

# 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

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

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## Education

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

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## Academic Activities

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| 2020-present | Rector's Technical Delegate for the Roma Tre University of the ROME CAPITAL |
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	Agreement and the Universities of: Roma Tre, Sapienza, Tor Vergata, and LUISS for a Scientific Cooperation on Behavioral Economics.
2019-present	Member of the Board of Directors SIMA (Italian Society of Management)
2019-present	Member of the Didactic Commission for the Business Administration Master (Roma Tre University)
2020-present	Member of the Euram (European Academy of Management)
2017-present	Member of the Italian Society of Marketing
2017	Member of the examining commission for the <i>Enactus World Cup 2017</i> - Universities' international competition, London (UK)
2014 - 2015	Member of the Advisory Board at the <i>TRI-Lab in Healthy Food Access</i> Brown University (Providence, USA)
2013 - 2015	Member of the Laboratory <i>Psychology of Eating and Consumer Health Lab</i> 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: 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:

- 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)
- Special Issue *Food Loss and Waste Management during COVID-19* for the journal *Socio-Economic Planning Science* (fascia A-Anvur, ISSN: 0038-0121) (2020-2021)
- Special Issue *Enhancing Sustainable Consumption Models and Circular Economy Engagement: Consumer Behaviour Analysis, Perspectives and Challenges* for the journal *Sustainability* (ISSN 2071-1050) (2021)

## 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=PPDEtCsAAAAJ&hl=en&oi=ao>

H index (source Google Scholar): 12 ; Citations (source Google Scholar): 1000 [updated to March 2021].

## Journal Publications

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1. **Principato, L.** Secondi, C. Cicatiello, G. Mattia, (2020). Caring more about food: the unexpected positive effect of the Covid-19 lockdown on household food management and waste, *Socio Economic and Planning Science*, in press. [Rivista in fascia A – Anvur; IF2020= 4.149].
2. **Principato L.**, Mattia G., Di Leo A., Pratesi C.A. (2020). The household wasteful behaviour framework: A systematic review of consumer food waste. *Industrial Marketing Management*. in press. [Rivista in fascia A – Anvur; IF2020= 4.695].
3. 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*, 122, 5. [Rivista in fascia A – Anvur; IF2017= 2.102].
4. 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. [Rivista in fascia A – Anvur; IF2017= 7.246].
5. Cicatiello C., Secondi L., **Principato L.** (2019). Investigating Consumers' Perception of Discounted Suboptimal Products at Retail Stores. *Resources*, 8-129.
6. 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.
7. 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.
8. 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].
9. Iasevoli G., Micheli 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.
10. **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.
11. Micheli 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.
12. 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.
13. 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.
14. 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.
15. 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.
16. **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.
  17. **Principato L.**, (2015). Il tesoro della piramide (alimentare), *eco*, 212-213. ISSN 1972-9995.
  18. 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
  19. 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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20. **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.
21. Mattia G., Di Leo A., **Principato L.** (2021). *Online Impulse Buying and Cognitive Dissonance. Examining the Effect of Mood on Consumer Behaviour*. Palgrave Macmillan, ISBN 978-3-030-65923-3.

## Chapters in Edited Books

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22. **Principato L.**, Secondi L. (2020) "Consumer Choice and Food Waste: A Demand-Side Perspective to Address the Challenge of Sustainable Consumption Models" in Lisa McNeill (Ed.) "Transitioning to Responsible Consumption and Production - SDGs Book Series - Transitioning to Sustainability" ISBN 978-3-03897-872-5 (Hbk) - ISBN 978-3-03897-873- 2.
23. Massari S., **Principato L.**, Antonelli M., Pratesi C.A., (2020), "Design Thinking to engage consumers in achieving zero waste: the CEASE framework", in W. Batat (ed.) "Design Thinking for Food Well-Being - Creating Innovative Food Experiences", Springer New York, ISBN 978-3-030-54295-5.
24. Di Leo A., Michelini L., **Principato L.** (2020). "Sharing platforms and innovative business models", cap. 20, in Kosseva M., "Food Industry Wastes: Assessment and Recuperation of Commodities, Second Edition", Elsevier.
25. Mattia G., Pratesi C.A., **Principato L.** (2020) "L'impatto del Covid-19 nell'industria alimentare: situazione attuale e prospettive future in Italia", in Paoloni M. Tutino M. (Ed.) "L'italia ai tempi del coronavirus, TOMO 1 – IMPRESE", ISBN 978 88 13 375461.
26. 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.
27. AA.VV. (2016). *Eating planet. Food and sustainability: building our future*. Barilla Center for Food & Nutrition. Edizioni Ambiente. ISBN: 9788866271819.
28. **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.
29. 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
30. AA.VV. (2015). *Double Pyramid 2015, recommendations for a sustainable diet*. Barilla Center for Food & Nutrition. Codice Edizioni, Parma. ISBN 978-887578568-0.

31. AA.VV. (2014). Double Pyramid 2014. Barilla Center for Food & Nutrition. Codice Edizioni, Parma. ISBN 978-887578498-0.
32. 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.
33. Barilla Center for Food & Nutrition. (2013). Combating Waste: defeating the paradox of food waste. Parma. ISBN 978-887578390-7
34. **Principato, L.** (2013). Mobile advertising. In J. P. Peter, J. H. Jr. Donnelly & C. A. Pratesi, Marketing 5/ed. McGraw-Hill. ISBN: 9788838667794.
35. 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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36. Mattia G., **Principato L.**, Di Pietro L., Pratesi C.A. (2020). *Enabling factors of ridesharing: Trust is the main driver for potential users*. Conference Proceedings, Società Italiana Management 2020 Conference, Pisa, *in press*.
37. Secondi L., **Principato L.**, Mattia G., Ruini L. (2020). *Worksite intervention to reduce food waste among employees*. Conference Proceeding, The 8th World Sustainability Forum, 15-17 September, 2020, *in press*.
38. **Principato L.**, Di Leo A., Pratesi C.A., Mattia G., Secondi L., (2020). *Eating out-of-home: Issues and concerns in the Italian context*. Conference Proceeding, Società Italiana Marketing 2020Conference, Varese, *in press*.
39. Mattia G., Di Leo A. **Principato L.** (2020). *On Line Impulse Buying and Cognitive Dissonance: The Moderating Role of the Positive Affective State*, ICHCBDP 2020 : XIV. International Conference on Hospitality Consumer Behavior and Decision Process, Barcellona 10-11 Febbraio 2020, **Awarded Best Paper**.
40. 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).
41. 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.
42. 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.
43. 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.
44. 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.
45. 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.
46. **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.
47. **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.
  48. **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.
  49. **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.
  50. Michellini 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
  51. 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.
  52. 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.
  53. 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).
  54. 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).
  55. 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.
  56. 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.
  57. 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
  58. 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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- Facilitator, Rome Town Meeting on the Agribusiness Plan 2020-2030, June 24th 2020.
- 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.

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- "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*, ICHCBDP 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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2020 - present	Senior Advisor, Institute Danone.
2011 - present	Senior Advisor, Barilla Center for Food and Nutrition.
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.
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



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**English:** fluent  
**Spanish:** fluent  
**French:** fluent