

Riccardo Scarpa, Ph.D.

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Affiliations

Adjunct Professor, Waikato Management School, University of Waikato, Hamilton, N.Z. ([Weblink](#))

Institute for Choice, University of South Australia, ([Weblink](#))

Professor, Durham University Business School, Durham, U.K. ([Weblink](#))

Bio-sketch

Professor Ric Scarpa is an applied economist with a broad interdisciplinary research portfolio and impact, his research focus is on the microeconometrics of survey data with applications in regulatory and public economics, especially in the fields of environment, rural systems, food, water, economic development and nature conservation. Ric's google scholar *hg*-index is over 57. Soutar et al. (2015) report that a value of 56 is in the top 1% of the top 500 universities in USA, Canada, UK, New Zealand and Australia. His Scopus *h*-index is 38 (from over 3800 citations). Ric has held academic positions in Italy, the USA, Chile, the UK, New Zealand and Australia. He has an extensive consultancy experience for government agencies and regulated business at various levels. Ric served and is serving in the editorial board and as associate editor in various academic journals in economics, management and policy, and has acted as peer reviewer for over 75.

Personal

Born in Venice, Italy on January 27th, 1963;

Citizenships: New Zealand & Italian;

Married to Jackie since 1990, with 3 children.

Education

Ph.D. Major field: Forest Management, Ecology & Economics; Minor fields: Resource and Environmental Economics, degree granted in December 1999 by the University of Wisconsin-Madison, United States of America;

M.A. in Agricultural Economics degree granted May 1995 by the University of Wisconsin-Madison, United States of America;

M.Sc. Environmental Science, Major field: Environmental Impact Assessment degree granted May 1992 by the University College of Wales, Aberystwyth, Wales, United Kingdom;

Laurea (B.Sc.) in Agricultural Sciences, Major Field Agricultural Economics and Rural Appraisal degree granted May 1988 by the Università della Tuscia, Italy.

National service & local government

Compulsory conscription served in the Italian Special Forces, 9th Paratrooper Assault Regiment 'Col Moschin' ([weblink here](#)), Livorno, Italy. Recruited in September 1981 discharged with honour with rank of paratrooper in August 1982;

Local councillor elected in office, Municipality of Grottaferrata, Italy, May 1988 – April 1992;

Deputy City Mayor in office for Education, Social Services and Sport, Grottaferrata, Italy, October 1990 – March 1992.

Past Employment

Università della Tuscia, Viterbo, Italy 1990–2000

Newcastle University, Newcastle upon Tyne, U.K. 2000–2001

York University, York, U.K. 2001–2005

University of Waikato, New Zealand, 2005-to date,

University of Technology Sydney, New South Wales, Australia, 2010–2012

Queens University Belfast, Northern Ireland, 2012–2014.

Visiting Positions and past affiliations

Visiting Professor, University of Canberra, Centre for applied ecology, Australian Capital Territory, Canberra, Australia, August 2013

Adjunct Professor, Center for the Study of Choice, Faculty of Business, University of Technology, Sydney, New South Wales, Australia, January 2009 to 2013

Visiting Professor, University of Trento, Italy, July-September 2008, October 2010

Visiting Professor, University of Padua, Italy, October 2008-January 2009

Visiting Professor, University of Bologna, Italy, June 2008, June 2009

Visiting Professor, Catholic University of Santiago, Chile, February 2004, March 2006.

Adjunct Professor, University of Western Australia, Perth, Western Australia, January 2009, December 2012.

Adjunct Professor, Charles Darwin University, Darwin, Northern Territories, Australia, January 2008, December 2011.

Current research

N8 Grant on Ethiopian livestock markets: Preference elicitation for infrastructure investment (with Dr. Girma Kassie, ICARDA)

N8 Grant on Nigerian rice supply chain resilience (with Dr. Ashar Aftab, DUBS)

H2020 AMBER project: Socio-economics of river barrier removals.

