



ANTONINA SPARACINO

CURRENT POSITION

PhD student

01/02/2023 – ongoing

In Agricultural, Forest and Food Sciences at the Department of Agricultural, Forest and Food Sciences, University of Turin, Largo Paolo Braccini 10095, Grugliasco, Italy

EDUCATION

22/04/2021

Master's degree in Food Technology (LM70)

Department of Agricultural, Forest and Food Sciences, University of Turin, Turin, Italy
Title of master's degree Thesis: Piedmontese and Sicilian consumers: which chocolate do they prefer?

07/12/2017

Bachelor's degree in Food Technology (L26)

Department of Agricultural, Forest and Food Sciences, University of Turin, Turin, Italy

RESEARCH PROJECT

Participation to AGRITECH project with National Research Center aims to update the Italian agricultural sector and make agricultural businesses more competitive globally, while simultaneously reducing the environmental impact of agricultural activities. Within this context, my research project focuses on the fruit supply chain. My goal is to find out how traceability, sustainability, and certifications impact both supply and demand. I'll look at marketing and communication strategies and consumer decision-making. The project is funded from the European Union Next Generation EU (PIANO NAZIONALE DI RIPRESA E RESILIENZA (PNRR) MISSIONE 4 COMPONENTE 2, INVESTIMENTO 1.4 D.D. 1032 17/06/2022, CN00000022).
(01/02/2023 – ongoing)

PROFESSIONAL EXPERIENCES

01/02/2022 – 31/01/2023

Research fellow of Borsa dei Talenti della Società Civile 2021

Endowed by Fondazione Gorla, host by Department of Agricultural, Forest and Food Sciences.

Title: "Analysis of supply and demand for Piedmontese honey post Covid-19 pandemic".

Subject area: Agricultural economics and marketing of agri-food products.

Analysis of business performance with technical and managerial aspects of the bee business sector. Analysis of honey supply in its communication and marketing aspects studied using Content Analysis methodology. Analysis of consumer preferences and study of main honey attributes important for consumers choose conducted by Best Worst Scaling and Latent Class Analysis methodology.

In-depth use of Office 365, MAXQDA Software Vs. 2022 and IBM SPSS Software.
University of Turin, Turin, Italy

Date of birth: 31/10/1995

Place: Salemi

Citizenship: Italian

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Institutional e-mail:
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SSD: AGR/01 - Agricultural economics and rural appraisal

FIND ME ALSO:



www.linkedin.com/in/antonina-sparacino-356ba623b

ResearchGate



HOBBY

I am interested in art in all its forms, especially music and fine art. I care about nature and respect for it.

20/02/2020 – 30/04/2020

Internship – Economic section

Department of Agricultural, Forest and Food Sciences, University of Turin, Turin, Italy

01/03/2017 – 23/04/2017

Internship – Chemical analysis

IZSTO (Istituto Zooprofilattico Sperimentale Del Piemonte Liguria E Valle D'aosta),
Cuneo, Italy.

COMMUNICATION COMPETENCES

Communication	
Problem solving	
Leadership	
organization	
Cooperation	

CERTIFICATION

- 01/02/2024
English language certificate "**English for Scientific Academic Purpose – PhD students**" issued by the Graduate School of Agricultural, Forestry, and Food Sciences in collaboration with the University Institute of European Studies.
- 24/01/2022
ICDL Essentials (16h + final exam)
Centro Formazione Innovazione S.R.L. (Institution accredited and certified by MIUR), Ferrara, Italy
- 24/01/2022
ICDL Specialised (8h + final exam)
Centro Formazione Innovazione S.R.L. (Institution accredited and certified by MIUR), Ferrara, Italy
- 14/04/2021
Professional training for typing (200h + final exam)
IRSAF (Institution accredited and certified by MIUR), San Martino Valle Caudina (AV), Italy
- 27/12/2021
Teaching with LIM (100h + final exam)
Centro Formazione Innovazione S.R.L. (Institution accredited and certified by MIUR), Ferrara, Italy
- 10/12/2021
Teaching with the Tablet (100h + final exam)
Centro Formazione Innovazione S.R.L. (Institution accredited and certified by MIUR), Ferrara, Italy
- 13/07/2020
Consecution of 24 CFUs for teaching (PREFIT)
Department of Agricultural, Forest and Food Sciences, University of Turin, Turin, Italy

