent</i> <i>Parkwood Rd, Canterbury, CT2 7PE (UK)</i>
<i>Funder:</i> <i>Scottish Government</i>	Thesis: The Impact of Formalised Marketing Information on the Growth of Small and Medium Sized Enterprises in the Food and Drink Industry.
Jan – Jun 2010	PgCHE <i>UEL, University of Kent</i>
Jan– June 2009	ATAP (Associate Teachers' Accreditation Programme) <i>UEL, University of Kent</i>
Sep 2007 – Sep 2009	PgCert in Methods of Social Research <i>School of Social Policy, Sociology and Social Research</i> <i>University of Kent</i>
	Philosophy of Research, Research Methodologies, Qualitative Methods, Multivariate Data Analysis
Jan 2003 – Jun 2004	BA Business Administration <i>Aberdeen School of Management, Robert Gordon University</i> <i>Garthdee Road, Aberdeen, AB10 7QB (Scotland)</i>
	Marketing-focused degree: final year top-up. Classification 2:2
Sep 2001 – Jun 2004	BSc Management <i>School of Management, University of Turin</i> <i>Via Ventimiglia 115, I-120126 Torino (Italy)</i>
	Main subjects: Supply Chain Management, Statistics, Logistics, Marketing, Industrial Organisation, Production Processes, Sociology. Grade 99/110, Classification: First
Sep 1994 – Jul 1999	Diploma in Business Studies and Foreign Languages <i>Technical Institute of Commerce</i> <i>ITC Bonelli, Viale Angeli, I-12100 Cuneo (Italy)</i>
	Main subjects: Foreign Languages, Business Practices, Economics, Private Law. Grade 100/100, Classification: First

Continuous Professional Development

Research-related Training

June – September 2017	Business Analytics: Decision Making Using Data <i>Cambridge Judge Business School, University of Cambridge</i> <i>Online</i>
1 Mar 2017	Fundamentals of Machine Learning in R <i>Royal Statistical Society</i> <i>12 Errol Street, London, EC1Y 8LX (UK)</i>
15-16 Dec 2016	Analysing Panel Data in Stata <i>CASS Business School</i> <i>200 Aldersgate, London, EC1A 4HD (UK)</i>
Sep – Dec 2014	Agent-Based Modelling <i>University of Oxford</i> <i>Wellington Square, Oxford, OX1 2JD (UK)</i>
	Seven weeks intensive training course on NetLogo programming.

Civil Servants' Training

Jul – Oct 2016

Compulsory Governmental Training

University of Westminster

1. Anti-Bribery Essentials (score 87) 13.07.2016
2. Anti-Money Laundering Essentials (score 91) 19.07.2016
3. Equality & Diversity Essentials (score 85) 19.10.2016
4. Working with the Prevent Duty (score 94) 19.07.2016
5. Data Protection and Information Security (score 86.66) 20.10.2016
6. Introduction to Health and Safety Module (score 80) 20.10.2016
7. Recruitment and Selection (score 80) 20.10.2016
8. GDPR (score 98) 31.10.2018

Leadership Training

Oct 2016 – Feb 2017

PRESTIge! Accreditation Programme

University of Westminster

Training for the accreditation as Senior Fellow of the Higher Education Academy, UK

Sep 2015 – Jan 2016

Supervising Student Research (WEXE706.Y)

University of Westminster

Credit Bearing Module (20 credits) to prepare staff for PhD supervision

4 Oct 2016

Research Mentoring Workshop

University of Westminster

Past Work Experience (Academic/Research related)

Apr 2014 – Aug 2015

Full time

Permanent position

Senior Lecturer (Associate Professor) in Marketing

Coventry University

Priory Street, Coventry, CV1 5LS (UK)

Teaching

- PG teaching
- Modules design

External engagement / University profile enhancement activities

- *Internationalisation*
- **MOUs** stipulation for provision of Joint Programmes (OIL, Online International Learning) with foreign universities
- Involvement in EPAS *accreditation* process for MSc in IB

Leadership-related activities

- Early career researchers *mentoring*
- Member of a PhD recruitment/selection panel

Aug 2010 – Sep 2014

Full time

Permanent position

Lecturer in Marketing and Value Chain Management

Kent Business School, University of Kent

Parkwood Rd, Canterbury, CT2 7PE (UK)

Teaching

- Modules design and design of a simulation
- Programmes design: Contribution to the design of a new BA Marketing programme
- Introduction of **Tesco Clubcard** data as a tool for teaching marketing for UG/PG modules including MBAs
- Supervision of UG/PG students

External engagement / University profile enhancement activities

- Private and public organisations consulting projects
- CIM/CIPS MSc Programme *accreditation*

