

ELENA SARTI

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Dec. 2023 - Nov. 2026

Fixed-term Researcher (Italian Law 240/2010).

Department of Economics M. Biagi, University of Modena and Reggio Emilia (Modena, Italy)
& UniverMantova Foundation (Mantua, Italy).

Academic Discipline: ECON-07/A – Management; Area 13 – Economics and Statistics.

Teaching
and selected working experience

a.y. 2022/23 - present

Teaching Activity.

- Place Marketing and Destination Marketing (9 ECTS), Bachelor's degree in Languages for Tourism Management (a.y. 2023/2024, a.y. 2024/2025, a.y. 2025/2026) - UniverMantova (Mantua, Italy).
- Services Marketing (9 ECTS), Bachelor's degree in Languages for Tourism Management (a.y. 2024/2025, a.y. 2025/2026 - UniverMantova (Mantua, Italy).
- Economics and Business Management (6 ECTS), Bachelor's degree in International Economics and Marketing (a.y. 2022/2023) – Department of Economics Marco Biagi, University of Modena and Reggio Emilia (Modena, Italy).

a.y. 2022/23 - present

Coach for the BIP (Blended Intensive Programme) on Sustainable Fashion (Erasmus+).

Department of Economics M. Biagi, University of Modena and Reggio Emilia, Reggio Emilia.

Hosting University:

- Inholland University of Applied Sciences – Haarlem (The Netherlands) a.y. 2022/2023;
- University of Modena and Reggio Emilia (DEMB) – Modena (Italy) a.y. 2023/2024;
- Technische Hochschule Augsburg – Augsburg (Germany) a.y. 2024/2025;
- UCLL University College Leuven-Limburg (Belgium), a.y. 2025/2026.

July 2023 - present

Tutor. Department of Economics M. Biagi, University of Modena and Reggio Emilia, Reggio Emilia.
Coordinator and tutor for the “Internship & Thesis Project in Italy and Abroad”, Master Course in International Management.

2023/2024 and 2025/2026

Research Activity. Department of Economics M. Biagi, University of Modena and Reggio Emilia.
Data collection supervision, data analysis and draft of the report “Misurare la User Experience (UX) nel trasporto ferroviario regionale dell’Emilia-Romagna” (“Measuring the User Experience (UX) of the regional rail transport of the Emilia-Romagna Region”), I Edition (2023-2024) and II Edition (2025-2026).

Oct. 2022 - Nov. 2023

Research Assistant. Department of Economics M. Biagi, University of Modena and Reggio Emilia, Reggio Emilia.

Research project on MOUNTAIN product: empirical methods for combining Identity, Sustainability and Value (MOUNTAIN ID).

Supervisor: Prof. Elisa Martinelli

Sept. 2020 - August 2022

Research Assistant. Research activity for the School of Social Sciences, Department of Communication and Economics, University of Modena and Reggio Emilia, Reggio Emilia.

Supervisor: Prof. Fabrizio Ferretti

Education and training

2013

Ph.D. in Labour Relations, primary field: Labour Economics,

M. Biagi Foundation, Dept. of Economics Marco Biagi, University of Modena and Reggio Emilia (Italy).

2011-2012

Visiting Student at the Department of Economic Sciences, University of Geneva (Switzerland).

Supervisor: Prof. Jaya Krishnakumar.

2009

M.Sc. in Economics, Dept. of Economics Marco Biagi, University of Modena and Reggio Emilia (Italy)

- 2008 **Exchange Program:** Facultat de Ciències Econòmiques i Empresarials, Universitat de Barcelona (Barcelona, Spain).
- 2006 **B.A. in Economics,** L. Bocconi University of Milan (Italy).

Additional information

Excellent command of the MS Office suite (European Computer Driving Licence: managing files, word processing, spreadsheets, presentation, information networks, 2002-2004).

IT-Security (2017).

Statistical programs: STATA, Mplus, FUZZY tech, Lisrel.

Other software: LaTeX (document preparation system).

Research interests Applied Microeconometrics, Consumer Behaviour, Food Waste, Resilience, Retail Marketing, Health Economics, Labour Economics, Economic Development, Gender Economics, Human Development, Well-Being evaluation and distribution, Measurement of Well-Being within the Capability Approach, Public and Social Policy Evaluation.