COMPETENCE IN RESEARCH FIELD

Office	
Latent Class Analysis	
Best Worst Scaling	
Sentiment Analysis	
Content Analysis	
Bibliographic research	

ATTENDED SEMINARS

- 14/02/2024
"Tools for document research: Getting to know the paper and digital collections and services of Unito." offered by Scuola di Dottorato, Torino.
- 15/12/2023
"Soil: a source of life. International meeting for the World Soil Day", offered by University of Sassari and University of Peace (online).
- 16/10/2023
"Toward sustainable nutrition. From organic food to novel food", Special Guest Klaus G. Grunert, offered by UNITO.
- 22/02/2023
"Animal nutrition and human health: research and insights on animal platforming and human health" offered by EBSCO host to Grugliasco, DISAFA, UNITO.
- 8/02/2022
"Writing a manuscript" offered by Dr. Joan Leonard to Grugliasco, DISAFA, UNITO.

TEACHINGS EXPERIENCES

How and why to study consumer behavior and food preferences? Seminar held at the University of Turin (UNITO) at DISAFA (18/03/2024), Grugliasco.

SOFT SKILL

- I'm endowed with good communication skills acquired during my experience as a representative of the bachelor's degree program in Food Technology (2016 - 2017).

- Excellent interaction skills with individuals acquired during the project of popularization and promotion of blood donation in schools with the Red Cross and Red Crescent of Cuneo (2016 - 2018).

- Organization and management of educational meetings including photo exhibition on the Holocaust at high school, Alcamo (TP), Italy (2014).

- I am able to work in stressful situations and handle confrontational moments acquired during my volunteering experience at the Italian Red Cross in Cuneo (2018-2019).

Consumer habits and behavior in the agri-food sector. Seminar held at the Salesian University Institute Venice during the statistics course (IUSVE) (07/03/2024), Verona.

How sustainability communication becomes a marketing strategy. Seminar held at the University of Turin, Department of Veterinary Sciences (22/04/2023), Grugliasco, Turin.

COMMUNICATION AT NATIONAL CONFERENCES

XXXI SIEA Congress

Chocolate production and Corporate Social Responsibility communication: the sustainability perspective. A. Sparacino, S. Blanc, F. Brun, S. Massaglia, D. Borra, V. M. Merlino. (Venezia, 15 June 2023).

IV Congress AISSA #UNDER40

Sparacino, A., Merlino, V. M., Borra, D., Massaglia, S., & Blanc, S. (2023).

Communication and marketing strategy of beekeeping companies: application of content analysis. POSTER (Salerno, 12-13 July 2023).

XIV Congress National Congress SIPSA

Nutritional and health claims in the honey market: Analysis of content on beekeeping company websites and consumer preferences. Antonina Sparacino, Simone Blanc, Valentina Maria Merlino, Stefano Massaglia and Danielle Borra (Cagliari, 23 April 2023).

III Congress AISSA #UNDER40

Merlino VM, Sparacino A, Massaglia S, Blanc S, and Borra D. Chocolate Consumer Preferences and Profiles Considering Lifestyle and Socio-Demographic Features. POSTER (Bolzano, 14-15 July 2022).

COMMUNICATION AT INTERNATIONAL CONFERENCES

International Knowledge Exchange seminar series at the Department of Management, Aarhus University

Rating Consumer Preferences, Acceptability, Opinion, and Awareness: Exploring Best-Worst Scaling in the Agri-Food Field. (online, 13/11/ 2023).

International Conference on Environmental Psychology (ICEP)

Best Worst scaling methodology for individuals' preferences assessment: the same approach for a heterogeneity of applications. Valentina Maria Merlino, Antonina Sparacino, Simone Blanc, Danielle Borra and Stefano Massaglia. (Aarhus, 4 June 2023).

