

# Ludovica Principato

Researcher and Scientific Consultant

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**Roma Tre University**  
Dept. of Business Studies  
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## Research Interests

My research interests lay on sustainable food systems management, in particular on food waste and consumer health, and in the sharing economy field.

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## Academic Positions

- 2018- present **ROMA TRE UNIVERSITY** (Rome, Italy)  
Post-Doc Researcher of Marketing and Sustainability  
Dept. of Business Studies
- 2013-2014 **BROWN UNIVERSITY** (Providence, USA)  
Visiting Ph.D. Student  
Center for Health Promotion and Health Equity
- 2011-2013 **ROMA TRE UNIVERSITY** (Rome, Italy)  
Research Fellow on Marketing and Sustainability  
Dept. of Business Studies

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## Education

- 2014 *spring* **HARVARD BUSINESS SCHOOL** (Boston, USA)  
Ph.D. course in Consumer Behavior
- 2013 *fall* **BOSTON UNIVERSITY** (Boston, USA)  
Ph.D. course in Consumer Behavior
- 2012 – 2016 **SAPIENZA UNIVERSITY OF ROME** (Rome, Italy)  
Ph.D. in Management, November 2016 (*Magna cum laude*)
- 2006 – 2008 **ROMA TRE UNIVERSITY** (Rome, Italy)  
M.S. in Business Administration, *Magna Cum Laude*, December 2008
- 2003 – 2006 **ROMA TRE UNIVERSITY** (Rome, Italy)  
B.A. in Business Economics, October 2006

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## Academic Activities

- 2019-present Member of the Board of Directors SIMA (Italian Society of Management)

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- 2019-present Member of the Didactic Commission for the Business Administration Master (Roma Tre University)
- 2017-present Member of the Italian Society of Marketing
- 2017 Member of the examining commission for the *Enactus World Cup 2017* - Universities' international competition, London (UK)
- 2014 – 2015 Member of the Advisory Board at the *TRI-Lab in Healthy Food Access* Brown University (Providence, USA)
- 2013 – 2015 Member of the Laboratory *Psychology of Eating and Consumer Health Lab* Harvard School of Public Health (Boston, USA)

## Other Scientific Activities

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Since 2014 I carry out/had carried out reviewer activities for the following journals and scientific societies:

- Industrial Marketing Management (rivista di Fascia A), ISSN: 0019-8501
- Journal of Cleaner Production (rivista di Fascia A), ISSN: 0959-6526
- Resources Conservation and Recycling (rivista di Fascia A), ISSN: 0921-3449
- Journal of Business Research (rivista di Fascia A), ISSN: 0148-2963
- American Marketing Association Conferences referee

**Editor:** Journal SN Business and Economics (Springer Nature), ISSN: 2662-9399

**Guest editor** for the Special Issue *Food Loss and Waste: The Challenge of a Sustainable Management through a Circular Economy Perspective* for the journal *Resources* (ISSN 2079-9276) (2019-2020)

## Teaching Experience

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### MASTER LEVEL:

Corporate Communication  
Marketing, Innovation and Sustainability  
International Business

### UNDERGRADUATE LEVEL:

Marketing  
Food and Wine Marketing

## PUBLICATIONS

Google Scholar: <https://scholar.google.it/citations?user=Iv-MieAAAAAJ&hl=it>

ResearchGate: [https://www.researchgate.net/profile/Ludovica\\_Principato](https://www.researchgate.net/profile/Ludovica_Principato)

## Journal Publications

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1. Secondi L., **Principato L.**, Mattia G. (2019). Can digital solutions help in the minimization of out-of-home waste? An analysis from the client and business perspective. *British Food Journal*, in press.
2. Mattia G., Guglielmetti Mugion R., **Principato L.** (2019). Shared mobility as a driver for sustainable consumptions: The intention to re-use free-floating car sharing. *Journal of Cleaner Production*, 237, pp 1-9.

