

GIOVANBATTISTA CALIFANO *PhD*

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

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Research profile. Interdisciplinary researcher at the intersection of consumer science, psychometrics, and applied econometrics, focusing on food systems, sustainability, and emerging technologies. Methodological interests include latent variable models, discrete choice experiments, and behavioural measurement.

Key topics. AI-assisted cooking ♦ Consumer acceptance ♦ Eco-labels and sustainability ♦ Novel foods and packaging

ACADEMIC POSITION

2025 – now **Postdoctoral Researcher**

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)

EDUCATION

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

University of Naples Federico II, Dept. of Agricultural Sciences

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

Italian Ministry of Agricultural Food and Forestry Policies

2017 – 2020 **MA Psychology**

University of Naples Federico II, Dept. of Humanities

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

University of Naples Federico II, Dept. of Humanities

ACADEMIC TEACHING

2025 – now **Lecturer**

University of Naples Federico II, Dept. of Agricultural Sciences

- Course in *Psychometrics for Consumer Science* (Doctoral level)
- Course in *Research Integrity* (Doctoral level)

2021 – 2022 **Teaching Assistant**

University of Naples Federico II, Dept. of Humanities

- Course in *Educational Psychology* (Master's level)

RESEARCH EXPERIENCE

2020 – now **Mentor/Co-Supervisor**

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

- Co-supervised 30+ 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

SERVICE

2022 – now **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

2025 **Organizing Committee Member**

- Conference AISSA#Under40 (5–7 June 2025)
<https://www.aissaunder40.com/organization>

2023 – 2024 **Topic Coordinator**

- *Frontiers in Sustainable Food Systems*

PUBLICATIONS

- [21] **Califano, G.***, & Fabbricatore, R. (accepted for publication). Relating latent class membership to covariates and outcomes: Two bias-adjusted methods in Stata. *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.**^{af}, 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; ^{cf} Co-first Author

CONFERENCE PAPERS

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- [C14] **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. (Invited Contribution)
- [C13] **Califano, G.**, & Caracciolo, F. AI in Food: Opportunity or risk for consumers? *Italian Society of Agricultural Economics (SIDEA)*. Benevento. 3rd July 2025.
- [C12] **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.
- [C11] **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.
- [C10] 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.
- [C9] 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.
- [C8] 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.
- [C7] 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.

- [C6] **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.
- [C5] 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.
- [C4] 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.
- [C3] 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.
- [C2] **Califano, G.**, Forno, 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.
- [C1] **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.

SCIENTIFIC SOFTWARE

- [S1] **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>

INVITED TALK

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

PROJECT ROLES

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

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

Australian Society of Viticulture and Oenology

Awarded to: 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

Communications of the ACM (US)

<https://cacm.acm.org/news/ai-in-the-kitchen/>

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/>

Blick (Switzerland)

<https://www.blick.ch/digital/samsung-an-der-tech-messe-ces-luxus-gaffen-ein-tv-so-gross-wie-ein-tischtennis-tisch-id21570327.html>

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)

<https://aawsat.com/4907561/الحقيقة-من-الذ- الطعام-صور-الاصطناعي-الذكاء- يجعل- هل-الشرق- يوميات/>

Food & 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.elobservador.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/>

REFEREES

Prof. Francesco Caracciolo

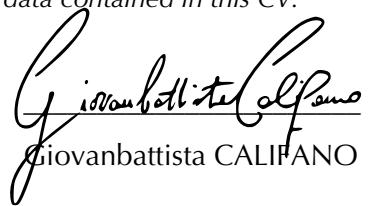
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Prof. Charles Spence

Dept. Experimental Psychology, University of Oxford, UK

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

Portici, 01-11-2026



Giovanbattista CALIFANO