

**MSCA MARIE SKŁODOWSKA-CURIE ACTIONS (MSCA) POSTDOCTORAL FELLOWSHIPS
2024 APPLICATIONS AT THE UNIVERSITY OF MACERATA**

SUPERVISOR PROFILE

Name of Supervisor: Prof. Mara Cerquetti

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Research themes proposed

- sustainability in museums and heritage sites;
- cultural participation and participatory governance;
- audience development and audience engagement in the cultural sector;
- cultural welfare;
- accountability, performance measurement and evaluation in cultural organisations;
- culture-led development, resilience and regeneration in inland areas;
- cultural heritage value, value creation and heritage communities;
- cultural networks and clusters;
- museum management and digital innovations;
- sustainability in heritage tourism;
- cultural heritage, corporate heritage and heritage marketing.

Other info

Mara Cerquetti coordinated the UniMC team in the EU project “Digital Career Stories – Opening new career paths for arts and culture students” (Erasmus+ KA226, 2021-2023, <https://riviste.unimc.it/index.php/cap-cult/issue/view/148/showToc>).

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*” (<https://riviste.unimc.it/index.php/cap-cult/about/editorialTeam>) since 2010.

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