3. Cicatiello C., Secondi L., **Principato L.** (2019). Investigating Consumers' Perception of Discounted Suboptimal Products at Retail Stores. *Resources*, 8-129.
4. Secondi L., **Principato L.**, Ruini L., Guidi M. (2019). Reusing food waste in food manufacturing companies: the case of the tomato-sauce supply chain, *Sustainability*, in press.
5. Vadiveloo M., **Principato L.**, Morwitz V., Mattei J. (2019). Sensory variety in shape and color influences fruit and vegetable intake, liking, and purchase intentions in some subsets of adults: A randomized pilot experiment, *Food Quality and Preference*, vol 71, pp. 301-310, ISSN: 0950-3293.
6. Principato, L., Ruini L., Guidi M., Secondi L. (2019) Adopting the circular economy approach on food loss and waste: The case of Italian pasta production, *Resources, Conservation and Recycling*, 2019, 144, 82-89. [Rivista in fascia A – Anvur; IF2017= 5.120].
7. Iasevoli G., Michelini L., Grieco C., **Principato L.** (2018), Mapping the sharing economy: a two-sided markets perspective, *Sinergie*, Vol 106 No May-Aug (2018) ISSN: 0393-5108.
8. **Principato L.**, Pratesi C.A., Secondi L. (2018), Towards Zero Waste: An Exploratory Study on Restaurant managers, *International Journal of Hospitality Management*, n. 74, pp. 130-137. ISSN: 0278-4319.
9. Michelini L., **Principato L.**, Iasevoli G. (2018). Understanding Food Sharing Models to Tackle Sustainability Challenges, *Ecological Economics*, Volume 145, March 2018, Pages 205–217, ISSN: 0921-8009.
10. Mondéjar Jiménez J, Ferrari G., Secondi L., **Principato L.** (2016). From Plate to Waste: an exploratory study on behaviour towards food waste of Spanish and Italian Youths, *Journal of Cleaner Production*, 1-11, ISSN: 0959-6526.
11. Gans K., Gorham G., Risica P.M., Dulin-Keita A., Dionne L., Gao T., Peters S., and **Principato L.** (2016). A multi-level intervention in subsidized housing sites to increase fruit and vegetable access and intake: Rationale, design and methods of the 'Live Well, Viva Bien' cluster randomized trial. *BMC Public Health*,16:521, ISSN: 1471-2458.
12. Secondi, L., **Principato, L.**, Laureti, T. (2015). Household food waste behaviour in EU-27 countries: A multilevel analysis. *Food Policy* 56: 25-40. DOI 10.1016/j.foodpol.2015.07.007. ISSN: 0306-9192.
13. Ruini L.F., Ciati R., Pratesi C.A., Marino M., **Principato L.**, Vannuzzi E. (2015). Working toward Healthy and Sustainable Diets: The "Double Pyramid Model" Developed by the Barilla Center for Food and Nutrition to Raise Awareness about the Environmental and Nutritional Impact of Foods. *Frontiers in Nutrition* 2015 May 4; 2:9. ISSN: 2296-861X.
14. **Principato L.**, Secondi L., Pratesi C.A. (2015). Reducing food waste: an investigation on the behaviour of Italian Youths, *British Food Journal*, Vol. 117 Iss: 2, pp.731 – 748. ISSN: 0007-070X.
15. **Principato L.**, (2015). Il tesoro della piramide (alimentare), *eco*, 212-213. ISSN 1972-9995.
16. Ruini, L., Ferrari E., Meriggi P., Marino M., Sessa F., **Principato L.** (2013). Produzione di grano duro sostenibile e Life Cycle Assessment: il progetto Barilla (Sustainable Durum Wheat Production and Life Cycle Assessment: the Barilla Project), *AgriregioniEuropa*, 35. ISSN 1828-5880
17. Ruini, L., Ciati, R., Pratesi, C. A., **Principato, L.** Marino, M., & Pignatelli, S. (2013). Sustainable Diets: Barilla Center for Food and Nutrition Double Pyramid. *AgriregioniEuropa*, 34. ISSN 1828-5880.

## Books

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18. **Principato L.** (2018), *Food Waste at the Consumer Level. A comprehensive Literature Review*, Springer International Publishing, Cham (ZG) Switzerland, ISBN 978-3-319-78887-6.

