

VILMA XHAKOLLARI, PHD

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EXPERIENCE

UNIVERSITY OF READING, SCHOOL OF AGRICULTURE, POLICY AND DEVELOPMENT – Reading, UK

Postdoctoral Research Associate in Marketing and Consumer Science

November 2022 – Present

Research:

- Undertake independent research under the guidance of the Principal Investigators.
- Develop a questionnaire and a choice experiment design.
- Request ethics approval for the consumer studies.
- Data collection using Qualtrics and carrying out of consumer studies.
- Statistical and econometric skills to analyse, summarize, and interpret research data using choice models.
- Write progress reports and present work to project partners.
- Write manuscripts for research papers.
- Disseminate research findings and establish a global reputation through participation in national and international conferences, exhibitions, etc.
- Provide specialist advice to other staff and students within the University.

Enterprise & Outreach:

- Liaise with project partners and other relevant bodies external to the University about the research
- Support efforts to promote the project and to disseminate the project's findings internally and externally
- Attend relevant seminars, conferences, exhibitions, and other events
- Participate in relevant school meetings and events

Leadership & Management:

- Oversee project progress, and the meeting of deadlines, under the supervision of the project leads.
- Organise and participate in project group meetings.
- Work closely with and ensure good communication between colleagues within the School/University and wider project.

UNIVERSITY OF BOLOGNA, DEPARTMENT OF AGRICULTURAL AND FOOD SCIENCES – Bologna, Italy

Adjunct Professor in Research Methods and Consumer Behaviour

September 2020 – Present

- Develop engaging and comprehensive course materials, including syllabi, lecture notes, assignments, and assessments.
- Deliver lectures, lead discussions, and facilitate interactive learning experiences to promote student engagement and critical thinking.
- Provide guidance and support to students through regular office hours, individual consultations, and feedback on assignments.
- Evaluate students' performance through assessments, exams, and project evaluations, providing constructive feedback for their academic growth.
- Supervise undergraduate and postgraduate research projects, providing mentorship and guidance to students in their research endeavors.
- Stay updated with the latest advancements in research methods, consumer science, and marketing, integrating relevant industry trends and case studies into teaching materials.
- Collaborate with colleagues to enhance the curriculum, develop new courses, and improve teaching methodologies.
- Serve on departmental committees and participate in academic and administrative activities as required.
- Contribute to the development of academic programs, course revisions, and accreditation processes.
- Maintain active involvement in professional networks and academic associations relevant to research methods and consumer science.

Postdoctoral Research Assistant in Consumer Science and Marketing

November 2018 – October 2022

- Prepare experimental and survey/questionnaire design using Word, NGENE, QUALTRICS and Alchemer
- Respond to research questions using descriptive and correlational analysis, factorial and cluster analysis, and regression, logit, probit statistical models.
- Analyse quantitative and qualitative data using robust methods, and interpret, describe and publish findings
- Work independently and autonomously on several research and policy projects simultaneously, as required.
- Write reports and disseminate findings for clients, members of the team and global conferences
- Assist the preparation of teaching material and perform lectures on market research methods

PhD student in Food - Marketing

November 2015 – October 2018

- Prepare literature review regarding gluten-free market and consumer behaviour
- Conduct experimental and survey design.
- Analyse quantitative and qualitative data using robust methods, and interpret, describe and publish findings
- Produce high quality reports, academic papers and journal articles

EUROMONITOR INTERNATIONAL – London, UK

Survey Programmer (freelance)

October 2021 – Present

- Program and test all aspects of online surveys
- Assist the Consumer Insights team in questionnaire design
- Conduct quantitative analysis (factorial and cluster)

Market Research Analyst and Interviewer (freelance)

June 2018 – Present

- Reviewing and collecting information from secondary sources
- Conducting trade interviews with different key players of the value chain
- Analyzing quantitative and qualitative data/information - Hypothesis testing
- Generating MS-Word and PowerPoint reports in English

QUEEN MARY UNIVERSITY OF LONDON – London, England

Visiting Researcher

July 2017 – January 2018

Research on factors affecting consumers' adherence to gluten-free diet.