<p>Mar – Jul 2010</p> <p>Pro-rata Temporary position</p>	<p>Research Associate <i>Kent Business School, University of Kent</i></p> <p>Open innovation project investigating the internal and external factors affecting open innovation in firms and collaborative dynamics in the alcoholic beverages industry; project in collaboration with LIUC University (Milan, Italy)</p>
<p>Apr 2007 – Apr 2010</p> <p>Full time Fixed term position</p> <p>Project funded by: Scottish Government Scottish Enterprise SAC</p>	<p>Marketing Analyst and Consultant <i>SAC (Scottish Agricultural College), University of Edinburgh, King’s Buildings, West Mains Road, Edinburgh, EH9 3JG (Scotland)</i></p> <p>As part of my PhD project, I was hired to engage with <i>Scottish Food and Drink Networks of Producers and Processors</i>. Amongst my main duties I had to: (i) run consumer insight workshops on how to use <i>marketing intelligence</i> to identify marketing opportunities to approx. 130 SMEs; and (ii) prepare tailored food and drink market analysis reports using dunnhumby data (<i>Tesco Clubcard data</i>).</p>
<p>Jan 2007 – Oct 2007</p> <p>Pro-rata Temporary position</p>	<p>Research Assistant <i>Dunnhumby Academy of Consumer Research, Kent Business School, University of Kent</i></p> <p>Project investigating the taxonomies of socio-geo-demographic and psychographic <i>market segmentation</i>.</p>
<p>Sep 2005 – Oct 2006</p> <p>Pro-rata Temporary position</p>	<p>Visiting Lecturer in Marketing <i>Global College Heraklion (Greece)</i></p> <p>UG Teaching position.</p>

Industry related work experience

<p>2018 - Current</p>	<p>Entrepreneurial projects</p> <p>2020-current Co-founder of the TreAmis brand of chocolate pralines. Founder of the Kipos Publishing editorial project.</p> <p>2019-current: Managing Director of consulting and training firm in Estonia, Kipos OÜ.</p> <p>2019-2020: UBTech (Shenzhen, China). Collaboration on selection of target incubators and accelerators in the EU. Shortlisting of the leading accelerators and incubators with focus on robotics, telecommunication, sensor, chip, mechatronics, AI. Identification of promising start-ups for series A and B funding. www.ubtrobot.com</p> <p>2018-2019: High-tech start-up development (UK/Italy) Concept development and MVP testing for a novel payment system.</p>
<p>1999 – 2015</p>	<p>2016-2018: Edendum Ltd (UK) Brokerage project to setup a distribution network in China for Edendum Ltd (Italian food products).</p> <p>2015: Arese Srl (Italy) Brokerage project to procure from Taiwan a piece of machinery for an Italian organic food processor.</p> <p>2013-2015: Kipos Publishing (UK)</p>

Editorial project.

2007-2009: Luting LLP (UK)

I was a founding partner on an educational project for the delivery of an English language programme targeting secondary schools in China. The project focused on low-income kids who would normally not be able to afford English tuitions.

2004-2006: Caffe' Internazionale LLP (UK)

I was a partner and managing director of a Mediterranean-style café-restaurant in Aberdeen, Scotland.

1998-1999: E-m@gic (Italy)

Digital photography editorial project for the creation and production of a DVD-based photo album, distributed through local photographers. E-m@gic was registered in Italy as a registered trademark.

1997 - 2003

Various experiences

Nov – Jan 2002: Bondi Giocattoli (Italy)

Sales Assistant at a toy store in Italy. This was 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... in a toy shop!

Summer 2001: Francorosso Viaggi (Spain)

I was contracted by an Italian tour operator to spend a summer working in an international resort (Insotel, Menorca) organising the tourists' entertaining activities. This experience helped me shape and refine my interpersonal communication skills both on a one-to-one level and with wider audiences.

Compulsory Military Service

2000 – 2001: Italian Red Cross (Italy)

First Aid Officer. My duties were to be employed in the first aid service as first aid officer on medical emergency unit 118. I was in charge of first aid emergencies interventions, CPR, and on-board radio communications. I had administrative duties for part of the service (input and management of vehicles logistic data).

1997 – 1997: Cuneo 7 (Italy)

I was a columnist. While in high school I was collaborating part-time with a local newspaper writing a column on events to enjoy locally during the weekend and places to visit abroad. The paper distributed 16,000 copies weekly. I had the opportunity to learn to write interesting stories due to my collaboration with Mr Jean-Noël Beyler, owner of Editions Nuit et Jours (Paris, France).