## Chapters in Edited Books

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19. Di Leo A., Michelini L., **Principato L.** (2020). "Food sharing and innovative business models", cap. 20, in Kosseva M., "Food Industry Wastes: Assessment and Recuperation of Commodities, Second Edition", Elsevier.
20. Allievi F., Antonelli M., Dembska K., **Principato L.** (2019). "Understanding the Global Food Systems", cap. 1, in Valentini R. et al., "Achieving the Sustainable Development Goals through Sustainable Food Systems", Springer.
21. AA.VV. (2016). Eating planet. Food and sustainability: building our future. Barilla Center for Food & Nutrition. Edizioni Ambiente. ISBN: 9788866271819.
22. **Principato L.**, (2015). "Le etichette ambientali: comprensione, motivazione e risposta del consumatore", cap. 6, in G. Lugli, Cibo, salute e business, neuroscienze e marketing nutrizionale. Edizioni Egea. ISBN/EAN: 9788823834989.
23. Ruini, L., Pratesi, C. A., **Principato, L.** Marino, M., & Pignatelli, S. (2013). From the BCFN's Double Pyramid to virtual water in the production of Pasta Barilla. In A. Marta & F. Greco (Eds.), The water we eat, 187-206. Springer International Publishing. ISBN 978-3-319-16393-2
24. AA.VV. (2015). Double Pyramid 2015, recommendations for a sustainable diet. Barilla Center for Food & Nutrition. Codice Edizioni, Parma. ISBN 978-887578568-0.
25. AA.VV. (2014). Double Pyramid 2014. Barilla Center for Food & Nutrition. Codice Edizioni, Parma. ISBN 978-887578498-0.
26. Laureti T., **Principato L.**, Secondi L. (2014). Sprechi alimentari: un'analisi sul comportamento dei giovani. In Eurispes, Rapporto Italia 2014, cap. 5, scheda 45, p. 659-669, ISBN: 978-88-7981-411-9.
27. Barilla Center for Food & Nutrition. (2013). Combating Waste: defeating the paradox of food waste. Parma. ISBN 978-887578390-7
28. **Principato, L.** (2013). Mobile advertising. In J. P. Peter, J. H. Jr. Donnelly & C. A. Pratesi, Marketing 5/ed. McGraw-Hill. ISBN: 9788838667794.
29. Ruini, L., Pratesi, C. A., **Principato, L.** Marino, M., & Pignatelli, S. (2013). Dalla doppia piramide del BCFN all'acqua virtuale nella produzione di pasta Barilla. In A. Marta & F. Greco (Eds.), L'acqua che mangiamo, Edizioni Ambiente. ISBN: 9788866270881.

## Conference Presentations

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30. Mattia G., Di Leo A. **Principato L.** (2020). *On Line Impulse Buying and Cognitive Dissonance: The Moderating Role of the Positive Affective State*, ICHCDBP 2020 : XIV. International Conference on
31. Hospitality Consumer Behavior and Decision Process, Barcellona 10-11 Febbraio 2020, **Awarded Best Paper.**
32. Di Leo A. Mattia G., Pratesi C.A., Principato L., (2019). *LUXURY TOWARDS SUSTAINABILITY: A GRI-BASED SUSTAINABILITY REPORT ANALYSIS*. 2019 Global Fashion Management Conference at Paris, 2019 Global Fashion Management Conference at Paris Proceedings: 66-71 (July 2019).
33. Mattia G., Principato L., Pratesi C.A., Di Leo A. (2019). *Sustainability in the luxury industry: an exploratory analysis based on the Global Reporting Initiative (GRI) framework*. Sinergie – SIMA 2019 Conference, Management and sustainability: Creating shared value in the digital era, Rome 20-21 giugno 2018.
34. Principato L., Pratesi C.A., Mattia G., Di Leo A. (2019), *Understanding Sustainability Efforts along the Luxury Value Chain*, 2019 INFORMS Marketing Science Conference, Rome, June 2019.