Awards

2015 Recipient of Dean's Award for Teaching Excellence, Durham University Business School;

2015 Recipient of the inaugural Dean's Award for Postgraduate Research Supervision Excellence, Waikato Management School;

2010 Recipient of the Dean's Award for Research Achievement, Waikato Management School;

2010 Elsevier award for co-authoring one of the top-10 most cited research papers in JEEM in the period 2005-2009;

2009 Distinguished academic visitor competitive award, University of Trento;

2008 Distinguished visiting economist competitive award, University of Padua, (Funded by Cassa Marca-Treviso);

1993 Senator Fulbright graduate student award, Fulbright Commission.

Supervision of Graduate Research Students

Degree Completed

1. Ph.D. Catherine Glass (joint supervision-external with Prof. W.G. Hutchinson: Using CVM to value multi-programme Pig welfare Public Agenda). Completed in 2002.
2. Ph.D. Diane Burgess (joint supervision-external with Prof. W.G. Hutchinson: Modelling stated responses to estimate the social value of farm animal welfare). Completed in 2003, currently Principal Agricultural Economist at Agri-food and Biosciences Institute, Belfast, U.K.
3. Ph.D. Eric Ruto (Developing and testing valuation methods for Animal Genetic Resources). Completed in 2004 at University of Newcastle Upon Tyne. Currently Senior Lecturer in Economics, Lincoln International Business School, Lincoln, U.K. (Weblink)
4. Ph.D. Silvia Ferrini, (Design issues in choice modeling), Completed in 2004 at University of Florence, Lecturer in Economics, at Univ. of Siena, Italy. (Weblink)
5. Ph.D. Giuseppe Nocella (web-based surveys to value animal welfare in EU consumers with an application of the theory of planned behaviour). Completed in 2006 at University of Newcastle Upon Tyne. Currently Associate Professor in Consumer Science at the University of Reading, Department of Consumer Science, U.K. (Weblink)
6. Ph.D. Graziano Ceddia, (Risk in agricultural production and the environment). Completed in 2005 at University of York, currently Associate Professor at the Centre for Development and the Environment, University of Bern, Switzerland. (Weblink)

7. Ph.D. Danny Campbell, main supervisor George Hutchinson (Using choice experiment to value scenic beauty in rural landscapes). Completed in 2006 at Queens University-Belfast. Currently Professor, Sterling Management school, University of Sterling, U.K. (Weblink)
8. Ph.D. Jan C. Minx, (Demand and lifestyle: a physical input-output approach). Completed in 2006 at University of York, Professor for Science Policy and Sustainable Development at the Hertie School of Governance, Germany. (Weblink)
9. Ph.D. Nesha Beharry, (Non market valuation of Water Quality in Tobago). Completed in 2007 at University of York, UNEP officer at Trinidad and Tobago.
10. Ph.D. Gianluca Stefani, (Auction mechanisms to value WTP for typical animal products). Completed in 2007, Associate Prof. in Agricultural Economics, University of Florence, Italy. (Weblink)
11. Ph.D. Nicola Cantore, (Some uses of climate change integrated assessment models: a policy and technology analysis). Completed in 2008 at University of York, currently Industrial Development Officer, Policy, Research and Statistics Department, United Nations Industrial Development Organization (UNIDO) Research and policy advice group, Vienna Austria. (Weblink)
12. M.Phil. Fabian Capitanio (Ph.D. from Univ. of Naples), (Risk management through insurance and environmental externalities from agricultural input use: the case of optimal producer behaviour and area-yield crop insurance). Completed in 2009 at University of York, currently Associate Professor, Department of Agricultural Economics and Policy, University of Naples, Italy. (Weblink)
13. Ph.D. Bart Vermeulen, (joint supervision-external with Peter Goos & Martina Vanderbroek, Catholic University of Leuven), (Design issues in choice modeling). Completed in January 2009, economist at the Federal Public Service (Regulation), Deputy Director Healthcare at Office of the Minister of Social Affairs and Public Health, Antwerp, Belgium (Weblink)
14. Ph.D. Viola Bruschi, (joint supervision-external, Università Politecnica delle Marche with Prof. R. Zanoli). Completed in April 2010 (Food Choice Experiments). Currently Researcher at the Leibniz Institute of Agricultural Development in Transition Economies, Halle, Germany.
15. Ph.D. Chiara Taglioni, (joint supervision-external, Univ. of Perugia), main supervisor Bianca Torquati, University of Perugia, Italy. Completed in February 2010 (Choice of Milk types and local origin labeling), Food and Agricultural Organisation, Rome, Italy.
16. Ph.D. Irene Petrosillo, (joint supervision-external, Univ. of Perugia), main supervisor Bianca Torquati, University of Perugia, Italy. Completed in February 2010 (Choice of sheep cheese types and local origin labeling), Market Analyst, ISMEA-Istituto di servizi per il mercato agricolo alimentare, Rome, Italy.
17. M.Phil. James Tee (now Ph.D. from NYUWeblink), Completed in October 2011 (Real Options Analysis of Carbon Forestry Under The New Zealand Emissions Trading Scheme), previously Sustainable Development Officer, UN Department of Economic and Social Affairs, now Assistant Professor at New York University, USA where he completed his Ph.D.
18. Ph.D. Richard Yao, (Biodiversity conservation in NZ commercial forests). Completed in April 2012. Senior Research Economist at Scion, Rotorua, New Zealand. (Weblink)
19. Ph.D. Dave Matthews, (joint supervision-external with Prof. W.G. Hutchinson: Three essays in non-market valuation). Completed in July 2014. Statistical Consultant at the Agri-Food and Biosciences Institute, Belfast. (Weblink)