PUBBLICATION

1. Blanc, Simone, Valentina Maria Merlino, Alice Versino, Giulia Mastromonaco, Antonina Sparacino, Stefano Massaglia, and Danielle Borra. "The Role of Chocolate Web-Based Communication in a Regional Context: Its Implication for Open Innovation." *Journal of Open Innovation: Technology, Market, and Complexity* 8, no. 2 (May 5, 2022): 84.
<https://doi.org/10.3390/joitmc8020084>.
2. Blanc, Simone, Antonina Sparacino, and Lorenzo Baima. "Valutazioni economiche di aziende apistiche piemontesi." *L'Apis* 9, no. 22 (September 1, 2022): 4.
3. Blanc, Simone, Raffaele Zanchini, Giuseppe Di Vita, and Filippo Brun. "The Role of Intrinsic and Extrinsic Characteristics of Honey for Italian Millennial Consumers." *British Food Journal* 123, no. 6 (June 28, 2021): 2183-98.
<https://doi.org/10.1108/BFJ-07-2020-0622>.
4. Giuggioli, Nicole Roberta, Valentina Maria Merlino, Antonina Sparacino, Cristiana Peano, Danielle Borra, and Stefano Massaglia. "Customer Preferences Heterogeneity toward Avocado: A Latent Class Approach Based on the Best-Worst

Scaling Choice Modelling." *Agricultural and Food Economics* 11, no. 1 (October 23, 2023): 46.

<https://doi.org/10.1186/s40100-023-00289-0>.

5. Massaglia, Stefano, Valentina Maria Merlino, Filippo Brun, Antonina Sparacino, Simone Blanc, and Danielle Borra. "What Do Chocolate Consumers Want? Exploring Individual Preferences and Profiles, Considering Lifestyle, Food Habits and Socio-Demographic Features." *International Journal of Gastronomy and Food Science* 32 (June 1, 2023): 100746. <https://doi.org/10.1016/j.ijgfs.2023.100746>.
6. Massaglia, Stefano, Valentina Maria Merlino, Antonina Sparacino, Giulia Mastromonaco, and Danielle Borra. "Differences in Retailer Interfaces in Assortment Planning and Communication Strategies for Homogenized Baby Food Products." *AIMS Agriculture and Food* 8, no. 2 (2023): 305–28. <https://doi.org/10.3934/agrfood.2023017>.
7. Mastromonaco, Giulia, Valentina Maria Merlino, Stefano Massaglia, Cristiana Peano, Antonina Sparacino, Chiara Caltagirone, Danielle Borra, and Francesco Sottile. "Large-Scale and Online Retailer Assortment: The Case of Plant-Based Beverages as Alternatives to Cow's Milk." *Beverages* 9, no. 2 (June 2023): 40. <https://doi.org/10.3390/beverages9020040>.
8. Sparacino, Antonina, Valentina Maria Merlino, Simone Blanc, Danielle Borra, and Stefano Massaglia. "A Choice Experiment Model for Honey Attributes: Italian Consumer Preferences and Socio-Demographic Profiles." *Nutrients* 14, no. 22 (January 2022): 4797. <https://doi.org/10.3390/nu14224797>.
9. Sparacino, Antonina, Valentina Maria Merlino, Danielle Borra, Stefano Massaglia, and Simone Blanc. "Web Content Analysis of Beekeeping Website Companies: Communication and Marketing Strategies in the Italian Context." *Journal of Marketing Communications* 0, no. 0 (January 20, 2023): 1–22. <https://doi.org/10.1080/13527266.2023.2166569>.
10. Sparacino, Antonina, Valentina Maria Merlino, Filippo Brun, Danielle Borra, Simone Blanc, and Stefano Massaglia. "Corporate Social Responsibility Communication from Multinational Chocolate Companies." *Sustainable Futures* 7 (June 1, 2024): 100151. <https://doi.org/10.1016/j.sifr.2024.100151>.

THESIS CO-SUPERVISOR

- Co-Supervisor of Ms. Mingze Rui in Postgraduate Degree in Viticulture and Enology. **Content Analysis on Communication of Wine Best-sellers and Sentiment Analysis on Consumer Reviews on E-commerce: A Cross-Country Comparison.** Academic year 2022/2023.
- Co-Supervisor of Ms. In Bachelor's degree in Food Technology. **E-commerce: marketing strategies comparison in the food sector.** Academic year 2023/2024.

According to art. 46 DPR 445/2000, I, ANTONINA SPARACINO, born in SALEMI on 31/10/1995, declare that the information contained in this curriculum vitae is true and verifiable.

Turin, 18/03/2024

Antonina Sparacino