GIOVANBATTISTA CALIFANO *PhD*

Date of birth: 18th January 1995

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

Via Università 96 – 80055 Portici (Naples), Italy
giovanbattista.califano@unina.it
(+39) 081 2539094

Website: www.califano.xyz
ORCID: 0000-0003-2088-2023
Scopus ID: 57358445100

EDUCATION

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 Colours 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

2025   **Lecturer**

University of Naples Federico II, Dept. of Agricultural Sciences
- Course in *Psychometrics for Studying Consumer Preferences*

2021 – 2022   **Teaching Assistant**

University of Naples Federico II, Dept. of Humanities
- Course in *Psychology for Teaching*

EXPERIENCE

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** (6 months)

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

EDITORIAL ACTIVITIES

2022 – now   **Peer Reviewer**

- Appetite
- British Food Journal
- Computers in Human Behavior
- Food Quality and Preference
- Food Research International
- Heliyon
- Journal of Hospitality and Tourism Management
- Journal of Psychology
- Journal of Sensory Studies
- Social Network Analysis and Mining

2023 – 2024   **Topic Coordinator**

Frontiers in Sustainable Food Systems

PUBLICATIONS

[17] **Califano, G.**, Zhang, T., & Spence, C. (in press). 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*.

[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.**[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.

* Corresponding Author; cf Co-first Author

CONFERENCE PAPERS

[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.

SCIENTIFIC 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

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

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

2024   **Rolling Stone** (US)
https://www.rollingstone.com/culture/culture-features/ah-food-pictures-fake-delivery-recipes-1235135386/

2024   **BBC** (UK)
https://www.bbc.com/future/article/20240823-artificial-intelligence-wants-to-tell-you-what-to-cook-but-are-the-results-edible

2024   **Daily Mail** (UK)
https://www.dailymail.co.uk/sciencetech/article-13183271/Fake-food-created-AI-looks-tastier.html

2024   **Fox Communications** (UK)
https://www.foxcomms.com/foxquarterly/a-recipe-for-success/

2024 **Food Focus** (South Africa)
https://www.foodfocus.co.za/home/News-and-Events/Industry-News/AI-Generated-Food-Images-Look-Tastier-Than-Real-Ones

2024 **Asharq al-Awsat** (UK)
https://aawsat.com/؟يوميات-الشرق/4907561-هل-يجعل-الذكاء-الاصطناعي-صور-الطعام-ألذ-من-الحقيقة

2024 **Food & Drink Technology** (UK)
https://www.foodanddrinktechnology.com/news/51800/artificially-generated-food-images-appear-more-appetising-than-their-real-counterparts/

2024 **DIY Photography** (Israel)
https://www.diyphotography.net/ai-food-images-look-yummier-than-photos-says-study/

2024 **Bakery & Snacks** (UK)
https://www.bakeryandsnacks.com/Article/2024/03/15/The-pros-and-cons-of-AI-consumer-perception-and-digital-food-marketing

2024 **El Observador** (Uruguay)
https://www.elobservador.com.uy/nota/imagenes-de-comida-generadas-por-ia-parecen-mas-sabrosas-que-las-reales-202431512275

2024 **The Food Institute** (US)
https://foodinstitute.com/focus/new-study-exposes-the-power-and-pitfalls-of-ai-generated-food-images/

2024 **PetaPixel** (US)
https://petapixel.com/2024/03/15/study-shows-that-ai-images-of-food-look-tastier-than-real-food-photos/

2024 **National Post** (Canada)
https://nationalpost.com/life/food/ai-generated-food-images-look-tastier-than-the-real-deal-study-finds

2024 **Earth** (US)
https://www.earth.com/news/ai-generated-food-images-more-enticing-than-real-images/

2024 **Issues** (France)
https://issues.fr/regalez-vous-les-yeux-comment-lia-propose-des-images-culinaires-plus-delicieuses-que-la-realite/
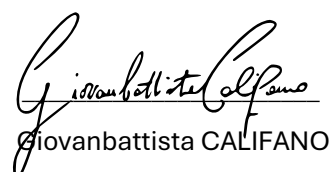
REFEREES

Prof. Francesco Caracciolo
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

———

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, 21-05-2025

Giovanbattista CALIFANO