20. Ph.D. Tom Ndebele, (co-supervised with Dan Marsh at Waikato). Completed April 2016 (Consumer demand for Green electricity in NZ) Research Associate, George Perkins Marsh Institute, Department of Economics, Clark University, Worcester, Maine, U.S.A. (Weblink)
21. Ph.D. Lena Mkwara, (co-supervised with Dan Marsh at Waikato) completed November 2016. (Water quality valuation in New Zealand) UNEP consultant, Auckland, New Zealand.
22. Ph.D. Alexey Kravchenko, (co-supervised with John Gibson and Anna Strutt) completed November 2016. (Value of water in agriculture). Currently UN officer Trade Department in Bangkok, Thailand.
23. Ph.D. Lorenzo Carlesi, (joint supervision-external, Università Politecnica delle Marche with Prof. R. Zanoli). Completed November 2016 (Economic valuation of Mediterranean deep-sea ecosystem goods and services). Ph.D. in Marine Ecology and Biology, currently post-doc at Università Politecnica delle Marche, Italy.
24. Ph.D. Yvonne Matthews, (co-supervised by Dan Marsh at Waikato) completed December 2017 (Issues in nonmarket valuation with choice experiments), senior economist at Environment Waikato (Regional Council).
25. Ph.D. Stefania Mattea (co-supervised by Dan Marsh & Mike Cameron at Waikato: Three essays on stated choice experiments for nonmarket valuation of landslide protection). Completed on 24 July 2018.

Degree near completion

26. Farnaz Farhangi (co-supervised by Dan Marsh at Waikato: three essays in water economics). Expected completion date July 2018. Currently Student Waikato Management School, Hamilton, New Zealand.

Degree in progress

27. Ajaz Ahmed (Weblink) (co-supervised by Ashar Aftab DUBS: Choice Modelling of Ecotourism, Sustainable Forest Management, and Organic Agriculture using Agri-Environmental Schemes (AES) in Pakistan), started October 2016.
28. Francesco Bellelli (co-supervised by Ashar Aftab DUBS: Quality of institutions and ratification of environmental agreements), started October 2016.

Editorial Service

Associate editor (past)

Journal of Choice Modeling, 2009-2017

Environmental and Resource Economics, 2008-12

European Review of Agricultural Economics, 2014-2016

Associate editor (current)

Food Policy, since July 2016-June 2018 (ranked 1st in Agricultural and Food Economics 2016)

Australian Journal of Agricultural and Resource Economics, since June 2016-July 2019 (ranked 3rd in Agricultural and Food Economics 2016).

