

CURRICULUM OF SCIENTIFIC AND PROFESSIONAL ACTIVITIES

Riccardo Migliavada, PhD

University of Gastronomic Sciences

Carate Brianza, March 23, 2022

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Curriculum of scientific and professional activities

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1. Personal Data

Born in Como (CO) on 26/04/1986

Resident in Carate Brianza (MB) in Piazza S. Martino n. 1

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2. Academic Pathway

- 2018-2022
PhD in "*Ecogastronomy, Education and Society*" at the University of Gastronomic Sciences of Pollenzo, A.A. 2018/2019 - XXXIV Cycle.
- March 2018
Master degree in Cognitive Neuroscience and Decision Making at the University of Milan, with a grade of 110 cum laude, discussing the thesis "*Food and Brain. How what we eat affects our brain.*"
- February 2010
Bachelor's degree in Gastronomic Sciences at the University of Gastronomic Sciences of Pollenzo, with a score of 104/110, discussing the thesis "Brianza between Industry and Future. Project of revalorization of Brianza's agriculture".

3. Associations

- From 2022: member of the scientific committee of Camst group.
- Since 2019: member of the Working Group "Mind in Mouth" (MiMO) promoted by the Interdepartmental Center Mind/Brain (CIMEC) of the University of Trento and the Italian Society of Sensory Sciences (SISS).

4. Scientific Activity

The research activity is mainly focused on the study of decision-making processes in food choices. The approach used is multidisciplinary and takes into account the many factors that contribute to food choices, such as, among others, psychological traits, perceptual, physiological, cognitive ergonomics and environmental aspects. The goal is to outline a new approach to the psychology of food that is not limited to the study of diseases or eating behaviors but that takes into account the complex relationship that individuals have with food in its entirety.

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5. Research activities for companies

- *January - June 2022: "UniSG for Comieco. Packaging in GDO".* Analysis of the state of the art of packaging in the large-scale retail trade (GDO) and survey on the willingness of the main retail chains to hypothetically replace plastic with paper for Comieco, the National Consortium for the Recovery and Recycling of Cellulose-based Packaging. The project is currently underway and the candidate serves as project manager. The expected duration of the project is 6 months.
- *June - September 2021: "The Future of B&I Collective Catering. Evolution of the World of Work and New Possible Scenarios".* Consulting project for the collective catering company CAMST group aimed at analyzing trends in collective catering and outlining possible innovations in the services offered by the group. The project ended with the drafting of a 19-page report for the company management.

6. Teaching Activities

6.1 Lecturing

The candidate has lectured for a total of **48** hours, **34** of which were in English.

- June 2021: seminar entitled "*Applied Food Psychology*" (2 hours), within the Sensory Analysis course for the second year students of the three-year degree in Gastronomic Sciences, at the University of Gastronomic Sciences of Pollenzo (Cn).
- June 2021: lecturer of the course "*Food Naming and Plating*" (8 hours) in English for the 1st level Master course "Gastronomy: Applied Gastronomy and Culinary Arts", at the University of Gastronomic Sciences of Pollenzo (Cn).
- April 2021: lecturer of the course "*Applied Food Psychology*" (8 hours) in English for the 1st level Master course in "Gastronomy: Creativity, Ecology and Education", at the University of Gastronomic Sciences of Pollenzo (Cn).
- April 2021: teacher of the course "*Gastronomic Architecture*" (4 hours), at the Higher Technical Institute for the control, the valorization and the marketing of the agrarian, agro-food and agro- industrial productions, ITS Torino Valdocco.
- October-November 2020: seminar entitled "*Thinking Ecologically: Senses and Perception(s)*" (4 hours) in English, within the course "New frontiers of Gastronomy" for students of the master's degree in "Food innovation and management", University of Gastronomic Sciences of Pollenzo (Cn).
- February 2021: co-teacher of the optional course "Critic(it)a Gastronomica" (4 hours) dedicated to students of the three-year degree in Gastronomic Sciences, University of Gastronomic Sciences of Pollenzo (Cn).
- November 2020: lecturer of the course "*Food Naming and Plating*" (8 hours) in English, for the 1st level Master course "Gastronomy: Applied Gastronomy and Culinary Arts", at the University of Gastronomic Sciences of Pollenzo (Cn).
- June 2020: seminar entitled "*Food Psychology: why we eat how we eat*" (2 hours), within the course of Sensory Analysis for students of the second year of the three-year degree in Gastronomic Sciences, University of Gastronomic Sciences of Pollenzo (Cn).