Fundraising/Crowdfunding activity

2020-2021

Event: **MSc EIED annual fundraising**

Supported charities: *SOS Africa, CoppaFeel, The Shots Foundation, Women for Refugee Women, Great Ormond Street Hospital, Hullo, Dogs for Good, Cancer Research UK*

Activity run: Online appeal campaigns

Amount raised: £2,288

2019

Event: **Design and Development of the EDA MVP (child-safety service)**

Supported business: *EDA Family Solutions Ltd* (www.eda-solutions.co.uk)

Activity run: Pre-seed funding applications round 1 (Oct 2019) and round 2 (Feb 2020) of University of Westminster Co-Creators Scheme: Disciplinary Research Collaborations (<http://cti.westminster.ac.uk/past-co-creators-projects/>)

	Amount raised:	In-kind support of expertise (2 x pro-rata FTE) + £600 (expenses)
2019	Event:	MSc EIED annual fundraising
	Supported charities:	<i>Save the Children, Wateraid, Cystic Fibrosis, Cancer Research UK, Childhood Trust, UCLH, Samaritan's Purse, The Shots Foundation, Christina Noble, Prostate Cymru</i>
	Activity run:	Various activities, e.g. coffees giveaway, visual story-telling.
	Amount raised:	£7,070.57
	Event:	Yanna vs Luca Cooking Battle
	Supported charities:	<i>SOS Childrens' Villages Crete</i>
	Activity run:	Cooking activity in a battle-like format with online video releases
	Amount raised:	£1,400
2018	Event:	MSc EIED annual fundraising
	Supported charities:	<i>Oxfam, RSPCA, Cancer Research UK, Great Ormond Street Hospital, Syria Relief, The Shots Foundation, Portman Early Childhood Centre</i>
	Activity run:	Various activities, e.g. haircut auctions, singing contests, road-show.
	Amount raised:	£6,008.69
2017	Event:	MSc EIED-PPE annual fundraising
	Supported charities:	<i>MKTG, Mindlab, Save The Children, Malala Fund, The Soup Kitchen</i>
	Activity run:	Small projects crowdfunding campaigns. http://ppewestminster.com/crowdfunding_campaigns/
	Amount raised:	£6,000
2004	Event:	Prince's Trust
	Supported business:	<i>Caffe' Internazionale LLP</i>
	Activity run:	I have been a recipient of the Prince's Trust Youth Start-up Grant.
	Amount raised:	£3,000
1998	Event:	E-magic digital photography project
	Supported business:	<i>E-magic Srl</i>
	Activity run:	This was my first fundraising for a business activity. I raised it asking for donations to family and friends.
	Amount raised:	£2m Italian Lira (ca. £800 in 1998)

Research/Knowledge Exchange funded projects (*co-investigator role when name is not specified)

2020	Project Title:	Social Enterprising Documentary
	Funding agency:	<i>Funding agency: Quentin Hogg's Trust</i>
	Principal Investigator:	Dr L. Cacciolatti
	Co-investigator:	Supin Hussain
	Amount:	£3,000
2012	Project Title:	Destination Haverhill
	Funding agency:	<i>Funding agency: St Edmund's Borough Council</i>
	Principal Investigator:	Prof. A. Fearne
	Amount:	£40,000
2012	Project Title:	Dog-legged Project
	Funding agency:	<i>Funding agency: UELT, University of Kent</i>
	Principal Investigator:	Dr. L. Cacciolatti
	Amount:	£5,000
	Project Title:	Bogor University Agribusiness Department Capabilities Development
	Funding agency:	<i>Funding agency: Maastricht Business School, University of Maastricht (NL)</i>
	Principal Investigator:	Dr. M. Garcia
	Amount:	£12,000

2011	Project Title: Scottish SMEs Market Orientation Funding agency: <i>Funding agency: Kent Business School, University of Kent</i> Principal Investigator: Dr. L. Cacciolatti and Dr. B. Walton Amount: £1,0000
2007	Project Title: Dunnhumby PhD Studentship Funding agency: <i>Funding agency: Scottish Government, Scottish Enterprise, and SAC</i> Principal Investigator: Prof. A. Fearne Amount: £75,000