Member of Scientific and Editorial Boards

Environmental and Resource Economics, 2006-2010

Journal of Environmental Economics and Policy, 2011-to date

European Review of Agricultural Economics, 2012-to date

Agricultural and Applied Economics Review, 2011-to date

Economia Agro-Alimentare, 2016-to date

Journal of Agricultural and Applied Economics, 2015-to date

Bio-based and Applied Economics, 2015-to date

Reviewer for the Asia-Pacific Applied Economics Association (APAEA), 2017-to date

Italian Association of Environmental and Resource Economics, 2015-to date

Peer-reviewer for the following Academic journals

(over 70, listed here in alphabetical order):

Agricultural Economics, Ambio, American Journal of Agricultural Economics, Animal, Applied Economic Perspectives and Policy, Applied Stochastic Models in Business and Industry, Australian Journal of Agricultural and Resource Economics, Australian Journal of grape and wine research, Austrian Journal of Agricultural Research, Biodiversity and Conservation, Canadian Journal of Agricultural Economics, Cities, Conservation Biology, Conservation Ecology, Contemporary Economic Policy, Ecological Economics, Economic Review International, Ecosystem Services, Empirical Economics, Energy Economics, Energy Efficiency, Energy Policy, Environment and Planning A, Environment and Development Economics, Environmental and Resource Economics, Environmental Conservation, Environmental Science and Policy, European Journal of Health Economics, European Journal of Transport and Infrastructure Research, European Review of Agricultural Economics, European Transport, E-Journal American Water Works Association, Expert Reviews of Pharmacoeconomics & Outcomes Research, Food Economics, Food Policy, Forest Ecology and Management, Forest Policy and Economics, Forest Science, Forestry, Health Economics, International Economic Review, International Journal of Environmental Research and Public Health, International Journal of Hospitality Management, International Journal of Regional Science, International Journal of Sustainable Transportation, International Review of Economics, Journal of Agricultural Economics, Journal of Agricultural and Applied Economics, Journal of Agricultural Food and Industrial Organizations, Journal of Applied Econometrics, Journal of Agricultural Sciences, Journal of Choice Modelling, Journal of Cultural Economics, Journal of Development Studies, Journal of Economic Geography, Journal of Economic Psychology, Journal of Environmental Economics and Management, Journal of Environmental Management, Journal of Environmental Planning and Management, Journal of Environmental Policy and Planning, Journal of Forestry, Journal of Forest Economics, Journal of Health Economics, Journal of Public Economics, Journal of Regional Science, Journal of Rural Studies, Journal of Soil and Water Science, Journal of Tourism management, Journal of the Association of Environmental and Resource Economists, Journal of Travel Research, Journal of Urban Water, Land Economics, Land Policy, Landscape and Rural Planning, Landscape and Urban Planning, Latin America Research Review, Marine Resource Economics, New Zealand Economic Papers, OR Spectrum, Oxford Economic Papers, Papers in Regional Science, Research Policy, Renewable & Sustainable Energy Reviews, Review of Agricultural and Environmental Studies, Risk Analysis, Rivista di Economia Agraria, Rivista di Politica Agraria, Scandinavian Journal of Economics, Social Science Journal, Social Science & Medicine, Technological Forecasting & Social Change, Traffic Injury Prevention, Transport Management, Transportation, Transportation Research Part A, Transportation Research Part B, Transportation Research Part D, Transportation Research Part E, Urban Water Journal, Water Science and Technology, Water Resource Economics, Water Resources Research.