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- October 2019: seminar titled "*Innovation, Consumption and Catering Sector*" (4 hours) in English, within the course "New frontiers of Gastronomy" for students of the master degree in "Food innovation and management", at the University of Gastronomic Sciences of Pollenzo (Cn).
- February 2019: seminar entitled "*Neuromarketing and Crossmodal Perception*" (2 hours) in English, within the course "Creating quality products" for students of the master degree in "Food innovation and management", University of Gastronomic Sciences of Pollenzo (Cn).
- June 2019: seminar entitled "*An Ecological Perspective on Food Choices*" (2 hours), within the Sensory Analysis course for second year students of the Bachelor of Science in Gastronomic Sciences, University of Gastronomic Sciences of Pollenzo (Cn).

6.2 Conferences and seminars

- November 2021: speaker of two speeches entitled "The post health emergency breakfast" and "Dark Kitchen: what are they, how are they developing and why?" at the Cosmofood fair held on 8-9 November in Vicenza.
- September 2021: seminar entitled "*Psychological Insights for Gastronomes: how food plating and naming can help people eat better*" (2 hours), for the Alumni of the University of Gastronomic Sciences in Pollenzo (Cn).
- December 2020: seminar entitled "*Food for Thought: How what we eat affects our cognitive abilities*" (1 hour), online for students of the University of Gastronomic Sciences in Pollenzo (Cn).
- May 2018: conference entitled "*Food and Brain*" (2 hours) at the University of Gastronomic Sciences in Pollenzo (Cn).

6.3 Training activities for companies and other entities

The candidate has carried out training activities for companies and other institutions for a total of **29 hours of lectures** (theory and practical exercises), **5 of which in English**.

- March 2022: training entitled "Consumers: the factors that influence perception" at the University of Gastronomic Sciences in Pollenzo (Cn).
- September 2021: training entitled "*Food & Psychology*" (4 hours) in English, for the Chefs of Compass Group Denmark at the University of Gastronomic Sciences in Pollenzo (Cn).
- July 2021: teacher of the course "*Science in the kitchen: Creativity and communication in the Dish*" (2 hours) during the Summer school organized by the University of Gastronomic Sciences of Pollenzo (Cn) at the Pollenzo Food Lab.
- May 20-21, 2021: workshop "*Facilitation of the creative process and product innovation*" organized for the Colussi group (12 hours), aimed at guiding the staff of the company's R&D and Marketing departments to develop a new chocolate-based product and held at the Pollenzo Food Lab of the University of Gastronomic Sciences in Pollenzo (Cn).
- January 2020: training entitled "*Food for the Mind: how what we eat influences our cognitive abilities*" (1 hour) for the Chefs of the Cirfood company at the Pollenzo Food Lab of the University of Gastronomic Sciences in Pollenzo (Cn).

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- January 2020: training entitled "*Food Plating*" (1 hour) for a group of Russian Chefs at the Pollenzo Food Lab of the University of Gastronomic Sciences in Pollenzo (Cn).
- May 2019: presentation of the topics "Food Perception and Architecture of Choices" (1 hour) at the general meeting of the Elior Group Steering Committee in the presence of the international CEO of the group, at the Elior Food Accademy in Milan.
- February 2019: Workshop "*Cre-activity in the kitchen*" (3 hours) for the pharmaceutical group Sanofi at the Pollenzo Food Lab of the University of Gastronomic Sciences in Pollenzo (Cn).
- January 2019: "*Crossmodal Perception*" workshop (2 hours) for the collective catering company Elior in collaboration with Pasta Antonio Amato at the opening of the Elior Food Accademy in Milan.