35. Mattia G., Guglielmetti R., **Principato L.** (2018). *Estensione del modello TPB per predire l'utilizzo del Car Sharing Free Floating con un disegno di ricerca con un disegno di ricerca mixed method*. Convegno XV<sup>^</sup> SIM Conference, Università degli Studi di Bari.
36. Principato L., **Secondi L.**, (2018). *Consumer Behaviour and Food Habits: Exploring out of home food waste*. 11th Annual Conference of the Euromed Academy of Business, Valletta (Malta), 12-14 september 2018.
37. Pratesi C.A., **Principato L.**, Cennamo D., Russo G. (2018). *Content Marketing e Brand Journalism: un'analisi esplorativa sull'uso dei contenuti editoriali per sviluppare la corporate reputation*. Sinergie – SIMA 2018 Conference, Transformative business strategies and new patterns for value creation, Venezia 14-15 June 2018.
38. **Principato L.**, Secondi L. (2018). *Restaurant sustainability: an exploratory study on client's food waste composition, motivation, habits and doggy bag adoption*. Sinergie – SIMA 2018 Conference, Transformative business strategies and new patterns for value creation, Venezia 14-15 June 2018.
40. **Principato L.**; Ruini L.; Guidi M.; Cornini N.; Pratesi CA, Secondi L. (2018). *Food losses and waste at company level: the case of Barilla Pasta*. 11th Annual Conference of the Euromed Academy of Business, Valletta (Malta), 12-14 settembre 2018.
41. **Principato L.**; Ruini L.; Guidi M.; Cornini N.; Pratesi CA, (2018). *Food losses and waste at company level: the case of Barilla Pasta*. ISEKI Food Conference, Stoccarda, Luglio 2018.
42. **Principato L.**, Secondi L. (2018). *Restaurant sustainability: an exploratory study on client's food waste composition, motivation, habits and doggy bag adoption*. Sinergie-Sima annual Conference, Transformative business strategies and new patterns for value creation, 14-15 giugno, Università Ca' Foscari. ISSN 0393-5108.
43. Michelini L., **Principato L.**, Iasevoli G., Grieco C. (2016). *The social value of the sharing economy: a classification of innovative models in the food industry*. Management in a Digital World. Decisions, Production, Communication Proceedings, Sinergie Annual Conference 9-10 giugno 2016, Università di Udine. ISBN 97888907394-6-0 - DOI 10.7433/SRECP.FP.2016.07
44. Ruini L., Marchelli L., Rapetti V., Bianchi M., Vannuzzi E., Antonelli M., Massari S. and **Principato L.** (2015). *A workplace education project to promote healthy and sustainable food consumption. Barilla's "Si.Mediterraneo" Project*. The 5<sup>th</sup> World Sustainability Forum, Basilea (CH), 9-11 September 2015.
45. Ruini L., Ciati R., Marino M., Pratesi C.A., Antonelli M., Massari S., Vannuzzi E., **Principato L.** (2015). *The Double Pyramid of the Barilla Center for Food and Nutrition: a tool for informing consumer choice and promoting sustainable food consumption*. The 5<sup>th</sup> World Sustainability Forum, Basilea (CH), 9-11 September 2015.
46. Ruini L., Ciati R., Pratesi C.A., Vannuzzi E., **Principato L.** (2015). *Graphic tools and LCA to promote sustainable food consumption: The Double Food and Environmental Pyramid of the Barilla Center for Food and Nutrition*, Proceedings of the International Symposium on Sustainable Systems and Technologies (ISSN 2329-9169).
47. Ruini L., Marchelli L., Rapetti V., Bianchi M., Vannuzzi E., Antonelli M., Massari S. and **Principato L.** (2015). *An education project to promote healthy and sustainable food consumption. Barilla's "Si.Mediterraneo" Project*. Agriculture in an Urbanizing Society Conference, 14-17 September 2015. Università Roma Tre, Roma (IT).
48. Ruini, L., Marino, M., Pratesi, C. A., Redavid, E., **Principato, L.** & Sessa, F. (2014). *LCA applied to sustainable diets: Double Pyramid and Tool Chef to promote healthy and environmentally sustainable consumption*. Proceedings of the 9th International Conference on LCA in the Agri- Food Sector, San Francisco, USA 8-10 October 2014. ISBN: 978-0-9882145-7-6.
49. Ruini, L., Ferrari, E., Meriggi, P., Marino, M., Sessa, F. & **Principato, L.** (2014). *Cereal rotation and the use of a Decision Support System to improve the sustainability of durum wheat cultivation*. Proceedings of the International Symposium on Sustainable Systems and Technologies. ISSN 2329-9169.

