

# Socio-economic research: approaches and methods

February - June |  
online and  
in presence

For further info please contact:  
Dr. Sabrina Tomasi  
sabrina.tomasi@agr.unipi.it

## February

**21/02 h. 10:30- 12:30** *Introduction: the research design and qualitative analysis* - **Prof. Gianluca Brunori** (UNIFI)

In collaboration with:  

Registration form:  
<https://forms.office.com/e/8H37QRFeiG>



## March

**07/03 - h. 10:00-12:00** *Marketing research design* - **Prof. Alessio Cavicchi** (UNIFI)

Registration form:  
<https://forms.office.com/e/aGTiBZIEf>



**14/03 h. 10:00-13:00** *Conceptual Modeling and the Transformation of Food Systems* - **Prof. Roberto Gronda** (UNIFI) and **Prof. Andrea Borghini** (UNIMI)

In collaboration with:  

**21/03 - h. 9:30-12:30** *Qualitative research methods for data collection* - **Dr. Sabrina Arcuri** (UNIFI)

Registration form:  
<https://forms.office.com/e/8H37QRFeiG>



## April

**01/04 - h. 9:30-13:30** *The use of mixed methods in agricultural economics* - **Dr. Daniele Vergamini** (UNIFI)

In collaboration with:  

**04/04 - h. 15:00-17:00** *Food law and technical language* - **Dr. Silvia Rolandi** (UNIFI)

Registration form:  
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**11/04 - h. 9:30-13:00** *Qualitative methods for data analysis* - **Dr. Sabrina Arcuri** (UNIFI)

**22/04 - h. 14:00-17:30** *Introduction to participant observation and visual methods* - **Dr. Maria Vasile** (UNIFI)

**30/04 - h. 9:30-13:30** *Qualitative research: Introduction to the case study* - **Prof. Francesca Galli** (UNIFI)

!!! Pay attention to the registration form, there are 2 different links for seminars: one is for DISAAA-a participants, the second one is for the seminars open to SIDEA and AIEAA members

PAGE PHD Seminar-Webinar Series 2025

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## May

**06/05 - h.10:00-12:00** *The Business Case Study* - **Prof. Cristina Santini** (Università degli Studi "Guglielmo Marconi")

Registration form:  
<https://forms.office.com/e/aGTiBZIEf>



**22/05 - h. 11:00-13:00 (theory) + h. 14:00-17:00 (practice)** *Creative Methodologies in Agri-Food Systems: Design Thinking, Team-building, Living Labs and Transdisciplinary Approaches for Research and Teaching* - **Dr. Sonia Massari** (UNIFI)

**27/05 - h. 10:00-11:30 (theory) + 12:00 - 13:30 (practice)** *Participatory approaches for co-creation in rural areas* - **Dr. Sabrina Tomasi** and **Dr. Chiara Mignani** (UNIFI)

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## June

**06/06 - h. 9:30 - 13:00** *Introduction to Network Analysis Methods* - **Prof. Rodolfo Baggio** (Bocconi University)

**16/06 - h. 10-11:30** *Generative AI in Research: Lights, Shadows, and Key Competencies* - **Prof. Filippo Chiarello** (UNIFI)

**26/06 - h. 10:30-12:30 (theory) + 15.00-17:00 (practice)** *Introduction to Foresight and Scenario Methods in research* - **Dr. Katerina Ciampi Stancova** (OECD)

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