Refereeing activity International Journal of Manpower; Economic Analysis and Policy; Micro & Macro Marketing, Journal of the Asia Pacific Economy; Review of Economics of the Household; Frontiers in Psychiatry, section Social Psychiatry and Psychiatric Rehabilitation; Open Economics; Current Psychology; Italian Journal of Regional Science; Feminist Economics; Applied Spatial Analysis and Policy; Quality & Quantity; Social Science & Medicine; International Journal of Social Economics (2019 and 2023 outstanding reviewer); Advances in Economics and Business; International Journal of Public Health; Revista de Economía Crítica; Journal of Public Health Research; Alter - European Journal of Disability Research; Life Span And Disability; *PLOS Global Public Health*.

Affiliations CAPP (Research Centre for the Analysis of Public Policies) - Dept. of Economics M. Biagi, Univ. of Modena and Reggio Emilia.

European Academy of Management (EURAM) - membership 2024-2025-2026.

Italian Society of Management (SIMA), The Italian Marketing Association (SIM), and Italian Academy for Business Economics (AIDEA), British Academy of Management (BAM) - membership 2023-2024-2025-2026.

Human Development & Capability Association (HDCA) July 2014 - June 2016.

Italian Association of Labour Economists (AIEL) since September 2013 for two years.

Honors, grants and awards Outstanding reviewer 2026, Sinergie-Sima Conference of Management, University of Pavia 2026.

Presentations **2026:** Sinergie-SIMA Management Conference, University of Pavia, Italy.

2025: International Marketing Trends Conference (IMTC), Venice, Italy; Sinergie-SIMA Management Conference, University of Genoa (Italy); Euram (European Academy of Management) Annual Conference, University of Florence, Italy (*chair and presenter*).

2023: Sinergie-SIMA Management Conference, LUM University and University of Bari, Italy; Euram (European Academy of Management) Annual Conference, Trinity College, Dublin, Ireland.

2022: 5th International Webinar on Physical Health, Nursing Care and COVID-19 Management.

2019: MÀT, Stress lavoro-correlato: quali implicazioni per la salute mentale?, University of Modena and Reggio Emilia; Workshop on Well-being gender budgeting, Marco Biagi Foundation, Modena.

2018: Emilia-Romagna Region, presentation of the Gender Budget 2016 and Guidelines, Bologna;

2016: XIV Marco Biagi Conference 2016, Marco Biagi Foundation, Modena, Italy; Workshop on Capabilities and Functionings, University of Verona, Italy.

2015: Workshop: "Exploring Frontiers in the Measurement of Capabilities", Collegio Carlo Alberto, Torino, Italy.

2014: Seminar on the Capability Approach, Doctoral School, Marco Biagi Foundation, Modena, Italy; XXIX National Conference of Labour Economics, Pisa, Italy; HDCA Annual Conference, Athens, Greece; Workshop on Human Development and Capabilities in High-income Countries, Rome Tre University, Italy; International Conference on Care, Health and Well-being, University of Algarve, Portugal (*chair and presenter*).

2013: Workshop “Globalisation and Human Development”, University of Geneva (*presenter and discussant*); 54th Annual Conference of the Italian Economic Association (SIE), Bologna, Italy (*presenter and discussant*); XXVIII National Conference of Labour Economics, Rome, Italy; ISHUD 2013, London, U.K.; Symposium on disability, University of Lille, France.

2012: Workshop on human development and capabilities, University of Modena and Reggio Emilia, Italy (*presenter and discussant*); XXVII National Conference of Labour Economics, Caserta, Italy.

Selected Publications

Salvatore, G., Sarti, E., Martinelli, E., (2026) “Behavioral and Strategic Signals in B2B Markets: The Role of Social Media Marketing Activities and Sustainability Positioning in Building Industrial Brand Equity”, in submission to *Industrial Marketing Management*.

Martinelli, E., Sarti, E. (2026) “Influenced by the unreal: The role of virtual influencers in shaping consumer purchase intention”, ed. Mainolfi G., “Artificial Intelligence meets Made in Italy: Rethinking Creativity, Industry, and Society”, Springer - forthcoming.

