Marta Disegna

Personal data and contact information

Date of birth: June 20, 1979
Place of birth: Bassano del Grappa (VI) Italy
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Education

March 2007 Ph.D. in Statistics, Department of Statistics "Paolo Fortunato", University of Bologna, Italy.

Thesis: "*Dal Macro al Micro Marketing: modelli statistici per valutare l'efficacia pubblicitaria sul punto vendita*".

April 2003 Degree in Economics, Ca' Foscari University Venice, Italy.

Thesis: "*L'influenza delle variabili socio–demografiche sulla spesa per turismo in Italia: un'analisi statistica*".

Former education

21-26 June 2010 Courses in"*Applied Longitudinal Analysis*" and "*Statistical Method in Environmental Epidemiology*", Summer School on Modern Methods in Biostatistics and Epidemiology, Harvard University and Karolinska Institutet, Cison di Valmarino (TV), Italy.

8–12 May 2006 "*Previsioni di fenomeni dinamici: aspetti metodologici ed applicazioni*", Summer school of the Italian Statistical Society (SIS), Salerno, Italy.

5–17 September 2005 "*Stima di metodi e modelli per scelte discrete in presenza di dati panel*", XVI *corso residenziale di Econometria*, Summer school of CIDE, Centro Residenziale Universitario di Bertinoro (FC), Italy.

9–10 June 2005 "Fondamenti di SAS 3 / tecniche di programmazione avanzata", Milano, Italy.

3–6 May 2005 "Fondamenti di SAS 2 / linguaggio di programmazione", Milano, Italy.

September 2001 – February 2002 ERASMUS student at the Department of Economics, University of Louvain–la–Neuve, Belgium.

Research and Participation to Research Projects

Main research interests

Self-Organizing Maps (SOM) and Neural Network (NN), Cluster Analysis and Multivariate statistical Analysis, Contingent Valuation Method (CVM).
Particular attention is paid to the application on food products and on tourism demand.

- From June 2007: **Research Fellow**
  Department of Statistics, Faculty of Economics, Ca' Foscari University Venice, Italy.
  Theme of the research: "*Analisi e segmentazione della domanda di prodotti agroalimentari: l'impiego di metodi di supervised learning*".
  Tutors: prof. Isabella Procidano and prof. Christine Mauracher.

Participation to research projects

- Collaboration to the "Tourism, growth, development and sustainability. The case of the South Tyrolean region" research project of the Free University of Bozen–Bolzano, from 15 November 2010 to 14 May 2011.
  Supervisor: prof. Juan Gabriel Brida.

- External collaborator to the "Farm Tourism in South Tyrol: Economic Impacts and Tourists' Characteristics" research project of the Free University of Bozen–Bolzano, from June 2010. Project duration: 28 months.
  Principal researcher: prof. Osti Linda.

- "*Elaborazione dei dati dei Mercatini di Natale 2008 e 2009*", collaboration to the "Tourism, growth, development and sustainability. The case of the South Tyrolean region" research project of the Free University of Bozen–Bolzano, from 10 to 24 March 2010.
  Supervisor: prof. Juan Gabriel Brida.

- "*Analisi statistica del dataset relativo al consumatore con stima di un modello logit*", collaboration to the "Indicatori di sostenibilità economica, ambientale e sociale e politiche di valorizzazione per sistemi produttivi dell'acquacoltura (6E38)" research project of Ministero delle Politiche agricole alimentari e forestali, Faculty of Economics, Ca' Foscari University Venice, Department of Statistics, from November 2009 to february 2010.
  Supervisor: prof. Giovanna Trevisan.

- *Indagine statistica sugli indicatori del SSSR*, Agenzia Regionale Socio Sanitaria del Veneto (ARSS), Unità Sviluppo della Qualità. From 15 July 2009 to 14 July 2010 and from 1 September 2010 to 31 August 2011

– "*Analisi dei dati ottenuti da tre indagini relative rispettivamente a: visitatori di spiaggia, operatori balneari e stakeholder*, collaboration to the INTERREG-IIIC, BEACHMED-e, misura 3.2 ICZM research project, Department of Ingegneria delle Strutture, dei Trasporti, delle Acque, del Rilevamento, del Territorio – DISTART, University of Bologna. From 22 November to 16 December 2007. Duration of collaboration: 25 days.
Supervisor: prof. Alberto Lamberti.

– "*Elaborazione quantitativa dei dati ottenuti da 300 interviste socio–economiche sulla disponibilità a pagare per la conservazione delle formazioni prative in aree protette*", collaboration to the italian PRIN 2005 research project, Department of Agro environmental Sciences and Technologies Alma Mater Studiorum, University of Bologna. Starting date: 1 June 2007. Project duration: 3 months
Supervisor: prof. Maria Speranza.

– "*Descrizione del campione di indagine e organizzazione del data base per tipologia di prodotto*", collaboration to the ADRI–FISH research project, Faculty of Economics, Ca' Foscari University Venice, Department of Statistics. From 1June to 25 June 2005.
Supervisor: prof. Giovanna Trevisan.

– Collaboration to the "*Tutela e riqualificazione del paesaggio, sistema del verde e biodiversità nelle buone pratiche per il governo urbano in Emilia–Romagna*" research project, Department of Economics Science, University of Bologna. From 24 November to 23 December 2005.
Supervisor: prof. Silvia Gaddoni.