AGRO-FOOD RESEARCH AND TECHNOLOGY CENTRE OF ARAGON – Zaragoza, Spain

Research Fellow in Food Marketing

September 2014 – June 2015

- Investigating on the role of health-related claims on consumer behavior in Zaragoza Spain.
- Implicit Association Test (IAT) is the basic method being used in the research. SPSS, STATA and Inquisit 4 lab are the main software being used for data analysis.
- Produce high quality reports, academic papers and journal articles

AZ CONSULTING – Tirana, Albania

Consultant

January 2013 – June 2013

- Organizing and executing assigned business projects on behalf of clients according to client's requirements
- Meeting with assigned clients when needed and perform an initial assessment of a problematic situation
- Collecting information about the client's business through a variety of methods (interviews, surveys, reading reports)
- Analysis of the existing practices of a company and make recommendations for improvements.

UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT (USAID) – Tirana, Albania

Market Information and Training Specialist

September 2010 – December 2012

- Manage the day-to-day activities of AAC's Market Information System (MIS) and coordinate the work of five data collectors and one MIS assistant.
- Conduct end-user training sessions by explaining to farmers and traders the relevance of market analysis reports, in collaboration with the Ministry of Agriculture, Food and Consumer Protection (MoAFCP).
- Prepare market analysis reports such as historical price data reports, forecasts, trends and opportunities.
- Work closely with the Database Administrator in creating data query and report forms.
- Assist and support specialists of the MoAFCP in managing the day-to-day activities of AAC's Market Information System during and after its transfer to this institution.
- The MIS transfer to the MoAFCP was considered by USAID a success story.

EDUCATION

UNIVERSITY OF READING – Reading, UK

Academic Practice Programme – EDMAP1

January 2024 – April 2024 (expected)

UNIVERSITY OF BOLOGNA – Bologna, Italy

March 2019

PhD in Agricultural, Environmental and Food Science and Technology/ Profile Marketing (In English)

Thesis: Adherence to gluten-free diet and preferences for gluten-free products

CIHEAM - MEDITERRANEAN AGRONOMIC INSTITUTE OF ZARAGOZA – Zaragoza, Spain

July 2015

Master of Science in Agri-food Marketing (In English)

Micro thesis: "Non-celiac consumers profiling and willingness to pay for gluten-free products: the case of quadritos' Dr. Schär"

Final thesis: "The role of health-related claims on consumer behaviour in Spain", Cum Maxima Laude.

UNIVERSITY OF ZARAGOZA – Zaragoza, Spain
Intensive course - Spanish language.

July 2013 – September 2013

AGRICULTURAL UNIVERSITY OF TIRANA – Tirana, Albania
Master's in enterprise management
Thesis: Analysis of financial statements and reports of "Design" Ltd

July 2010

AGRICULTURAL UNIVERSITY OF TIRANA – Tirana, Albania
Bachelor in Agribusiness Management
Thesis: Overview of the existing financial state of a software programming company and its product application on the agribusiness sector

October 2008

OTHER TEACHING EXPERIENCES

- Lecturer at "Summer school in Choice Experiment, basic concepts" July 2022, Zagreb, Croatia
- Tutor at EIT FOOD "RIS Summer School in Targeted Nutrition" (online course)
- Speaker at "Best Practices in Short Food Supply Chain Innovations" (online course)