Salvatore, G., Sarti, E., Martinelli, E., De Canio, F. (2026) “Enhancing Attitudes toward the Mountain Products Brand: How Brand Awareness Shapes Willingness to Pay”, Conference proceedings, Sinergie-SIMA 2026 Management Conference. Transforming management in the era of post-globalization and agentic economy, University of Pavia (Italy), 28-29 May 2026 - forthcoming.

Sarti, E., Salvatore, G., Martinelli, E. (2025) “Green Country-of-Origin Image: Unpacking the Role of Knowledge in Italian Consumers Evaluations”, Proceedings of 25th International Marketing Trends Conference 2026, Berlin (Germany), 16-17 January 2026.

Salvatore, G., Sarti, E., Castrogiovanni, A., Martinelli, E. (2025) “Walking the Talk on Sustainability: Consumer Perceptions on Retail Brand Equity Drivers”, Conference proceedings, SIM Conference 2025, Naples (Italy), 10-12 September 2025.

Castrogiovanni, A., Martinelli, E., Sarti, E. (2025) “Building sustainable agri-food enterprises: identifying challenges and disruptive factors to foster resilience”, Proceedings XX EIASM Conference, Modena (Italy), 18-19 September 2025.

Martinelli, E., De Canio, F., Sarti, E., Tagliazucchi, G. (2025) “Boosting Retailers’ Resilience to natural disasters: The Role of Hazard Experience Learning in a Dynamic Capability Perspective”. Proceedings 31st International Conference on Recent Advances in Retailing and Consumer Science (RARCS), July 7-10, 2025, Zagreb, Croatia.

Martinelli, E., De Canio, F., Sarti, E. (2025) “Reducing Food waste through the secondary shelf life indication: exploring consumer motives and behaviors”. Conference proceedings, Sinergie-SIMA 2025 Management Conference. Tertiariation & sustainability. New challenges for management in the digital era, University of Genoa (Italy), 12-13 June 2025.

Sarti, E., Martinelli, E., (2025) “Powerful social media tools and use for boosting customer engagement in B2B companies”. Conference proceedings, Sinergie-SIMA 2025 Management Conference. Tertiariation & sustainability. New challenges for management in the digital era, University of Genoa (Italy), 12-13 June 2025.

Sarti, E., Martinelli, E., Castrogiovanni, A., (2025) “Leveraging a positive perceived image to boost social media usage in B2B companies”. Proceedings of 24th International Marketing Trends Conference 2025, Venice (Italy), 23-25 January 2025, ISBN 978-2-490372-20-1.

Castrogiovanni, A., Martinelli, E., Sarti, E. (2024) “Country Image and Willingness to Buy: The Mediating Role of Green Product Image in Consumers Perceptions”. Conference proceedings, SIM Conference 2024, Milan (Italy), 17-18 October 2025.

Martinelli, E., De Canio, F., Sarti, E. (2024) “Branding ‘Mountain Products’ to develop equity and consumer willingness to pay”, conference proceedings, Sinergie-SIMA Management Conference 2024,

Parma (Italy), ISBN: 978-88-947136-2-6.

Sarti, E. (2024) "Utilità o Ben-essere?" (Cap.8), AA.VV. (2024) *Promuovere la parità di genere nelle istituzioni pubbliche e private. Materiali per la formazione (Glossario)*, a cura di Addabbo T., Casadei T., Fabbri T., Mussida C., Robustelli C., Serra C.; Mucchi Editore, pp. 109-114, ISBN: 9791281716247.

Martinelli, E., Sarti, E. and Tagliazucchi, G. (2024) "Assessing Long-term Performance in Manufacturing Companies Hit by a Natural Disaster: The Role of Organizational Resilience and Human Capital", Andersen, T.J. (Ed.) *Sustainable and Resilient Global Practices: Advances in Responsiveness and Adaptation (Emerald Studies in Global Strategic Responsiveness)*, Emerald Publishing Limited, Leeds, pp. 37-54. <https://doi.org/10.1108/978-1-83797-611-920241003>, ISBN: 978-1-83797-612-6, eISBN: 978-1-83797-611-9.