Taught Modules

AA.YY.	Undergraduate	Postgraduate
2015 - now	<i>University of Westminster (BA progr.)</i> Principles of Marketing Market Research Marketing Planning and Strategy Global Markets Entrepreneurship (creating new business)	<i>University of Westminster (MSc progr.)</i> Design Thinking Enterprise Development Distribution and Price Management Entrepreneurial Marketing / MSc Dissertations Analytics for Business <i>UStC (MPA/PhD progr.)</i> Research Methods for Public Administration and Public Policy
2010-2014	<i>University of Kent (BA progr.)</i> International Marketing Introduction to Marketing Marketing Strategy E-Marketing Entrepreneurial Marketing	<i>Coventry University (MSc progr.)</i> Marketing in an International Perspective Research Methods / Quantitative Analysis with SPSS <i>UStC (MPA/PhD progr.)</i> Value Chain Management Fundamentals of Multivariate Data Analysis <i>University of Kent (MSc/MBA progr.)</i> Marketing / Value Chain Management Retail Management / Entrepreneurship
2007-2010	<i>University of Kent (BA progr.)</i> Introduction to Marketing Managers and Organisations <i>Canterbury Christ Church University (BA)</i> Marketing Analysis / Marketing Principles and Practice	<i>University of Kent (MSc progr.)</i> International Marketing Marketing
2006-2007	<i>Global College (BA progr.)</i> International Strategic Marketing Business Planning and Control	<i>Global College (MA progr.)</i> Marketing Management Branding

Peer-reviewed

	ABS (SJR)	SSCI	SSCI 5yr-IF 2019
Zhai, X., Wang, M, Chen, N. S., Ghani, U. & Cacciolatti L. (2021). The Secret Thoughts of Social Network Sites Users: A Scale for the Measurement of Online Knowledge-hiding in a Knowledge Exchange (KE) Context. <i>Interactive Learning Environments, [in press]</i> – ISSN 1049-4820	Q1	☑	3.897
Cacciolatti L. , Rosli A., Ruiz-Alba J. & Chang J. (2020). Strategic Alliances and Firm Performance in Startups with a Social Mission. <i>Journal of Business Research, 106(Jan), 106-117</i> – ISSN 0148-2963	3	☑	5.484
Zhai X., Fang Q., Dong Y., Wei Z., Yuan J., Cacciolatti L. & Yang Y. (2018). The Effects of Biofeedback-based Stimulated Recall on Self-Regulated Online Learning: A Gender and Cognitive Taxonomy Perspective. <i>Journal of Computer Assisted Learning, 34(4)</i> , 1-12 – ISSN 1365-2729	(Q1)	☑	2.126
Cacciolatti L. , Lee S. H. & Mar Molinero C. (2017). Clashing Institutional Interests in Skills Between Government and Industry: An Analysis of Demand for Technical and Soft Skills of Graduates in the UK. <i>Technological Forecasting and Social Change, 119(June)</i> , 139-153. – ISSN 0040-1625	3	☑	5.846
Cui Y., Liu Y., Woock P., Zhang X. & Cacciolatti L. (2016). A Qualitative Exploratory Investigation of the Purchase Intention of Consumers Affected by Long-term Negative Referral: A Case from the Chinese Milk Sector. <i>Economia Agro-alimentare / Food Economy, 18 (3)</i> , 263-282	(Q3)	-	-
Cacciolatti L. & Lee S. H. (2016). Revisiting the relationship between marketing capabilities and firm performance: The moderating role of market orientation, marketing strategy and organisational power. <i>Journal of Business Research, 69(12)</i> 5597-5610. – ISSN 0148-2963	3	☑	5.484
Zhao S. L., Cacciolatti L. , Lee S. H. & Song W. (2015). Regional collaboration and indigenous innovation capabilities in China: a multivariate method for the analysis of regional innovation systems. <i>Technological Forecasting and Social Change, 94(May)</i> , 202-220. – ISSN 0040-1625	3	☑	5.846
Cacciolatti L. , Garcia C. C. & Kalantzakis M. (2015). Traditional food products: the effect of consumers' characteristics, product knowledge and perceived value on actual purchase. <i>Journal of International Food and Agribusiness Marketing, 27(3)</i> , 1-22. – ISSN 1528-6983	(Q3)	-	-
Faulin J., Sanchez Garcia M., Lera F. & Cacciolatti L. (2014). Rural environment stakeholders and policy making: willingness to pay to reduce road transportation pollution impact in the Western Pyrenees. <i>Transportation Research Part D: Transport and Environment, 32</i> , 129-142. – ISSN 1361-9209	3	☑	4.577
Wang W. R., Song W., Zhang X. Y., Zhao S. L., Sausman C., Cacciolatti L. & Fu Y. L. (2014). Determination of the effect of product substitutability on sales performance of integrated and decentralised supply chains through Nash equilibria. <i>International Journal of Productivity and Performance Management, 63(7)</i> , 863-878.	1	-	-
Cacciolatti L. & Fearne A. (2013). Marketing Intelligence in SMEs: Implications for the Industry and Policy makers. <i>Marketing Intelligence and Planning, 31(1)</i> , 4-26.	1	-	-
Cacciolatti L. & Wan T. (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. <i>International Journal of Food System Dynamics, 3(2)</i> , 171-184.	-	-	-
Cacciolatti L. , Fearne A., Ihua B. U. & Yawson D. (2012) Marketing information as a catalyst of SME growth: Empirical evidence of the moderating role of owner-managers' gender, age and targeting strategy. <i>Journal of Strategic Management Education, 8(1)</i> , 1-24.	-	-	-

