

ELENA SARTI

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Dic. 2023 - Nov. 2026

Ricercatrice a tempo determinato (RTDa).

Dipartimento di Economia Marco Biagi, Università di Modena e Reggio Emilia (Modena) & Fondazione UniverMantova (Mantova).
Settore scientifico-disciplinare ECON-07/A - Economia e gestione delle imprese.

Insegnamenti e selezione di esperienze lavorative

a.a. 2022/23 - oggi

Attività di insegnamento.

- Place Marketing and Destination Marketing (9 CFU), C.d.L. in Languages for Tourism Management (a.a. 2023/2024, a.a. 2024/2025, a.a. 2025/2026) - UniverMantova (Mantova).
- Marketing dei Servizi (9 ECTS), C.d.L. in Languages for Tourism Management (a.a. 2024/2025, a.a. 2025/2026 - UniverMantova (Mantova).
- Economia e gestione delle imprese (6 CFU), C.d.L. in Economia e Marketing Internazionale (a.a. 2022/2023) – Dipartimento di Economia Marco Biagi, Università di Modena e Reggio Emilia (Modena).

a.a. 2022/23 - oggi

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

Dipartimento di Economia Marco Biagi, Università di Modena e Reggio Emilia.

Università ospitanti:

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

Luglio 2023 - oggi

Tutor. Dipartimento di Economia Marco Biagi, Università di Modena e Reggio Emilia.

Coordinamento e tutorato per l'assegnazione dei relatori di tesi e la gestione di internship per il Corso di Laurea Magistrale in International Management all'interno del Progetto "Internship & Thesis in Italy and abroad".

2023/2024 e 2025/2026

Attività di ricerca. Dipartimento di Economia Marco Biagi, Università di Modena e Reggio Emilia.

Organizzazione della raccolta dati, analisi dei dati e scrittura del report "Misurare la User Experience (UX) nel trasporto ferroviario regionale dell'Emilia-Romagna", I Edizione (2023-2024) e II Edizione (2025-2026).

Ott. 2022 - Nov. 2023

Assegnista di ricerca. Dipartimento di Economia Marco Biagi, Università di Modena e Reggio Emilia

Progetto di ricerca sui prodotti di montagna: "empirical methods for combining Identity, Sustainability and Value" (MOUNTAIN ID).
Supervisor: Prof. Elisa Martinelli

Sett. 2020 - Agosto 2022

Assegnista di ricerca.

Dipartimento di Comunicazione ed Economia, Università di Modena e Reggio Emilia.
Supervisor: Prof. Fabrizio Ferretti

Istruzione e formazione

2013

Ph.D. in Relazioni di Lavoro, filone di ricerca principale: Economia del Lavoro.

Fondazione Marco Biagi, Dipartimento di Economia Marco Biagi, Università di Modena e Reggio Emilia.

2011-2012

Visiting Student - Department of Economic Sciences, Università di Ginevra (Svizzera).

Supervisor: Prof. Jaya Krishnakumar.

2009

M.Sc. in Economics, Dipartimento di Economia Marco Biagi, Università di Modena e Reggio Emilia.

- 2008 **Programma Erasmus:** Facultat de Ciències Econòmiques i Empresariales, Universitat de Barcelona (Barcellona, Spagna).
- 2006 **B.A. in Economics,** Università Luigi Bocconi di Milano (Italia).

Altre informazioni

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

IT-Security (2017).

Programmi statistici: STATA, Mplus, FUZZY tech, Lisrel.

Altro software: LaTeX (document preparation system).

Interessi di ricerca 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.

Attività di referaggio 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*.

Affiliazioni CAPP (Centro di Analisi delle Politiche Pubbliche) - Dipartimento di Economia Marco Biagi, Università di Modena e Reggio Emilia.

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

Società Italiana di Management (SIMA), Società Italiana Marketing (SIM), Accademia Italiana di Economia Aziendale (AIDEA), British Academy of Management (BAM), 2023-2024-2025-2026.

Human Development & Capability Association (HDCA) da Luglio 2014 per due anni.

Italian Association of Labour Economists (AIEL) da Settembre 2013 per due anni.

Premi e riconoscimenti Outstanding reviewer 2026, Sinergie-Sima Conference of Management, Università di Pavia 2026.

Presentazione di articoli a conferenze **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.

Pubblicazioni selezionate

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.

Referenze (in ordine alfabetico)

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