CO-INVESTIGATOR IN THE FOLLOWING PROJECTS

- Increasing UK Dietary Fibre - The Case for the Great White British Loaf
November 2022 – Present
<https://gtr.ukri.org/projects?ref=BB%2FW01792X%2F1>
- SMART 3: Smart Sensor X Smart Working X Smart Farm
January 2022 – October 2022
<https://ec.europa.eu/eip/agriculture/en/find-connect/projects/smart-3-smart-sensor-x-smart-working-x-smart-farm>
- EIT FOOD RIS Inspire Summer Schools Programme, Targeted Nutrition
January 2021 – October 2022
<https://pan.olsztyn.pl/eitfood-2/eit-food-ris-summer-school-in-targeted-nutrition/>
- AGRIFOODBOOST: Boosting Excellence in Experimental Research for Agri-Food Economics and Management (Italy)
October 2020 – October 2022
<https://cordis.europa.eu/project/id/952303/it>
- PRIZEFISH: Piloting of eco-innovative fishery supply-chains to market added-value Adriatic fish products (Italy)
September 2019 – October 2021
<https://www.italy-croatia.eu/web/prizefish>
- Engage the Albanian Diaspora to the Social and Economic Development of Albania
October 2019 – December 2019
<https://albania.iom.int/migration-and-development-diaspora>
- SMARTCHAIN: Towards Innovation - driven and smart solutions in short food supply chains (Italy)
November 2018 – August 2021
<https://www.smartchain-h2020.eu/>
- ICT and Robotics for Sustainable Agriculture, Variable Rate Operation for Orchards (Italy)
September 2016 – July 2017
<https://ictagrifood.eu/node/36325>
- The Determinants of Diet and Physical Activity. under WP2.1.2 (Italy)
January 2016 – June 2016
<https://ijbnpa.biomedcentral.com/articles/10.1186/s12966-017-0609-5>
- Fighting against obesity in Europe": The role of health related-claim labels in food products (Spain)
September 2014 – June 2015
<https://cordis.europa.eu/project/id/332769>
- Albanian Agriculture Competitiveness (Albania)
September 2009 – December 2012
<https://www.dai.com/our-work/projects/albania-albanian-agriculture-competitiveness-aac-program>

PUBLICATIONS

- **Vilma Xhakollari**; Sina Ahmadi Kaliji; Marija Cerjak; Damir Kovačić; Luca Mulazzani; Luca Camanzi. Consumer Preferences and Willingness to Pay for Clams with Sustainability Certification in Mediterranean Countries, «SUSTAINABILITY», 2023, 15(15), 11953. <https://doi.org/10.3390/su151511953>

- Rungsaran Wongprawmas, **Vilma Xhakollari***, Roberta Spadoni, Britta Rennerc, Maurizio Canavari. "Effect of multimedia interventions on children's fruit and vegetable consumption in a real-life setting". Young Consumers Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/YC-05-2022-1519>
- Pakseresht, A.; Ahmadi Kaliji, S.; **Xhakollari, V.** How Blockchain Facilitates the Transition toward Circular Economy in the Food Chain? Sustainability 2022, 14(18), 11754. <https://doi.org/10.3390/su141811754>
- Milan Oplanić, **Vilma Xhakollari**, Marija Cerjak, Karolina Brkić Bubola, Ana Čehić. "Achieving economic sustainability by eco-labelling: Case study of Croatian olive oil and foreign consumers", "Journal of Central European Agriculture", 2022, 23(3), p.692-703. <http://dx.doi.org/10.5513/JCEA01/23.3.3522>
- Eugenia Petropoulou; Theo Benos; Irini Theodorakopoulou; Constantine Iliopoulos; Alessandra Castellini; **Vilma Xhakollari**; Maurizio Canavari; Annarita Antonelli; Damiano Petruzzella, Understanding social innovation in short food supply chains: An exploratory analysis, «International Journal Of Food Studies», 2022, 11, pp. 182 – 195. <http://dx.doi.org/10.7455/ijfs/11.SI.2022.a5>
- Andras Sebok, Kinga Varsanyi, Katalin Kujani, **Vilma Xhakollari**, Agnes Szegedyne Fricz, Alessandra Castellini, Diana Di Gioia, Francesca Gaggia, Maurizio Canavari, Value Propositions for Improving the Competitiveness of Short Food Supply Chains Built on Technological and NonTechnological Innovations, «INTERNATIONAL JOURNAL OF FOOD STUDIES», 2022, 11, pp. 161 - 181. <http://dx.doi.org/10.7455/ijfs/11.SI.2022.a4>
- Canavari, Maurizio; Medici, Marco; Wongprawmas, Rungsaran; **Xhakollari, Vilma**; Russo, Silvia, A Path Model of the Intention to Adopt Variable Rate Irrigation in Northeast Italy, «Sustainability», 2021, 13, pp. 1 – 12. <http://dx.doi.org/10.3390/su13041879>
- **Vilma Xhakollari***; Maurizio Canavari; Magda Osman, Why people follow a gluten-free diet? An application of health behaviour models, «Appetite», 2021, 161, pp. 1 – 10. <http://dx.doi.org/10.1016/j.appet.2021.105136>
- Varsányi K., Sebők A., **Xhakollari V.**, Fricz Ás. 2020, Method for identification of the opportunities for improving the competitiveness of Short Food Supply Chains through the application of innovative solutions. Proceedings in International Journal on Food System Dynamics, <http://dx.doi.org/10.18461/pfsd.2021.2024>
- **Vilma Xhakollari***; Maurizio Canavari, "Celiac and non-celiac consumer's experiences when purchasing gluten-free products in Italy", Economia Agro-Alimentare, accepted, 21, pp. 1 – 15.
- **Vilma Xhakollari***; Maurizio Canavari; Magda Osman, "Factors affecting consumers' adherence to the gluten-free diet, a systematic review", Trends In Food Science & Technology, vol 85, pp. 23 – 33, <https://doi.org/10.1016/j.tifs.2018.12.005>
- De Magistris T., **Xhakollari V.**, De los Rios A (2015). The Role of Taste and Label Information on Purchase Decision: Assessment of a Gluten-Free Wafer by Non-Celiac Consumers. Current Nutrition & Food Science, Vol 11, Issue 4.
- De Magistris T., **Xhakollari V.**, Munoz N. (2015) "The effect of sensory properties on non-celiac consumers' willingness to pay for a gluten-free snack", Economia Agro-Alimentare, Issue 1, 107-118, DOI: 10.3280/ECAG2015-001006