Revoredo-Giha C., Lamprinopoulou C., Kupiec-Teahan B., Leat P., Toma L. & **Cacciolatti L.** (2011). How differentiated is Scottish beef? *Journal of Food Products Marketing*, 17(2/3), 183-210. (Q2)

Books

Cacciolatti L., Rosli, A. & Chang, J. (proposal under review) *Entrepreneurship*. London: Palgrave. Project under review for a textbook on entrepreneurship for the American, European, Asian and Australasian markets.

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

Cacciolatti L. Eds. (2014). *Entrepreneurial Marketing*. London: Pearson. ISBN 978-1-78399330-7.

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

Work-in-progress (unpublished)

Cacciolatti L. & Lee S. H. (2021). The Unintended Consequences of Filling Institutional Voids: First-mover Advantage and the Survival of International Entrepreneurs in China. [under review]

Cacciolatti L. & Lee S. H. (2021). An Institutional Perspective on Marketing Influence: An Extension of Verhoef and Leeflang's Studies. [under review]

Cacciolatti L. & Lee S. H. (2021). Collective knowledge and social innovation in communities of practice: The case of the Slow Food Movement in Italy. [under review]

Cacciolatti L., Lee S. H. & Chen J. (2021). China's Institutional Development for Entrepreneurship and Innovation: Towards an Entrepreneurial State. [work-in-progress]

Hu H., He J., Wu S., & **Cacciolatti L.** (2021). How does suppliers' innovativeness contribute to customers' performance? The mediating role of interorganisational trust and the moderating effect of environmental dynamism. [under review]

Hu H., Xie N., Li X., & **Cacciolatti L.** (2021). CEO duality and firm value: The mediating role of corporate frauds. [work-in-progress]

Rosli A., & **Cacciolatti L.** (2021). The Role of Universities in the Development of the Local Knowledge Base: Supporting Innovation Ecosystems through Skills Development and Entrepreneurship [under review]

Peer-reviewed working papers (departmental series)

Cacciolatti L. & Mar Molinero C. (2013). Analysing the demand for supply chain jobs through job advertisements. *KBS working paper series*, 264(January). ISSN: 1748-7595.

Cacciolatti L. & Fearn A. (2012). SME characteristics and formalised information use: a canonical correlation analysis. *KBS working paper series*. *KBS working paper series*, 259(January). ISSN: 1748-7595.

Cacciolatti L. & Fearn A. (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*, 243(June). ISSN: 1748-7595.

Revoredo-Giha C., Leat P., Kupiec-Teahan B., Lamprinopoulou C. & **Cacciolatti L.** (2009). Cereal Prices, Bread Consumption and Health in Scotland. *Land Economy working paper series*, 33, URL <http://www.sac.ac.uk/mainrep/pdfs/leergworkingpaper33.pdf>.

Conference items

2019

- June 15-16 **Cacciolatti L.**, Lee S. H. & Chen J. (2019, June). Keynote Speech titled 'The 4th Industrial Revolution is... now! China's Innovation Trajectory and the Relevance of Social Innovation and the Entrepreneurial State' delivered at ICIS International Conference on Innovation Studies at Tsinghua University, Beijing, China.
- April 22-23 Kairikko, A., **Cacciolatti L.**, & Dhaliwal S. (2019, April). Leveraging Embeddedness in Accelerator Networks – A Study of Internationalizing Startups. Paper presented at the II Paper Development Seminar: New Development in Entrepreneurial Process Research. Organised by ECSB (European Council for Small Business and Entrepreneurship). Best paper award ECSB 2019
<https://ecsbresearchblog.wordpress.com/2019/05/23/ii-paper-development-seminar-new-developments-in-entrepreneurial-process-research/>

2018

- Nov 7-8 Kairikko, A., Cacciolatti L., & Dhaliwal S. (2018, November). Leveraging Embeddedness in Accelerator Networks – A Study of Internationalizing Startups. Paper presented at the 41st Annual Conference of the Institute for Small Business and Entrepreneurship 'Research, policy and practice: Collaboration in a disparate world', Birmingham, UK.
Best paper award ISBE 2018 <https://isbe.org.uk/isbe-2018/bpa/>
- Jul 2-4 **Cacciolatti L.**, Lee S. H. & Chen J. (2018, July). China's Development for Entrepreneurship and Innovation: An Institutional Perspective. Paper presented at the 17th ISS International Schumpeter Society Conference 'Innovation, Catch-up, and Sustainable Development' at Seoul National University, Seoul, South Korea.
- Jun 21-26 **Cacciolatti L.** & Lee S. H. (2018, June). China's Innovation Trajectory in the 4th Industrial Revolution. Paper presented at the ICIS International Conference on Innovation Studies at Tsinghua University, Beijing, China.

