

## GIOVANBATTISTA CALIFANO *PhD*

Date of birth: 18<sup>th</sup> January 1995

University of Naples Federico II, Department of Agricultural Sciences, Economics and Policy Group

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### EDUCATION

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2022 – 2025 **PhD Food Science** (*Doctor Europaeus*)

*University of Naples Federico II, Dept. of Agricultural Sciences*

Dissertation: “Decoding Consumer Perceptions of Food Technology Innovations: A Transdisciplinary Perspective”

2022 **Advanced Master in Agricultural Economics and Policy**

*Italian Ministry of Agricultural Food and Forestry Policies*

Dissertation: “The Effect of Different Names and Packaging Colors on Cultured Meat Acceptance”

2017 – 2020 **MA Psychology**

*University of Naples Federico II, Dept. of Humanities*

Dissertation: “Burnout and Well-Being of Teachers During the COVID-19 Pandemic”

2013 – 2017 **BA Psychological Sciences and Techniques**

*University of Naples Federico II, Dept. of Humanities*

Dissertation: “Expression of Emotions in Humans and Robots”

### ACADEMIC TEACHING

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2025 **Lecturer**

*University of Naples Federico II, Dept. of Agricultural Sciences*

- Course in Psychometrics for Consumer Science

2021 – 2022 **Teaching Assistant**

*University of Naples Federico II, Dept. of Humanities*

- Course in Educational Psychology

## EXPERIENCE

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2024 – now **Research Fellow**

*University of Naples Federico II, Dept. of Agricultural Sciences*

- Project BioINSouth - Supporting Regional Environmental Sustainability Assessment for the BIO-Based Sectors to Improve Innovation, Industries, and Inclusivity in SOUTH Europe (HORIZON-JU-CBE-2023-S-02)

2020 – now **Mentor/Co-Supervisor**

*University of Naples Federico II, Dept. of Agricultural Sciences and Dept. of Humanities*

- Co-supervised over 20 bachelor's and master's theses

2024 **Academic Visitor**

*Wageningen University & Research, Marketing and Consumer Behaviour group*

- Research activities funded by the COMFOCUS fellowship (Horizon 2020)

2023 –2024 **Academic Visitor**

*University of Oxford, Dept. of Experimental Psychology, Crossmodal Research Lab.*

- Supervisor: Prof. Charles Spence

2020 – 2021 **Research Intern**

*University of Naples Federico II, Dept. of Humanities*

- Supervisor: Prof. Daniela Caso

## CONTRIBUTIONS TO THE SCIENTIFIC COMMUNITY

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2022 – now **Peer Reviewer**

- Appetite
- British Food Journal
- Computers in Human Behavior
- Food Quality and Preference
- Food Research International
- Frontiers in Sustainable Food Systems
- Heliyon
- International Journal of Gastronomy and Food Science
- Journal of Hospitality and Tourism Management
- Journal of Psychology
- Journal of Sensory Studies
- Nature Humanities and Social Sciences Communications
- Social Network Analysis and Mining

**2025 Organizing Committee Member**

Conference: AISSA#Under40  
 Date: 5–7 June 2025  
 Website: <https://www.aissaunder40.com/organization>

