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Location	Department of Agricultural, Food, and Forest Sciences (SAAF), Viale delle Scienze, Building 4, first floor.
Profile	<ul style="list-style-type: none"> <li>- Degree in Economics and Business V.O. Grade: 110/110 with honors and mention. University of Palermo, 1998.</li> <li>- Master post degree in Business Administration (MBA), ISIDA Business School (Superior Institute for Entrepreneurs and Executives of Company), Palermo, 1999.</li> <li>- PhD in “Economics and Agricultural Policy” SSD AGR/01; University of Palermo, 2008.</li> <li>- Master’s Degree in Management of Public and Healthcare Companies, LM-63 - Management and e-government of public companies (Class of Master's Degrees in Science of Public Administration); Grade: 110/110 with honors. University of Rome, Unitelma SAPIENZA, Rome, 2016.</li> <li>- University Master post degree of II Level in “Organizational Strategies and Innovation for Public Companies”; University Pegaso, Naples, 2018.</li> <li>- Certification C1 "Effective Operational Proficiency or Advanced" of the Common European Framework of Reference (CEFR) certifying the knowledge of the English language at advanced level from “Trinity College of London”, 2016.</li> <li>- National scientific qualification “Abilitazione Scientifica Nazionale (ASN)” for the fulfilment of functions of Associate Professor in the scientific sector 07/A1 - AGR/01 “Economia Agraria ed Estimo”, 2018.</li> </ul>
Expertise	<p><i>Academic expertise:</i></p> <p>At the Department of Agricultural Food and Forestry Sciences of the University of Palermo, she was Contract Researcher and Scholar since 2009, Contract Professor of Statistics from 2010 to 2018 and Subject Expert in the AGR-01 sector and Component of Examination and Degree Commissions from 2010 to present.</p> <p>She is expert in the following topics:</p> <ul style="list-style-type: none"> <li>- Agricultural Economics and Policy</li> <li>- Food Marketing of agro-food products and communication</li> <li>- Consumer sensory analysis</li> <li>- Consumer behavior</li> <li>- Agro-food tourism</li> <li>- Statistics for the agro-food sector, Statistics for Marketing, Demographic Statistics, Social Statistics, Territorial and Tourism Statistics, Labor Statistics, Statistical Methods of Monitoring, Statistical Methods of Performance Evaluation, Multivariate Statistics, Census, Sampling Methods and Sample Surveys, Focus Group, Netnographic Analysis, AGIL Analysis.</li> </ul>

Advisor	Prof.ssa Stefania Chironi
Co-advisor	
Thesis topics	Ex-ante evaluation, with particular reference to organic wineries, of the socio-economic effects resulting from the application in Sicily of the new EU's Common Agricultural Policy strategies in favor of environment and climate, of preservation of the landscape and biodiversity, and of quality of food and health.
Research interests	<p>She carries out studies and researches in the scientific sector "Agricultural Economics and Valuation" (AGR/01), particularly on the following topics:</p> <ul style="list-style-type: none"> <li>- Agricultural Economics; Economics of the Agro-food System; EU's Common Agricultural Policy (CAP);</li> <li>- Food Marketing particularly with regard to wine;</li> <li>- Consumer behavior of agro-food products, particularly with regard to horticultural products and wine;</li> <li>- Communication of agro-food products, particularly with regard to horticultural products and wine;</li> <li>- Quality and Quality Certifications, Traceability, Labeling of agro-food products, Blockchain, food safety;</li> <li>- Sensory analysis for consumers' preferences and panel tests as part of Focus Group and sampling surveys of food products, including fresh-cut products;</li> <li>- Qualitative and quantitative marketing surveys (Focus Group, Delphi Method, Multivariate Statistics) in the agro-food sector for the study of consumer preferences;</li> <li>- Integrated Territorial Tourism Marketing; Eco-Sustainable Tourism; Rural Tourism, Agritourism, Food and Wine Tourism, Green and Slow Tourism;</li> <li>- Sustainable Development; Sustainable Agriculture;- Sensory and Experiential Marketing; Circular Economy.</li> </ul>
Link to publications	<a href="http://www.scopus.com/authid/detail.uri?authorId=56610141600">http://www.scopus.com/authid/detail.uri?authorId=56610141600</a> <a href="https://publons.com/researcher/1584106/marzia-ingrassia/publications/">https://publons.com/researcher/1584106/marzia-ingrassia/publications/</a>