- [140] R. J. Johnston, K. J. Boyle, W. Adamowicz, J. Bennett, R. Brouwer, T. A. Cameron, W. M. Hanemann, N. Hanley, M. Ryan, R. Scarpa, R. Tourangeau, and C. A. Vossler. "Contemporary Guidance for Stated Preference Studies". In: *Journal of the Association of Environmental and Resource Economists* 4.2 (2017), pp. 319–405.
- [139] Y. Matthews, Scarpa R., and Marsh D. "Using virtual environments to improve the realism of choice experiments: A case study about coastal erosion management". In: *Journal of Environmental Economics and Management* 81 (2017), pp. 193–208.
- [138] Y. Matthews, R. Scarpa, and Marsh D. "Stability of Willingness-to-Pay for Coastal Management: A Choice Experiment Across Three Time Periods". In: *Ecological Economics* 138 (2017), pp. 64–73.
- [137] A. McMichel, M. Boeri, J. Rolison, J. Kane, F. O'Neill, F. Kee, and R. Scarpa. "The influence of genotype information on psychiatrists' treatment recommendations: More experienced clinicians know better what to ignore". In: *Value in Health* 20.1 (2017), pp. 126–131.
- [136] R. Scarpa, C. Franceschinis, and M. Thiene. "A Monte Carlo Evaluation of the Logit-Mixed Logit under Asymmetry and Multimodality". University of Waikato, Working Papers in Economics, 17/23. 2017.
- [135] M. Thiene, J. Swait, and Scarpa R. "Choice set formation for outdoor destinations: the role of motivations and preference discrimination in site selection for the management of public expenditures on protected areas". In: *Journal of Environmental Economics and Management* 81 (2017), pp. 152–173.
- [134] C. Franceschinis, R. Scarpa, M. Thiene, J. Rose, M. Moretto, and Cavalli R. "Exploring the spatial heterogeneity of individual preferences for ambient heating systems". In: *Energies* 8 (2016), p. 407.
- [133] S. Mattea, C. Franceschinis, R. Scarpa, and Thiene M. "Valuing landslide risk reduction programs in the Italian Alps: The effect of visual information on preference stability". In: *Land Use Policy* 59 (2016), pp. 176–184.
- [132] P. A. Newman, P. M. Cameron, S. Roungrakphon, S. Tepjan, and R. Scarpa. "Acceptability and Preferences for Hypothetical Rectal Microbicides among a Community Sample of Young Men Who Have Sex with Men and Transgender Women in Thailand: A Discrete Choice Experiment". In: *AIDS and Behavior* 20.11 (2016), pp. 2588–2601.
- [131] M. Thiene, D. Shaw, and Scarpa R. "Perceived Risks of Mountain Landslides in Italy: Stated Choices for Subjective Risk Reductions". In: *Landslides* 14.3 (2016), pp. 1077–1089.
- [130] Y. Chen, V. Caputo, R. M. Nayga, R. Scarpa, and S. Fazli. "How visual attention affects choice outcomes: An eyetracking study". In: *The 3rd International Winter Conference on Brain-Computer Interface*. 2015, pp. 1–5.
- [129] L. Mkwara, D. Marsh, and R. Scarpa. "The effect of within-season variability on estimates of recreational value for trout anglers in New Zealand". In: *Ecological Economics* 119 (2015), pp. 338–345.
- [128] M. Thiene, R. Scarpa, and J. Louviere. "Addressing Preference Heterogeneity, Multiple Scales and Attribute Attendance with a Correlated Finite Mixing Model of Tap Water Choice". English. In: *Environmental and Resource Economics* (2015), pp. 1–20.
- [127] R. T. Yao, R. Scarpa, J. M. Rose, and J. A. Turner. "Experimental Design Criteria and Their Behavioural Efficiency: An Evaluation in the Field". English. In: *Environmental and Resource Economics* 62.3 (2015), pp. 433–455.
- [126] C. Aravena, Martinsson P., and Scarpa R. "Does Money Talk? The Effect of a Monetary Attribute on the Marginal Values in a Choice Experiment". In: *Energy Economics* 44 (2014), pp. 483–491.
- [125] M. Boeri, R. Scarpa, and C.G. Chorus. "Stated choices and benefit estimates in the context of traffic calming schemes: utility maximization, regret minimization, or both?" In: *Transportation Research Part A: Policy and Practice* 61 (2014), pp. 121–135.

