Giovanbattista Califano

Economics and Policy Group
Department of Agricultural Sciences
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Specialisation

Behavioural economics; consumer psychology; gastronomy and food science; human–AI interaction; econometrics and psychometrics.

Appointments & Education

2025 – Present	**Postdoctoral Researcher.** Department of Agricultural Sciences, University of Naples Federico II, Italy
2022 – 2025	**PhD Food Science (*Doctor Europaeus*).** Department of Agricultural Sciences, University of Naples Federico II, Italy
2021 – 2022	**Advanced Master in Agricultural Economics and Policy.** Italian Ministry of Agricultural Food and Forestry Policies
2020 – 2021	**Research Intern.** Department of Humanities, University of Naples Federico II, Italy
2017 – 2020	**MA Psychology.** Department of Humanities, University of Naples Federico II, Italy
2013 – 2017	**BA Psychological Sciences and Techniques.** Department of Humanities, University of Naples Federico II, Italy

Visiting

Spring 2024	**Wageningen University & Research,** Marketing and Consumer Behaviour Group, Netherlands
Fall 2023 – Spring 2024	**University of Oxford,** Department of Experimental Psychology, Crossmodal Research Laboratory, UK

Teaching

2026	**Lecturer,** *Research Integrity*. PhD Food Science, Department of Agricultural Sciences, University of Naples Federico II, Italy

2025 – 2026   **Lecturer,** *Psychometrics for Consumer Science*. Advanced Master in Agricultural Economics and Policy, Italian Ministry of Agricultural Food and Forestry Policies

2025 – 2026   **Teaching Assistant,** *Marketing & Consumer Science*. MSc Nutritional Sciences and Technologies, Department of Agricultural Sciences, University of Naples Federico II, Italy

Service

2022 – Present   **Peer Reviewer.** Appetite, BMC Nutrition, British Food Journal, Computers in Human Behavior, Food Quality and Preference, Food Research International, Frontiers in Sustainable Food Systems, Future Foods, Heliyon, Humanities and Social Sciences Communications, Innovative Food Science and Emerging Technologies, International Journal of Gastronomy and Food Science, Journal of Cleaner Production, Journal of Hospitality and Tourism Management, Journal of Psychology: Interdisciplinary and Applied, Journal of Sensory Studies, Scientific Reports, Social Network Analysis and Mining, Sustainable Futures, Technology in Society

2020 – Present   **Mentor.** Co-supervised 30+ BSc and MSc theses

2025   **Organising Committee Member.** Conference *AISSA#Under40*, Department of Agricultural Sciences, University of Naples Federico II, Italy

2024   **Topic Coordinator.** Special Issue in *Frontiers in Sustainable Food Systems*

Grants & Honours

2026   **Marie Skłodowska-Curie Postdoctoral Fellowship**. *European Commission*, €260,000 approx. Competitive international fellowship (success rate: ~9.6%). Proposal score: 96.8/100.

2024   **ASVO Viticulture Paper of the Year Award.** *Australian Society of Viticulture and Oenology*. This award honours an outstanding Author(s) of a paper published in the AJGWR in the previous twelve months where the potential application of the research on viticultural practices is deemed by an industry/science-based panel to have the most impact.

2023   **COMFOCUS Fellowship.** *European Commission*. Competitive European fellowship to visit a consumer science institute in Europe and conduct research using psycho-physiological approaches.

2022   **PhD Scholarship.** *University of Naples Federico II,* €50,000 approx. Competitive department-wide scholarship.

Project Roles

2026 – Present **Principal Investigator** in the HORIZON-MSCA project *GASTRO-X* ("Generative Artificial intelligence for Sensory Trust and Resource Optimisation via CROSSmodal nudging").

2025 – Present **Collaborator** in the CERNAS project *Food-WISE* ("Consumers Optimizing Food Waste: Insights & Sustainable Efforts").

2025 – 2026 **Researcher** in the HORIZON project *BioINSouth* ("Supporting Regional Environmental Sustainability Assessment for the BIO-Based Sectors to Improve Innovation, Industries, and Inclusivity in SOUTH Europe").

2024 **Researcher** in the HORIZON project *COMFOCUS* ("Communities on Food Consumer Science").

2023 – 2024 **Task Leader** in the PRIN project (National Interest) *RECIPE* ("Linking research evidence to policy impact and learning: Increasing the effectiveness of rural development programmes towards Green Deal goals").

Publications

(* Corresponding Author; ᶜᶠ Co-first Author)

Articles:

[21] **Califano, G.***, & Fabbricatore, R. (accepted for publication). Relating latent class membership to covariates and outcomes: Two bias-adjusted methods in Stata. *The Stata Journal*.

[20] **Califano, G.**, Zhang, T., & Spence, C. (2026). 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*, *42*(1), 131-143. https://doi.org/10.1080/10447318.2025.2505154

[19] Moino, F., Giacardi, A., **Califano, G.**, & Cagliero, R. (2025). Bridging the gap: The impact of compensatory measures on mountain farming in Piedmont. *Bio-Based and Applied Economics*, *14*(3), 39-49. https://doi.org/10.36253/bae-16852

[18] **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

[17] **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

[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*: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.**[cf], 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

Conferences:

[Invited, 14]   **Califano, G.**, Furno, M., & Caracciolo, F. Cut to fit: Segmenting consumer responses to the naming and packaging of cultured meat. *Society of Applied Statistics (ASA)*. San Marino. 18th September 2025.

[13]   **Califano, G.**, & Caracciolo, F. AI in Food: Opportunity or risk for consumers? *Italian Society of Agricultural Economics (SIDEA)*. Benevento. 3rd 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. 21st 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. 15th 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. 15th 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. 15th 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. 15th 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. 20th 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. 21st 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. 21st 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. 16th 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. 25th 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. 30th 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. 23rd September 2021.

Software:

[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

Media

07.10.25   **Communications of the ACM.** *AI in the Kitchen.*
https://cacm.acm.org/news/ai-in-the-kitchen/

17.10.24   **Rolling Stone.** *AI may be changing the way we look at food.*
https://www.rollingstone.com/culture/culture-features/ah-food-pictures-fake-delivery-recipes-1235135386/

24.08.24   **BBC.** *'It looks like cat food': The grey goop dreamed up by artificial intelligence.* https://www.bbc.com/future/article/20240823-artificial-intelligence-wants-to-tell-you-what-to-cook-but-are-the-results-edible

16.03.24   **Daily Mail.** *Fake food created by AI looks tastier than real dishes, scientists say - so, can you tell which of these are actual meals?*
https://www.dailymail.co.uk/sciencetech/article-13183271/Fake-food-created-AI-looks-tastier.html
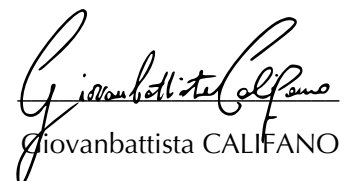
Referees

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According to Regulation (EU) 2016/679, I consent to the processing of personal data contained in this CV.

Giovanbattista CALIFANO

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