50. Ruini, L., Ciati, R., Pratesi, C. A., **Principato, L.** Marino, M., & Pignatelli, S. (2013). Is ealthy eating, healthy for the environment? Barilla Center for Food and Nutrition Double Food Pyramid in V. Prabhu, M. Taisch, and D. Kiritsis (Eds.): *Advances in Production Management Systems 2013, Part II, IFIP AICT 415*, pp. 393–401, 2013., PA. ISBN: 978-3-642-41263-9
51. Ruini, L., Ciati, R., Pratesi, C. A., **Principato, L.** Marino, M., & Pignatelli, S. (2013). Is ealthy eating, healthy for the environment? Barilla Center for Food and Nutrition Double Food Pyramid. 4th International Workshop *Advances in Cleaner Production*, San Paolo, Brasil.

## Media coverage (*selection*)

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[La Repubblica](#), [Corriere della Sera](#), Ansa, Corriere Innovazione, Affari e Finanza, Mark UP, National Geographic, Focus, IPS News, Sky TG24, Mattino Cinque, TG3, Radio Rai, Class CNBC, Radio 24, Radio Vaticana, Radio Blu, Radio Montecarlo.

## Invited Talks and Seminars (*selection*)

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- Keynote Speaker on Food Waste, Convegno Cancelloni, Assisi, 2020.
- Chair, Conference on Food Loss and Waste Reduction, Pontifical Academy of Science and Rockefeller Foundation, Città del Vaticano, November 2019.
- Invited Speaker per L'Economia del Futuro – Corriere della Sera su “Cibo e Sostenibilità”, Milano, 14 November 2019.
- Keynote Speaker per Ielka Conference on “The Role of Business to achieve the SDGs”, Atene, 1 October 2019.
- Keynote Speaker for Buhler Networking Days on “Sustainable Food Systems”, Utwill (CH), August, 2019.
- Podcast “The Italian Way to Circular Economy” per Intesa San Paolo, July 2019.
- Ph.D. Seminar for Ph.D Coris – Sapienza on: “Dalla ricerca alla pubblicazione: la sostenibilità”, Roma luglio 2019.
- ASVIS Festival, Keynote speaker su “Gli Sprechi Alimentari: Un focus sulla ristorazione scolastica” maggio 2019.
- Journalist Trainer at Thomson Reuters Foundation on “Food Sustainability Reporting”, London, 20-24 Maggio 2019.
- Invited Speaker for Miur SOFIA su “Cibo e Sostenibilità”, Istituto Pacinotti, Taranto, Marzo 2019.
- Italian Culinary Week, Keynote speaker su “Food Waste under a Circular Economy Perspective” Ambasciata Italiana a Londra, Novembre 2018.
- Notte dei Ricercatori, relatrice su “Ridurre gli sprechi e le perdite alimentari in ottica di Circular Economy” Viterbo, Settembre 2018.
- ASVIS Alleanza per lo Sviluppo Sostenibile – speech on “Food Sustainability Index for the SDG #2”, Confagricoltura, Roma, Maggio 2018.
- Fondazione Feltrinelli, partecipazione alla seconda edizione di “Food for all!” in occasione del “Milano Food City”, relatrice al tavolo “Risorse”, Milano, Maggio 2018.
- Cibus Off, relatrice su “Le sfide sui sistemi agroalimentari in ottica di Agenda 2030 dell'ONU” Parma, Maggio 2018.
- International Journalism Festival, speech on “Food Sustainability Index and results for the Mediterranean Countries”, Perugia, Aprile 2018.
- Unione Nazionale Consumatori, speech on “Food Waste Behavior”, Roma, Aprile 2018.
- Unione Nazionale Consumatori – *Riunione Stakeholders progetto LIFE Food Waste stand Up*, speaker on Food waste behavior, Roma, Settembre 2017.
- Freshfel- Profel Conference, speaker sul “Food Sustainability Index”, Bruxelles (Belgium), Giugno 2017.