**2023 – 2024 Topic Coordinator**

*Frontiers in Sustainable Food Systems*

**PUBLICATIONS**

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- [20] Moino, F., Giacardi, A., **Califano, G.**, & Cagliero, R. (in press). Bridging the gap: The impact of compensatory measures on mountain farming in Piedmont. *Bio-Based and Applied Economics*. <https://doi.org/10.36253/bae-16852>.
  - [19] **Califano, G.**, Vecchio, R., & Caracciolo, F. (2025). Overconfidence in nutritional knowledge is linked to unnecessary gluten-free consumption. *Scientific Reports*, 15:19691. <https://doi.org/10.1038/s41598-025-04112-2>.
  - [18] **Califano, G.**, Di Vita, G., Raimondo, M., Spina, D., D'Amico, M., & Caracciolo, F. (2025). Premium pricing for zero residue certification: The role of environmental concern and health consciousness in consumer preferences for eco-labels on fresh tomatoes. *Journal of Cleaner Production*, 618:145928. <https://doi.org/10.1016/j.jclepro.2025.145928>.
  - [17] **Califano, G.**, Zhang, T., & Spence, C. (2025). When and why do users trust AI in the kitchen? A hybrid modelling approach to the adoption of AI-assisted cooking. *International Journal of Human-Computer Interaction*, 1-13. <https://doi.org/10.1080/10447318.2025.2505154>.
  - [16] Spina, D., Pappalardo, G., Raimondo, M., **Califano, G.\***, Di Vita, G., Caracciolo, F., & D'Amico, M. (2025). Cultivating trust: Public perception of RNAi technologies in agriculture. *International Journal of Food Science and Technology*, 60(1):vvaf066. <https://doi.org/10.1093/ijfood/vvaf066>.
  - [15] di Santo, N., **Califano, G.\***, Sisto, R., Caracciolo, F., & Pilone, V. (2024). Are university students really hungry for sustainability? A choice experiment on new food products from circular economy. *Agricultural and Food Economics*, 12(1):21. <https://doi.org/10.1186/s40100-024-00315-9>.
  - [14] **Califano, G.**, Lombardi, A., Del Giudice, T., Caracciolo, F., & Cembalo, L. (2024). Bioplastics in the basket of Italians: A hybrid framework for understanding the adoption of bioplastic food packaging. *Australian Journal of Agricultural and Resource Economics*, 68(4), 826-846. <https://doi.org/10.1111/1467-8489.12578>.
  - [13] **Califano, G.\***, Zhang, T., & Spence, C. (2024). Would you trust an AI chef? Examining what people think when AI becomes creative with food. *International Journal of Gastronomy and Food Science*, 37:100973. <https://doi.org/10.1016/j.ijgfs.2024.100973>.
  - [12] **Califano, G.\***, & Spence, C. (2024). Assessing the visual appeal of real/AI-generated food images. *Food Quality and Preference*, 116:105149. <https://doi.org/10.1016/j.foodqual.2024.105149>.
  - [11] **Califano, G.\***, & Spence, C. (2024). Consumer preference and willingness to pay for 3D-printed chocolates: A discrete choice experiment. *Future Foods*, 9:100378. <https://doi.org/10.1016/j.fufo.2024.100378>.
  - [10] **Califano, G.\***, Crichton-Fock, A., & Spence, C. (2024). Consumer perceptions and preferences for urban farming, hydroponics, and robotic cultivation: A case study on parsley. *Future Foods*, 9:100353. <https://doi.org/10.1016/j.fufo.2024.100353>.
  - [9] Raimondo, M., Spina, D., D'Amico, M., Di Vita, G., **Califano, G.**, & Caracciolo, F. (2024). Taste matters more than origin: An experimental economics study on consumer preferences for native and foreign varieties of walnuts. *Food Quality and Preference*, 115:105106. <https://doi.org/10.1016/j.foodqual.2024.105106>.

- [8] Lombardi, A., **Califano, G.\***, Caracciolo, F., Del Giudice, T., & Cembalo, L. (2024). Eco-packaging in organic foods: Rational decisions or emotional influences? *Organic Agriculture*, 14(2), 125-142. <https://doi.org/10.1007/s13165-023-00442-5>.
- [7] Fantechi, T., **Califano, G.<sup>cf</sup>**, Contini, C., & Caracciolo, F. (2024). Puppy power: How neophobia, animal empathy, and sustainability affect the demand for novel food in pet food. *Food Research International*, 177:113879. <https://doi.org/10.1016/j.foodres.2023.113879>.
- [6] Cavallo, C., & **Califano, G.\*** (2024). Editorial: Alternative protein source for a sustainable and healthy nutrition. *Frontiers in Sustainable Food Systems*, 8:1451483. <https://doi.org/10.3389/fsufs.2024.1451483>.
- [5] Di Vita, G., **Califano, G.**, Raimondo, M., D'Amico, M., Spina, D., Hamam, M., & Caracciolo, F. (2024). From roots to leaves: Understanding consumer acceptance in implementing climate-resilient strategies in viticulture. *Australian Journal of Grape and Wine Research*, 2024:8118128. <https://doi.org/10.1155/2024/8118128>.
- [4] Capasso, M., **Califano, G.**, Caracciolo, F., & Caso, D. (2023). Only the best for my kids: An extended TPB model to understand mothers' use of food labels. *Appetite*, 191:107040. <https://doi.org/10.1016/j.appet.2023.107040>.
- [3] **Califano, G.**, Furno, M., & Caracciolo, F. (2023). Beyond one-size-fits-all: Consumers react differently to packaging colors and names of cultured meat in Italy. *Appetite*, 182:106434. <https://doi.org/10.1016/j.appet.2022.106434>.
- [2] **Califano, G.\***, Capasso, M., & Caso, D. (2022). Exploring the roles of online moral disengagement, body esteem, and psychosexual variables in predicting sexting motivations and behaviours. *Computers in Human Behavior*, 129:107146. <https://doi.org/10.1016/j.chb.2021.107146>.
- [1] Caracciolo, F., Furno, M., D'Amico, M., **Califano, G.**, & Di Vita, G. (2022). Variety seeking behavior in the wine domain: A consumers segmentation using big data. *Food Quality and Preference*, 97:104481. <https://doi.org/10.1016/j.foodqual.2021.104481>.