2017

- Jun 21-26 **Cacciolatti L.** & Lee S. H. (2017, June). The Rise of Female Entrepreneurship in China. Paper presented at the ICIS International Conference on Innovation Studies at Tsinghua University, Beijing, China.

2016

- Jun 24-26 **Cacciolatti L.** & Lee S. H. (2016, June). The Institutional Environment and Entrepreneurs' Cognition and Learning: Antecedents of Innovation Capabilities and Entrepreneurial Success. Paper presented at the ICIS International Conference on Innovation Studies at Tsinghua University, Beijing, China.

2015

- Sep 13-14 **Cacciolatti L.**, Woock P. & Lee S. H. (2015, September). International entrepreneurs and entrepreneurial motives: An empirical study on the effects of Chinese policy making on firm longevity. Paper presented at the ICIE International Creativity, Innovation and Entrepreneurship Conference at Dongbei University of Finance and Economics, Dalian, Liaoning, China.

2014

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

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

2013

- Sep 2-4 Donnelly C. & **Cacciolatti L.** (2013, September). Maximising digital loyalty card usage through a regional collaborative innovation network: a cross Country comparison. Paper presented at the IAM Irish Academy of Management Annual Conference, Waterford Institute of Technology, Ireland.
- Aug 9-13 Rechberg I., Syed J. & **Cacciolatti L.** (2013, August). How does involvement in decision making affect individual participation in knowledge management? Paper presented at the AOM, Academy of Management Annual Meeting, Lake Buena Vista, Orlando, FL (USA). Paper no. 12866.
- Jun 25-28 Manfrin A., Mar Molinero C. & **Cacciolatti L.** (2013, June). 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 of the 15th ASMDA Applied Stochastic Models and Data Analysis International Conference, Mataró (Barcelona), Spain, 568-574.
- Feb 18-22 **Cacciolatti L.**, Garcia C. & Kalantzakis M. (2013, February). Empirical Customer orientation in fragmented markets: A study on Greek feta purchases. Paper presented at the 7th International European Forum on System Dynamics and Innovation in Food Networks, Igls, Austria.

2012

- Jun 9-14 **Cacciolatti L.** & Fearne A. (2012, June). Formalised marketing information as a catalyst for SME growth. Paper presented at the Annual IFAMA International Food and Agribusiness Management Association World Forum and Symposium with title 'The road to 2050: the China factor', Shanghai, China.
- Feb 13-17 **Cacciolatti L.** & Fearne A. (2012, February). Empirical evidence of a relationship between business growth and use of formalised marketing information amongst food and drink SMEs. Paper presented at the 6th International European Forum on System Dynamics and Innovation in Food Networks, Igls, Austria.

2011

- Jul 3-5 **Cacciolatti L.** & Fearne A. (2011, July). Empirical evidence of a relationship between business growth and use of formalised marketing information amongst food and drink SMEs. Paper presented at the AM Academy of Marketing Annual Conference 'Marketing Fields Forever', Liverpool, UK.

2009

- Sep 1-3 **Cacciolatti L.**, Fearne A., Wolfe M. & Yawson D. (2009, September). Consumer Reactions to Food Scares: A case Study of Bernard Matthews and Avian Flu. Paper presented at the AM Academy of Marketing SIG on Branding Conference, Cambridge University, Cambridge, UK.
- Aug 16-22 Revoredo-Giha C., Lamprinopoulou C., Toma L., Kupiec-Teahan B., Leat P. & **Cacciolatti L.** (2009, August). Use of Supermarket Scanner Data to Measure Bread Consumption and Nutrition Choice in Scotland. Paper presented at the 27th IAAE International Association of Agricultural Economists Annual Conference 'The New Landscape of Global Agriculture', Beijing, China.
- Aug 3-6 Revoredo-Giha C., Lamprinopoulou C., Toma L., Kupiec-Teahan B., Leat P. & **Cacciolatti L.** (2009, August). How differentiated is the Scottish Beef? An Analysis of Supermarket Data Panel. Paper presented at the 113th EAAE European Association of the Agricultural Economists Seminar, Chania, Greece.
- Jul 7-9 **Cacciolatti L.**, Donnelly C., Fearne A., Ihua U. & Yawson D. (2009, July). Use of supermarket panel data amongst small and medium sized business in the food industry. Paper presented at the AM Academy of Marketing Annual Conference 'Putting Marketing in its Place', Leeds, UK.