6.4 Activity of supervisor and thesis co-supervisor

- Co- supervisor of the thesis "Asmr Food: An Analysis of the Auditory and Visual Perception of Food", Martina Rho, Bachelor of Science in "Gastronomic Sciences and Cultures", at the University of Gastronomic Sciences of Pollenzo (Cn).
- Co- supervisor of the thesis "Education and Creativity", Agnese Oliva, Master Degree in "Food innovation and management", at the University of Gastronomic Sciences in Pollenzo (Cn).
- Co- supervisor of the thesis "Behavioral Sciences and Neuromarketing: the Power of Emotions in the World of Food & Beverage", Sofia Genta, Bachelor of Science in "Gastronomic Sciences and Cultures", at the University of Gastronomic Sciences of Pollenzo (Cn).

7. Participation in conferences and congresses

7.1 Speaker

- Participation in the world congress "Pangborn 2021 - 14th Pangborn Sensory Science Symposium organized by Elsevier Ltd and held online on August 9-12, 2021, with the presentation of the poster "*Is purchasing of vegetable dishes affected by organic or local labels? Empirical evidence from a university canteen*".
- Participation in the SISS Workshop "MIMO WORKING GROUP - MIND IN MOUTH", organized by the Italian Society of Sensory Sciences (SISS) and the interdepartmental center Mind/Brain (CIMEC) of the University of Trento held in Rovereto on October 30-31, 2019, with the paper "*What our head is inside of? An ecological approach to sensory science*".

7.2 Learner

- Participation in the conference Education and Food, organized by the University of Gastronomic Sciences of Pollenzo (Cn), held in Pollenzo on June 20-21, 2019.

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- Participation in the 8th E3S & SISS Symposium "TASTING THE FUTURE IN SENSORY AND CONSUMER SCIENCE" organized by the Italian Society of Sensory Science and the State University of Milan, held in Milan on May 27-28, 2019.
- Participation in the "1st translational meeting of the strategic research group in neuroscience of La Statale", organized by Neuronest and University of Milan, held in Milan on March 8, 2017.

8. Organization of conferences and congresses

- Collaboration in the organization of the International Congress of Gastronomic Sciences, scheduled for September 22-24, 2022 and promoted by the University of Gastronomic Sciences of Pollenzo (Cn).

9. Publications

9.1 Published works

- Migliavada*, R., Ricci, Z. F., Haghverdian, D., Denti, F., Torri, L. (2022). Is purchasing of vegetable dishes affected by organic or local labels? Empirical evidence from a university canteen. *Appetite*, 173, 105995.
- Migliavada*, R., Ricci, F. Z., & Torri, L. (2021). A three-year longitudinal study on the use of pre-ordering in a university canteen. *Appetite*, 163, 105203.
- Migliavada, R. (2021) Evolution of eating out and new scenarios for collective catering. In P. Corvo and M. F. Fontefrancesco (eds.). *Food in the future. Production, consumption and sociality* (p. 52-64). Carocci publisher.
- Corvo, P., Migliavada, R., Zocchi, D. M. (2020) The restaurant: plot, actors and stage of an invention that revolutionized public eating. In G. Nuvolati (Ed.). *Sociological Encyclopedia of Places. Volume 3* (pp. 327-343). Editions.
- Migliavada R. (2020). From the myth of Rationality to an Ecological approach. In *Narrating Groups*, Journal of Public Health, 2020, pp. 01-06.

9.2 Print jobs

- Corvo, P., Migliavada, R., Zocchi, D. M. (in press). Italian studies on food and quality of life. In C. Facioni, G. Di Francesco, P. Corvo (Eds.), Springer.

10. Dissemination of research results to society

- Interview regarding crossmodal perception for Restaurants magazine, December 2019 **11**.

Concluding remarks

This scientific and professional curriculum consists of 11 pages.

The undersigned, aware of the provisions of art. 76 of Presidential Decree no. 445 of December 28, 2000, regarding the criminal liability to which he/she may be subjected in case of falsity in deeds and false declarations, as well as the provisions of art. 75 of Presidential Decree no. 445 of December 28, 2000, regarding the forfeiture of any benefits resulting from the provision issued on the basis of false declarations, pursuant to and in accordance with the aforementioned Presidential Decree no. 445/2000 and under his/her own personal responsibility. 445, on the forfeiture of any benefits resulting from the measure issued on the basis of false statements, pursuant to and for the purposes of the said Presidential Decree no. 445/2000 and under its own personal responsibility declares that all the information contained in its curriculum vitae is true.

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