

MSCA INDIVIDUAL FELLOWSHIPS @ UNIMC – SUPERVISOR PROFILE

Name of Supervisor: Prof. MARA CERQUETTI

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Department at University of Macerata: Education, Cultural Heritage and Tourism

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Research themes proposed:

- cultural management and policy;
- cultural heritage value, value creation and measurement;
- cultural marketing;
- museum visitor studies;
- museum management;
- sustainable tourism;
- the links between cultural heritage and made in Italy.

Other info:

Mara Cerquetti is an Associate professor in Management at the Department of Education, Cultural Heritage and Tourism of the University of Macerata. At the same University, she teaches Management and Organization of Cultural Institutions, Cultural marketing and Cultural Heritage Management. She has been visiting scholar at the Institute for Creative and Cultural Entrepreneurship (ICCE), Goldsmiths, University of London (January-April 2016), the Universitat Internacional de Catalunya, Barcelona (June 2019) and the University of Pannonia, Veszprém (September-October 2019).

She has participated in several international conferences and her publications have been published in several national and international scientific journals such as "Land Use Policy", "Sustainability", "Journal of Cultural Management and Policy", "Enlightening Tourism", "Tourism and Hospitality Management", "Sinergie", "Mercati e competitività", "Il capitale culturale" and "Economia dei servizi". In 2014, she published the book *Marketing museale e creazione di valore. Strategie per l'innovazione dei musei italiani*. In 2017, she edited the volume *Bridging theories, strategies and practices in valuing cultural heritage*.

She participated in many international and national projects: "SMART Value project – Values and valuation as key factors in protection, conservation and contemporary use of heritage" (2013-2017); "Patrimonio cultural y ciudadanía" supported by CUIA (2014); "Cross-cultural Doors. The perception and communication of cultural heritage for audience development and rights of citizenship in Europe" (2014-2016); "Archeologia al futuro. Teoria e prassi dell'archeologia pubblica" (2016-2019); "New development paths for inner areas in the Marche's Apennines" (2017-2018).

She has been a member of the Scientific Committee and Editorial Board of the Journal "Il Capitale Culturale. Studies on the Value of Cultural Heritage" (<http://riviste.unimc.it/index.php/cap-cult>) since 2010.

She is a member of ENCATC, the European network on cultural management and policy.