Mar 30–Apr 1 Revoredo-Giha C., Lamprinopoulou C., Toma L., Kupiec-Teahan B., Leat P. & **Cacciolatti L.** (2009, March). Cereal Prices, Bread Consumption and Health in Scotland. Paper presented at the 83rd AES Agricultural Economics Society Annual Conference, Dublin, Ireland.

2008

Jul 7-10 **Cacciolatti L.** (2008, July). Brand development for SMEs. Poster presented at the AM Academy of Marketing Annual Conference 'Reflective Marketing in a Material World' at Robert Gordon University, Aberdeen, UK.

Mar 31-Apr 2 **Cacciolatti L.** (2008, July). Brand development for SMEs. Poster presented at the 82nd AES Agricultural Economics Society Annual Conference, Cirencester, UK.

2007

Jul 29-Aug 1 **Cacciolatti L.**, Fearn A. & Yawson D. (2007, August). How do consumers respond to food scares? A case study of Avian influenza in the UK using supermarket loyalty card data. Paper presented at the AAEA American Agricultural Economics Association Annual Conference, Portland, OR, USA.

Media engagement

Cacciolatti L. (2020, December 23). How to approach the idea of launching a startup? - Interview with Dr Luca Cacciolatti. *Eligent TV* (<https://eligent.tv>). Retrieved from: https://www.youtube.com/watch?v=CVXHSpDs08M&feature=youtu.be&fbclid=IwAR1vnkn0Xy3A5Wtq_rSYhS-2WQa0LAdnLScERe3g_rQMrmgM5avoCrdrQbE

Cacciolatti L. & Lee S. H. (2017, September 24). Demeaning universities is a dangerous game. *THE The Times Higher Education*. Retrieved from <http://www.timeshighereducation.com>

Featured in Whateley, L. (2017, April 3). Growth is great, but not too fast... *The Times*. National Business Awards 2017. p. 4

Industrial and publish organisations' consulting reports

Cacciolatti L. & Fearn A. (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 the UELT Unit for the Enhancement of Learning and Teaching, University of Kent.

Kemp D., **Cacciolatti L.** & Fearn A. (2012). Destination Haverhill: Shopper Survey and Focus Group Report. Report prepared for St Edmunds' Borough Council, Cambridgeshire.

Revoredo-Giha C., Kupiec-Teahan B., Leat P., Fearn A. & **Cacciolatti L.** (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. Report no. S14046.

URL http://www.foodbase.org.uk/admintools/reportdocuments/376-1654_S14046_final_report_29-8-09pdf.pdf

Revoredo-Giha C., Leat P., Kupiec-Teahan B., Lamprinopoulou C. & **Cacciolatti L.** (2009) Assessing the Effect of the Rise in Food Prices on the Purchasing Power of Consumers in Scotland. Report prepared for RERAD Rural and Environment Research and Analysis Directorate of the Scottish Government. Report no. AA211.