Martinelli, E., Castrogiovanni, A., Sarti, E. (2024) "Do consumers perceive a green country image of a country? Attitudinal antecedents and impact on willingness to buy", pp. 1-9, ISBN 978-2-490372-18-8. Proceedings of 23rd International Marketing Trends Conference 2024, Venice, 18-20 January 2024.

Martinelli, E., De Canio, F., Sarti, E. (2023) "Enhancing Traditional Product Brand Equity through the Mountain Product label: a Consumer-Based Brand Equity approach", conference proceedings, SIM Conference 2023, Florence (Italy).

Martinelli, E., Sarti, E. (2023) "The entrepreneurial capabilities-resilience-recovery path: A dynamic view on small cafés and restaurants facing the pandemic" conference proceedings, SIMA Conference 2023, Bari (Italy), pp. 767-773.

Martinelli, E., Sarti, E., Tagliazucchi, G. (2023) "What about economic sustainability after a natural disaster? The role of organisational resilience and human capital in a short and long-term business performance perspective", Conference Proceedings, EURAM 2023 Dublin (ISSN 2466-7498 and ISBN 978-2-9602195-5-5).

Martinelli, E., Sarti, E., Tagliazucchi, G. (2023) "What about economic sustainability after a natural disaster? The role of organisational resilience and human capital in a short and long-term business performance perspective", conference proceedings, EURAM Conference 2023 (ISSN 2466-7498 and ISBN 978-2-9602195-5-5).

Ferretti, F., Mariani, M., Sarti, E. (2023) "Physician density: Will we ever close the gap?", BMC Research Notes 16:84, DOI 10.1186/s13104-023-06353-8.

Latusi, S., Sarti, E., Martinelli, E., Luceri, B. (2023) "Predictors of cross-buying in grocery retailing: the role of non-traditional product/service categories", Sinergie, Italian Journal of Management, Vol. 41, Issue 1, DOI: <https://doi.org/10.7433/s120.2023.06>.

Addabbo, T., Sarti, E. (2023) "The Impact of Age and Perceived Age Discrimination on Job Satisfaction and Mental Health", Chapter n. 5, *Well-being and extended working life. A gender perspective*, Edited by Addabbo, T., Carney, P., Ní Léime, A., Spijker, J., Zrinščak, S., Routledge, DOI: 10.4324/9781003145325-5.

Ferretti, F., Mariani, M., Sarti, E. (2022) "Patterns of Deindustrialization: Are Countries Converging?", *International Journal of Economics and Finance*; Vol. 14, No. 10; published by Canadian Center of Science and Education, <https://doi.org/10.5539/ijef.v14n10p78>.

Ferretti, F., Mariani, M., Sarti, E. (2022) "Testing club convergence in female smoking prevalence", *Frontiers in Global Women's Health*, section Sex and Gender Differences in Disease, <https://doi.org/10.3389/fgwh.2022.875813>.

Addabbo, T., Sarti, E. (2022) "Job satisfaction, work-related stress and disability", *Rivista Internazionale di Scienze Sociali (RISS)*, n. 2, pp. 107-124, DOI: 10.26350/000518_000092.

Ferretti, F., Mariani, M., Sarti, E. (2022) "Does the prevalence of obesity affect the demand for soft drinks? Evidence from cross-country panel data", *International Journal of Environmental Research and Public Health*, 19, 938. <https://doi.org/10.3390/ijerph19020938>.

Ferretti, F., Mariani, M., Sarti, E. (2021) "Is the development of obesogenic food environments a self-reinforcing process? Evidence from soft drink consumption", *Global Health* 17, 91 (2021). <https://doi.org/10.1186/s12992-021-00735-y>.

Addabbo, T., Pedrazzoli, A., Sarti, E., Cantoni, E., Di Candilo, E., Cesetti, S., Mazzocchetti, A. (2018) "Bilancio di Genere della Regione Emilia-Romagna e Piano Integrato delle Azioni Regionali in Materia di Pari Opportunità 2016", Regione Emilia-Romagna, 2018.

Addabbo, T., Pedrazzoli, A., Sarti, E., Cantoni, E., Di Candilo, E., Cesetti, S., Mazzocchetti, A. (2018) "Il Bilancio di genere nell'approccio ben-essere BGbe. Linee guida per i Comuni", Regione Emilia-Romagna, 2018.