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BOOK CHAPTERS

- Canavari, Maurizio; Castellini, Alessandra; **Xhakollari, Vilma***. "A short review of willingness to pay for novel food" in: Case Studies on the Business of Nutraceuticals, Functional and Super Foods. Elsevier (2022)
- **Xhakollari, Vilma***. Medici, Marco ; Canavari, Maurizio; Castellini, Alessandra. "Prospettive delle filiere corte in Europa attraverso il progetto SMARTCHAIN" in: Ragionando di sviluppo locale: una lettura "nuova" di tematiche "antiche", Milano, FrancoAngeli Edizioni, 2020, pp. 523 - 531
- Carli G., **Xhakollari V.**, Tagliaventi M.R. (2017). "How to Model the Adoption and Perception of Precision Agriculture Technologies". In Precision Agriculture: Technology and Economic Perspectives, Springer. DOI:10.1007/978-3-319-68715-5

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WORKING PAPERS

- **Vilma Xhakollari***, Maurizio Canavari. "Consumers' Preferences and Willingness to Pay for Gluten-Free Pasta with Teff".
- **Vilma Xhakollari**, Marija Cerjak, Luca Mulazzani, Luca Camanzi "Is there any difference on preferences for seafood products' attributes? Results of choice experiment in Mediterranean countries".
- **Vilma Xhakollari***, Maurizio Canavari. Will gluten free diet stay with us? Psychological and economic aspects".
- **Vilma Xhakollari**, Stefano Predieri, Veronica Paradiso, Maurizio Canavari. "Sensory characteristics and willingness to pay for gluten-free pasta".
- Zeeshan Mustafa, **Vilma Xhakollari**, Maurizio Canavari. "Small livestock holders' value perception of improved forages and sustainable dairy development".