\* Corresponding Author; <sup>cf</sup> Co-first Author

## CONFERENCE PAPERS

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- [13] **Califano, G.**, & Caracciolo, F. AI in Food: Opportunity or risk for consumers? *Italian Society of Agricultural Economics (SIDEA)*. Benevento. 3<sup>rd</sup> July 2025.
- [12] **Califano, G.**, Vecchio, R., & Caracciolo, F. The Dunning-Kruger Effect in gluten-free consumption. *Nourishing the Future: Innovation and Sustainability for Conscious Eating*. Chieti. 21<sup>st</sup> February 2025.
- [11] **Califano, G.**, Vecchio, R., & Caracciolo, F. I know it all: Gluten-free consumption and overconfidence in nutritional knowledge. *Italian Society of Agricultural Economics (SIDEA)*. Anacapri. 15<sup>th</sup> September 2024.
- [10] Spina, D., **Califano, G.**, Di Vita, G., Raimondo, M., D'Amico, M., & Caracciolo, F. Zero "0" residue, license to certify – consumer preferences for sustainable food certifications. *Italian Society of Agricultural Economics (SIDEA)*. Anacapri. 15<sup>th</sup> September 2024.
- [9] Zhang, T., **Califano, G.**, & Spence, C. The new role of AI in culinary innovation: Would people trust an AI chef? *Italian Society of Agricultural Economics (SIDEA)*. Anacapri. 15<sup>th</sup> September 2024.
- [8] Moino, F., Giarè, F., Borsotto, P., Dara Guccione, G., & **Califano, G.** Assessing the willingness to pay for care farming products in Italy. *Italian Society of Agricultural Economics (SIDEA)*. Anacapri. 15<sup>th</sup> September 2024.

- [7] Moino, F., Giacardi, A., **Califano, G.**, & Cagliero, R. Assessing compensatory measures in Piedmont's mountain farming: A critical analysis. *Italian Association of Agricultural and Applied Economics (AIEEA)*. Bari. 20<sup>th</sup> June 2024.
- [6] **Califano, G.**, Pappalardo, G., Caracciolo, F., Spina, D., Raimondo, M., & D'Amico, M. Cultivating Trust: Navigating Perceptions of RNAi Technologies in Agriculture After COVID-19 Vaccine Era. *Italian Society of Agricultural Economics (SIDEA)*. Nuoro. 21<sup>st</sup> September 2023.
- [5] Raimondo, M., Spina, D., D'Amico, M., Di Vita, G., **Califano, G.**, & Caracciolo, F. Taste Matters more than Origin: An Experimental Economics Study on Consumer Preferences for Native and Foreign Varieties of Walnuts. *Italian Society of Agricultural Economics (SIDEA)*. Nuoro. 21<sup>st</sup> September 2023.
- [4] di Santo, N., **Califano, G.**, Pilone, V., Caracciolo, F., & Sisto, R. Are university students really hungry for sustainability? A choice experiment on new food products from circular economy. *Italian Society of Agro-Food Economics (SIEA)*. Venice. 16<sup>th</sup> June 2023.
- [3] Caso, D., Capasso, M., **Califano, G.**, & Caracciolo, F. Reading food labels or not? An application of the Extended Theory of Planned Behavior to explore mothers' choices. *Italian Society of Health Psychology (SIPSA)*. Cagliari. 25<sup>th</sup> May 2023.
- [2] **Califano, G.**, Furno, M., & Caracciolo, F. The effect of different names and packaging colors in influencing consumer acceptance of synthetic meat. *Italian Society of Agricultural Economics (SIDEA)*. Palermo. 30<sup>th</sup> September 2022.
- [1] **Califano, G.**, Bianchi, M., & Caso, D. Motivations for sexting: the role of moral disengagement, body self-esteem, and psychosexual variables. *Italian Association of Psychology (AIP)*. Verona. 23<sup>rd</sup> September 2021.