URL <http://www.sac.ac.uk/mainrep/pdfs/foodprices.pdf>

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

Guest speaker presentations

ACADEMIA

- 05 Mar 2019 School of Public Affairs, University of Science and Technology of China, Hefei, Anhui, China.
Marketing and Innovation at the Core of Entrepreneurial Activity.
- 27 Jul 2018 School of Technological Education, Beijing Normal University, Beijing, China.
China's Job Skills in the 4th Industrial Revolution.
- 18 Jan 2017 School of Software & Microelectronics, Peking University, Beijing, China.
Marketing and Innovation at the Core of Entrepreneurial Activity.
- 06 May 2016 School of Economics and Management, Tsinghua University, Beijing, China.
Innovation Capabilities and the European Innovation Policy: A comparison with China.
http://www.sem.tsinghua.edu.cn/xsbgcn/TZ_72912.html
- 15 Apr 2016 School of Economics and Management, Tsinghua University, Beijing, China.
Chinese Regional Innovation Systems and the Development of Indigenous Innovation.
- 29 Dec 2015 School of Public Affairs, University of Science and Technology of China, Hefei, Anhui, China.
International Publishing in the Social Sciences: Guidelines for Publication, Authorship Rights and Academic Integrity.
- 8 Apr 2015 Department of Management, Harbin Institute of Technology, Shenzhen, China.
- 16 Dec 2014 School of Public Affairs, University of Science and Technology of China, Hefei, Anhui, China. Public Policy and the Institutional Environment: Reflections on Entrepreneurial Behaviour and Indigenous Innovation.
- 11 May 2013 Suzhou Institute of Advanced Study, Suzhou, Jiangsu, China.
Marketing Intelligence and City Planning: Enhancing Public Institutions' Market Orientation.
- 9 May 2013 School of Public Affairs, University of Science and Technology of China, Hefei, Anhui, China.
Marketing-led Innovation: Understanding How to Enhance Competitiveness Through a Better Understanding of the Market.
- 21 Jun 2012 School of Public Affairs, University of Science and Technology of China, Hefei, Anhui, China.
Chinese Regional Innovation: Collaborations and Capabilities.
- 7 Dec 2012 Department of Economics and Management, Bogor University, Bogor, Java, Indonesia.
The Relevance of Market Orientation for Supporting Small Firms' Marketing: How Firm Characteristics affect Information Utilisation amongst Food and Drink SMEs.
Keynote speaker at the International Workshop on Agribusiness: Entrepreneurship and Innovation for Food Security and Rural Development.
- 19 Aug 2011 School of Public Affairs, University of Science and Technology of China, Hefei, Anhui, China.
Introducing Marketing to First Year Master Students
- 8 Feb 2011 Birmingham Business School, University of Birmingham, UK.
Getting to Know Who? Using Supermarket Panel Data to Identify Opportunities for Small Food and Drink Producers.

PRIVATE AND PUBLIC SECTOR

- 25 May 2013 Baohe District Government, Hefei, Anhui, China.
Villages and Towns: Market Orientation and Public Institutions.
- 20 April 2013 Kexue Dao Science Island, Hefei, Anhui, China.
Marketing-led Innovation: Understanding How to Enhance Competitiveness Through a Better Understanding of the Market.
Keynote speaker at National Workshop on 2006-2060 Plan for Science and Innovation in China.

- 1 Nov 2011 Grampian Food Forum, Aberdeen, UK.
The Importance of Being... Relevant!
- 23 Nov 2010 Taste Tideswell, Peak District, UK.
Marketing Master Class for Local Food and Drink Businesses.
- 14 Oct 2010 Organic Farmers and Growers Association, Oxford, UK.
Using Shopper Data to Identify Opportunities for Small Food and Drink Organic Producers.
Keynote speaker at OFGA's Annual Conference.
- 17 May 2010 Monsanto, Murcia, Spain.
Supermarket Purchasing Behaviour Insights from the UK – Fresh and Frozen Broccoli.
Keynote speaker at Monsanto International Broccoli Day.
- 30 Sep 2009 Tesco's, Broxburn, UK
Using Shopper Data to Identify Opportunities for Scottish Food and Drink Producers.
Keynote speaker at Tesco Suppliers' Scottish Conference.

Languages

Italian	Mother tongue
English	Fluent written and oral
French	Fluent written and oral, Ministry of Education DELF A1-A2-A3, 1998
Spanish	Fluent written and oral
Greek	Lower Intermediate written and oral University of Crete diplomas (basic and intermediate), 2005
German	Intermediate (now quite rusted) written and oral
Chinese (Mandarin)	Survival level

IT Skills

*survival level, **fairly good

<i>Generic software:</i>	<i>Specialist software:</i>	<i>VLEs:</i>
Microsoft Office** IOs**	SPSS ** / AMOS* / STATA* R* / MATLAB * / NETLOGO* DaVinci Resolve 16**	Blackboard ** / Canvas ** Moodle ** WebCT **

Awards

2019	Most Compassionate Colleague Award – University of Westminster Best paper award – ECSB Paper Development Seminar
2018	Best paper award – ISBE Annual Conference
2016-2018 2011-2013	Teaching Excellence Award – University of Westminster Students' Union (UWSU) Teaching Excellence Award – University of Kent Students' Union (UKSU)
2004	Most Commercial Idea Award – Robert Gordon's University (RGU) and Royal Bank of Scotland (RBS) Business Plan Competition

Hobbies

I have a passion for foreign languages, reading books, cooking, listening to Jazz (Bossa Nova) and travelling. I also like practicing urban trekking and playing backgammon. My hobbies and experiences gave me the chance to learn how to communicate with different cultures. To relax, I play the mandolin and write short stories (the latest stories I wrote were edited in a book titled 'The world through my eyes: short stories of magic realism', written under the Luke Bright pen name and published by Kipos Publishing, available on Amazon).