CONFERENCES

- Xhakollari V*, Asioli D, Nocella P. Consumers' tradeoff between conventional and high fibre sliced bread heterogeneity of preferences, health beliefs and willingness to pay. 12th AIEAA Conference "Guns, Germs and Climate: Food security and Food Systems in a Risky World" (22 - 23 June 2023 Milan, Italy) [presenter]
- **Xhakollari V***, Paradiso V., Canavari M. "How organoleptic characteristics of gluten-free pasta affect celiac consumers choice and willingness to pay?". EUROSENSE 2022: A Sense of Earth (13 - 16 September 2022 | Turku, Finland) [presenter]
- **Xhakollari V***, Cerjak M., Mulazzani L., Camanzi L.. "Between innovation, sustainability and convenience, which affect mostly the choices for seafood? A survey with participants from Croatia". 1183rd EAAE seminar Experimental and Behavioural Economics Research in Agri-Food and the Environment (8 – 9 September 2022 | Zagreb, Croatia)
- **Xhakollari V***, Cerjak M., Mulazzani L., Camanzi L.. "Exploring purchase habits and preferences of Croatian consumers for seafood products" (26 November 2021, Zagreb, Croatia)
- Varsányi K., Sebők A., **Xhakollari V.**, Szegedyné Fricz Á.. "Method for identification of the opportunities for improving the competitiveness of Short Food Supply Chains through the application of innovative solutions". Proceedings in System Dynamics and Innovation in Food Networks 2021.
DOI: <http://dx.doi.org/10.18461/pfsd.2021.2024>
- Canavari M., Castellini A., Di Gioia D., Gaggia F., **Xhakollari V***, Sebok A., Innovations proposed by Italian SFSCs in the Smartchain project, in: N/A, 2020(atti di: Transform local food systems through sustainable consumption and production, Ecosite, Crest, Drôme, France, 5th – 7th of October 2020) [presenter]
- **Xhakollari V.**, Canavari M., Osman M., "Explaining adherence to the gluten-free diet for celiac and non-celiac people" The 2019 IAREP/SABE Conference on economic psychology and behavioural economics, Dublin, Ireland (September 1st - September 4th, 2019)
- **Xhakollari V***, Canavari M., Osman M., "Does adherence to gluten-free diet affect quality of life? An empirical approach". International Conference on Happiness and Wellbeing: Future Directions for Healthy Living, Foggia, Italy (16th and 17th of May 2019) [presenter]
- **Xhakollari V***, Canavari M., "Consumers' acceptance of gluten free products". 163rd EAAE Seminar on International European Forum on System Dynamics and Innovation in Food Networks, Innsbruck, Austria (5th – 9th of February 2018) [presenter]
- **Xhakollari V***, Wongprawmas R., Canavari M., Do parents tell the truth about children's consumption of fruits and vegetables?, in: N/A, 2017(XV EAAE Congress – Towards sustainable agri-food systems: balancing between markets and society, Parma, Italy, (28th of August - 1st of September 2017) [presenter]

SCHOLARSHIPS

- 2017 University of Bologna, Marco Polo scholarship
- 2015" Institute of Advanced Studies," Brains In" Scholarship
- 2015 "University of Bologna" Fellowship for PhD studies
- 2014 "Mediterranean Agronomic Institute of Zaragoza", CIHEAM. Foundation for Internship research on "The role of health- related claims on consumer behavior in Spain"
- 2013 "Mediterranean Agronomic Institute of Zaragoza", CIHEAM. Scholarship for Master studies on Agro-food Marketing

ADDITIONAL

Technical: R, SPSS, STATA, NGENE, MsOffice, Alchemer, Qualtrics, MsTeams, Zoom

Languages: Albanian (native), English (fluent), Italian (fluent), Spanish (intermediate)

Certifications & Training: Data Analyst with R, Experimental Auctions, Economic Psychology

Memberships: Società Italiana di Economia Agroalimentare

Reviewer: Journal of Retailing and Consumer Services, Quality of Life Research, Q open, British Food Journal, Economia Agroalimentare, International Journal of Environmental Research and Public Health, Sustainability, Nutrients, Applied Sciences, International Journal of Wine Business Research.

Invited Editor: Special Issue "Agricultural Applied Economic and Rural Development for International Food and Agribusiness Marketing" for the Journal of Sustainability