- REFRESH Conference on Food Waste in Europe, speaker sul "Food Sustainability Index", Berlino (Germany), May 2017.
- "Feed the Planet", Workout Pasubio, Parma (Italia), Ottobre 2015.
- ABI Workshop FEDUF & BCFN Economix per le scuole medie speaker on "Risparmiare il pianeta" Roma, Italia, Novembre 2015.
- XV SESSIONE PROGRAMMATICA CONSIGLIO NAZIONALE DEI CONSUMATORI E DEGLI UTENTI (CNCU) – REGIONI, speaker on "Food and food waste". Rimini (Italia), Nov. 2015.
- Tutoring for the creation of "Youth Manifesto on food, people, planet". Barilla Center for Food and Nutrition Alumni Forum 2015. Parma e Expo Milano (Italia), September 2015.
- "Barilla Center for Food and Nutrition Food Losses and Waste", Third Southern Regional Platform Meeting of the EU project FUSIONS, Bologna, (Italia), Maggio, 2015
- 6th Barilla Center for Food and Nutrition Forum, speaker su "Food waste issue", Università Bocconi, Milano (Italia), December 2014.
- "High level roundtable: Food and Nutrition Security through Sustainable Agriculture and Food Systems in the post-2015 Agenda", New York, US, March 2014.
- "Barilla Center for Food and Nutrition Double Pyramid", MIT, Boston, US, March 2014.
- "Barilla and its strategy for a Sustainable Development", OXFAM Italia & Slow Food Italia: Da Rio+20: Azioni e programmi dell'Italia per lo sviluppo sostenibile, Roma, (Italia), September 2012.

## Fellowships

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2011 – 2013	Research Fellowship <i>Funded by Barilla G. &amp; R. Flli. S.p.a.</i>
2007	Erasmus Fellowship Università di Salamanca, Spagna
Settembre 2004	Ecole Supérieure de Commerce, Grenoble, Francia Summer Business School <i>Funded by Dexia Crediop S.p.a.</i>

## Awards

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2020 – Best Paper Award per il paper: Mattia G., Di Leo A. **Principato L.** (2020). *On Line Impulse Buying and Cognitive Dissonance: The Moderating Role of the Positive Affective State*, ICHCDBP 2020: XIV. International Conference on Hospitality Consumer Behavior and Decision Process, Barcellona 10-11 Febbraio 2020.

2015 – Review by the European Commission DG Environment - Science for Environment Policy – of the scientific article published in Food Policy "Household food waste: an individual and national issue". Title of the Release: "Household food waste: an individual and national issue".

2012 *Third Place* – Solar Decathlon Europe 2014, U.S. Department of Energy e Ministerio de Fomento de España (Roma Tre University Team).

## Advisory

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2011 – present	Scientific Communication Coordinator, Barilla Center for Food and Nutrition
2020– present	Board of Expert Member, Singularity Group, Zurich.
2020– present	Member of the Behavioral Economist Expert, City of Rome.
2018 – present	Member of WIN - Women Informal Network FAO.
2016 – 2018	Member of the Technical Table on Food Waste at Catering Level, Italian Health Ministry, Rome.

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2012 – 2015 Contributor, Il Fatto Alimentare: online magazine on food and nutrition.  
2009 – 2011 Mobile Marketing Specialist, Neomobile Group.  
2009 Marketing assistant, Bulgari S.p.a.  
2008 Marketing intern, L'Oréal Group.

## Foreign Languages

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**Italian:** mother tongue

**English:** fluent

**Spanish:** fluent

**French:** fluent