Addabbo, T., Krishnakumar, J., Sarti, E. (2017) "To what extent does disability discourage from going on the job market? Evidence from Italy", Factors in Studying Employment for Persons with Disability: How the Picture can Change. Edited by Barbara Altman, Research in Social Science and Disability, vol. 10.

Starace, F., Mungai, F., Sarti, E., Addabbo, T. (2017) "Self-reported unemployment status and recession: An analysis on the Italian population with and without mental health problems", PLOS ONE, 12(4): e0174135.

Addabbo, T., Sarti, E., Starace, F. (2017) "The Adverse Impact of Unemployment on Mental Health in the Province of Modena, Italy", Bulletin of Comparative Labour Relations, vol. 97, 'Improving Workplace Quality. New Perspectives and Challenges for Worker Well-Being', Kluwer Law International BV, The Netherlands.

Addabbo, T., Capecchi, S., Piccolo, D., Sarti, E. (2016) Work-related Stress: Different Techniques to Compare Measures and Determinants", In Edoardo Ales, Tindara Addabbo, Iacopo Senatori and Ylenia Curzi (eds.), Well-being at and through Work, Torino, Giappichelli.

Addabbo, T., Sarti, E. (2016) "Access to work and disability. The case of Italy", Rivista Internazionale di Scienze Sociali (RISS), n. 3-4, pp. 239-256.

Starace, F., Mungai, F., Sarti, E., Addabbo, T. (2016) "L'impatto di politiche attive di salute mentale in tempi di crisi economica: il caso di Modena // Economic crisis and mental health policies in the province of Modena" (2016). Rivista Sperimentale di Freniatria, Vol. CXL, n. 1/2016.

Starace, F., Mungai, F., Sarti, E., Addabbo, T. (2016) "Being hit twice: The psychological consequences of the economic crisis & an earthquake", International Journal of Social Psychiatry, DOI: 10.1177/0020764016633490.

Addabbo, T., Sarti, E., Sciulli, D. (2016) "Disability and life satisfaction in Italy", Applied Research in Quality of Life, Vol. 11, n. 3, pp. 925-954, DOI 10.1007/s11482-015-9412-0.

Addabbo, T., Sarti, E., Sciulli, D. (2015) "Healthy life, social interaction and disability", Quality & Quantity, DOI: 10.1007/s11135-015-0279-9.

Addabbo, T., Sarti, E., Mimmi, S., Starace, F. (2015) "Crisi economica e salute mentale: analisi multi-livello nella Provincia di Modena", Quaderni Fondazione Marco Biagi, Saggi, n. 3/2015.

Addabbo, T., Sarti, E., Starace, F. (2015) "Il costo della crisi in termini di salute mentale. Il caso di Modena", Quaderni Fondazione Marco Biagi, Saggi, n. 2/2015.

Addabbo, T., Krishnakumar, J., Sarti, E. (2014) "Disability and work: empirical evidence from Italy", AIEL Series, vol. "Disadvantaged workers: empirical evidence and labour policies", 11-29, Springer.

Krishnakumar, J., Sarti, E. (2013) "The impact of globalisation on work capability", International Journal of Sustainable Human Development, 1(4), 146-153.

References (in alphabetic order)

Prof. Tindara Addabbo, Full Professor of Economic Policy. Department of Economics Marco Biagi (DEMB), University of Modena and Reggio Emilia (Italy). E-mail: tindara.addabbo@unimore.it

Prof. Fabrizio Ferretti, Associate Professor in Applied Economics. School of Social Sciences, Department of Communication and Economics, University of Modena and Reggio Emilia (Italy). Email: fabrizio.ferretti@unimore.it

Prof. Jaya Krishnakumar, Emeritus Professor. Professor of Econometrics, Institute of Economics and Econometrics, Geneva School of Economics and Management (GSEM), University of Geneva (Switzerland). E-mail: Jaya.Krishnakumar@unige.ch

Prof. Elisa Martinelli, Full professor of Management. Department of Economics Marco Biagi (DEMB), University of Modena and Reggio Emilia (Italy). E-mail: elisa.martinelli@unimore.it