– Collaboration to the "*Predisposizione di software per l'applicazione di test bootstrap nell'analisi delle radici unitarie e nella cointegrazione*" research project, Faculty of Economics, Ca' Foscari University Venice, Department of Statistics. From 16 September to 15 November 2004.
Supervisor: prof. Isabella Procidano.

Publications

1. Marzetti Dall'Aste Brandolini S., Disegna M., Villani G. and Speranza M. (2011), "Conservation and recreational values from semi–natural grasslands for visitors to two italian parks", *Journal of Environmental Planning and Management*, Vol. 54, n. 2, pp. 169–191.

   URL: http://dx.doi.org/10.1080/09640568.2010.50579

2. Osti L., Disegna M., Brida J. G., "The Effect of Authenticity on Tourists' Expenditure at Cultural Events" (September 10, 2010). Available at SSRN: http://ssrn.com/abstract=1674830

3. Disegna M., Procidano I., Rigatti Luchini S. (2010), "Segmenting the Italian Tourists: a Neural Network Approach", *Proc. of the 20th Biennial International Congress: Tourism & Hospitality Industry 2010: New Trends in Tourism and Hospitality Management*, Opatija, Croatia, 6-8 May 2010, pp. 60–73.

4. Disegna M., Mauracher C., Procidano I. (2010), "Segmentazione della domanda di vino in Italia mediante mappe di Kohonen", Rivista Italiana di Economia, Demografia e Statistica, Vol. LXIV n. 1-2 Gennaio-Giugno 2010, pp. 111–118.

5. Disegna M., Mauracher C., Procidano I. (2010), "Consumers' willingness to pay for organic trout", *Proc. of the symposium on interactions between social, economic and ecological objectives of inland commercial and recreational fisheries and acquaculture*, Antalya, Turkey, 21-24 May 2008, EIFAC

occasional paper No. 44, Rome FAO 2010. ISSN 0285-6096

6. Disegna M., Mauracher C., Procidano I., Trevisan G. (2009), "Characteristics of production and consumption of organic trout in Italy", New Medit, Mediterranean Journal of Economics, Agriculture and Environment, Vol. VIII n. 3/2009 supplement, pp. 17–26.

7. Disegna M., Checchinato F., Gazzola P. (2009), "Il comportamento dell'utente su YouTube", Serie Rapporti di Ricerca, dipartimento di Economia Aziendale, Venezia, n. 1, 2009.

8. Disegna M., Mauracher C., Procidano I. (2008), "Italian Wine Demand Segmentation", *Riunione Scientifica SIS* 2008, Arcavacate di Rende, 25–27 giugno (disponibile su cd-rom).

9. Disegna M., Mauracher C., Procidano I. (2008), "Segmentazione della domanda di vino DOC e da tavola in Italia mediante le mappe di Kohonen", *31st World Congress of Vine and Wine 6th General Assembly of the* O.I.V, Verona, Italy, 15–20 giugno (disponibile su cd-rom).

10. Marzetti S., Disegna M., Villani G. and Speranza M. (2008), "Economic Evaluation of the Grasslands in two regional parks in Italy", in Hopkins A., Gustafsson T., Bertilsson J., Dalin G., Nilsdotter-Linde N. and Sporndly E. (eds), *Proceedings of the 22nd General Meeting of the European Grassland Federation (EGF) 2008, Biodiversity and Animal Feed, Future Challenges for Grassland Production*, 9-12 June, Uppsala Sweden, Vol. 13, Grassland Science in Europe, SLU Repro, Sweden, pp. 928–930.

11. Marzetti Dall'Aste Brandolini S. and Disegna M. (2008), "Visitors' preferences about the defence of Venice from high water", in Franco L., Tomasicchio G.R. and Lamberti A. (eds.), *Proc. of the 5th Coastal Structures International Conference*, CSt07 Published by World Scientific, Singapore, Vol. 1, pp. 574–585.

12. Disegna M., Procidano I. (2005), "Un modello per il trattamento degli zeri di spesa nell'analisi della domanda turistica delle famiglie italiane", Serie Rapporti di Ricerca, dipartimento di Statistica, Venezia, n. 3, 2005.

Working paper

- Brida J.G., Disegna M., Osti L. (2010),"The Effect of Authenticity on Tourists' Expenditure at Cultural Events".

- Checchinato F., Disegna M., Gazzola P. (2010),"Users vs Producers Generated Contents: an analysis on success of YouTube ".

- Disegna M., Mauracher C., Procidano I. (2009),"Dietary habits in european countries: evolutionary trajectories by Kohonen maps".

- Marzetti Dall'Aste Brandolini S., Disegna M. and Lamberti Alberto (2009), "ICZM perception and willingness to contribute of private stakeholders to beach conservation".

- Marzetti Dall'Aste Brandolini S., Disegna M., "Demand for quality conservation of Venice (Italy) according to different nationalities".

Computing abilities

Platforms: Windows, Mac.
Statistical Softwares: R, S–plus, SAS, SPSS, STATA, Eviews, Spad.
Text formatting and Office computing: LaTeX, Office Suite.