## SCIENTIFIC SOFTWARE

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- [1] **Califano, G.** (2023). STEP3: Stata module to relate latent class membership to external variables. *Statistical Software Components, Boston College Department of Economics*.  
<https://EconPapers.repec.org/RePEc:boc:bocode:s459182>

## PROJECT ROLES

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2023 – 2024 **Task Leader**

PRIN 2022 "RECIPE – Linking research evidence to policy impact and learning: Increasing the effectiveness of rural development programmes towards Green Deal goals".  
 CUP: E53D23006050006

## AWARDS AND FUNDING

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2024 **ASVO Viticulture Paper of the Year Award**

*Australian Society of Viticulture and Oenology*

Di Vita, G., Califano, G., Raimondo, M., D'Amico, M., Spina, D., Hamam, M., & Caracciolo, F. (2024). From roots to leaves: Understanding consumer acceptance in implementing climate-resilient strategies in viticulture. *Australian Journal of Grape and Wine Research*, 2024:8118128.  
<https://doi.org/10.1155/2024/8118128>.

## 2023 COMFOCUS Fellowship

Community on Food Consumers Science (Horizon 2020, n. 101005259)

€10,000 budget for consumer research using neurophysiological methods

2022 – 2024 **PhD Scholarship**

University of Naples Federico II

€50,000

## MEDIA COVERAGE

## Rolling Stone (US)

<https://www.rollingstone.com/culture/culture-features/ah-food-pictures-fake-delivery-recipes-1235135386/>

**BBC (UK)**

<https://www.bbc.com/future/article/20240823-artificial-intelligence-wants-to-tell-you-what-to-cook-but-are-the-results-edible>

## Daily Mail (UK)

<https://www.dailymail.co.uk/sciencetech/article-13183271/Fake-food-created-AI-looks-tastier.html>

**Fox Communications (UK)**

<https://www.foxcomms.com/foxquarterly/a-recipe-for-success/>

### Food Focus (South Africa)

<https://www.foodfocus.co.za/home/News-and-Events/Industry-News/AI-Generated-Food-Images-Look-Tastier-Than-Real-Ones>

**Asharq al-Awsat (UK)**

[illegible]

## Food &amp; Drink Technology (UK)

<https://www.foodanddrinktechnology.com/news/51800/artificially-generated-food-images-appear-more-appetising-than-their-real-counterparts/>

**Il Salvagente** (Italy)

<https://ilsalvagente.it/2025/07/28/boom-di-gluten-free-scelto-perche-ritenuto-salutare-da-chi-non-ha-bisogno/>

## DIY Photography (Israel)

<https://www.diyphotography.net/ai-food-images-look-yummier-than-photos-says-study/>

### Bakery & Snacks (UK)

<https://www.bakeryandsnacks.com/Article/2024/03/15/The-pros-and-cons-of-AI-consumer-perception-and-digital-food-marketing>

**El Observador** (Uruguay)

<https://www.observador.com.uy/nota/imagenes-de-comida-generadas-por-ia-parecen-mas-sabrosas-que-las-reales-202431512275>

### The Food Institute (US)

<https://foodinstitute.com/focus/new-study-exposes-the-power-and-pitfalls-of-ai-generated-food-images/>

## PetaPixel (US)

<https://petapixel.com/2024/03/15/study-shows-that-ai-images-of-food-look-tastier-than-real-food-photos/>

**National Post** (Canada)

<https://nationalpost.com/life/food/ai-generated-food-images-look-tastier-than-the-real-deal-study-finds>

**Earth (US)**

<https://www.earth.com/news/ai-generated-food-images-more-enticing-than-real-images/>

## Issues (France)

<https://issues.fr/regalez-vous-les-yeux-comment-lia-propose-des-images-culinaires-plus-delicieuses-que-la-realite/>

## INVITED TALKS

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June 2024 “La creazione di immagini per l’enogastronomia”  
*Dialoghi Speciale AI*, curated by Roberta Garibaldi (online)  
<https://www.robertagaribaldi.it/dialoghi-speciale-la-creazione-di-immagini-per-lenogastronomia/>

## REFEREES

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Dept. Agricultural Sciences, University of Naples Federico II, Italy  
francesco.caracciolo@unina.it

Prof. Charles Spence  
Dept. Experimental Psychology, University of Oxford, UK  
charles.spence@psy.ox.ac.uk

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*According to law 679/2016 of the Regulation of the European Parliament of 27th April 2016, I hereby express my consent to process and use my data provided in this CV.*

Portici, 21-08-2025



Giovanbattista CALIFANO