- [124] D. Campbell, D. A. Hensher, and R. Scarpa. "Bounding WTP distributions to reflect the 'actual' consideration sets". In: *Journal of Choice Modelling* 11 (2014), pp. 4–15.
- [123] P. Koundouri, R. Scarpa, and M. Stithou. "A Choice Experiment for the Estimation of the Economic Value of the River Ecosystem: Management Policies for Sustaining NATURA (2000) species and the Coastal Environment". In: *Water Resources Management Sustaining Socio-Economic Welfare*. Ed. by Phoebe Koundouri and Nikos A Papandreou. Springer, Dordrecht, 2014, pp. 101–112.
- [122] C. Rungie, R. Scarpa, and M. Thiene. "The influence of individuals in forming collective household preferences for water quality". In: *Journal of Environmental Economics and Management* 68 (2014), pp. 161–174.
- [121] G. Stefani, R. Scarpa, and G.V. Lombardi. "An addendum to: A meta-analysis of hypothetical bias in stated preference valuation". In: *Bio-Based Applied Economics* 3 (2014), pp. 175–184.
- [120] J. Tee, R. Scarpa, D. Marsh, and G. Guthrie. "Forest valuation under the NZ emissions trading scheme: a real options binomial tree with stochastic carbon and timber prices". In: *Land Economics* 90.1 (2014), pp. 44–60.
- [119] R. T. Yao, R. Scarpa, J.A. Turner, T.D. Barnard, J.M. Rose, J.H.N. Palma, and D. R. Harrison. "Valuing biodiversity enhancement in New Zealand's planted forests: Socioeconomic and spatial determinants of willingness-to-pay". In: *Ecological Economics* 98.0 (2014), pp. 90–101.
- [118] M. P. Cameron, P. A. Newman, S. Roungrakphon, and R. Scarpa. "The marginal willingness-to-pay for attributes of a hypothetical HIV vaccine". In: *Vaccine* 31.36 (2013), pp. 3712–3717.
- [117] V. Caputo, Nayga R., and Scarpa R. "Food miles or carbon emissions? Exploring labeling preference for food transport footprint with a stated choice study". In: *Australian Journal of Agricultural and Resource Economics* 57 (2013), pp. 465–482.
- [116] G. Cicia, Cembalo L., Del Giudice T., and R. Scarpa. "Country-of-origin effects on Russian wine consumers". In: *Journal of Food Products Marketing* 19.4 (2013), pp. 247–260.
- [115] R. Scarpa, R. Zanolli, V. Bruschi, and S. Naspetti. "Inferred and stated attribute non-attendance in food choice experiments". In: *American Journal of Agricultural Economics* 95.1 (2013), pp. 165–180.
- [114] M. Thiene, R. Scarpa, L. Galletto, and V. Boatto. "Determinants of WTP for Prosecco wine: a latent class regression with attitudinal responses". In: *British Food Journal* 11.2 (2013), pp. 279–289.
- [113] M. Thiene, R. Scarpa, L. Galletto, and V. Boatto. "Sparkling wine choice from supermarket shelves: the impact of certification of origin and production practices". In: *Agricultural Economics* 44 (2013), pp. 523–536.
- [112] D. Campbell, D. Hensher, and R. Scarpa. "Cost thresholds, cut-offs and sensitivities in stated choice analysis: identification and implications". In: *Resource and Energy Economics* 34.3 (2012), pp. 396–411.
- [111] B. Day, I. Bateman, R. Carson, D. Dupont, J. Louviere, S. Morimoto, R. Scarpa, and P. Wang. "Ordering Effects and Choice Set Awareness in Repeat-Response Stated Preference Studies". In: *Journal of Environmental Economics and Management* 63 (2012), pp. 73–91.
- [110] G. Nocella, A. Boecker, L. Hubbard, and R. Scarpa. "Eliciting consumer preferences for certified animal-friendly foods: can elements of the theory of planned behavior improve choice experiment analysis?" In: *Psychology and Marketing* 29.11 (2012), pp. 850–868.
- [109] R. Scarpa, M. Thiene, and D. Hensher. "Preferences for tap water attributes within couples: An exploration of alternative mixed logit parameterizations". In: *Water Resources Research* 48 (2012), W01520.
- [108] G. Stefani, R. Scarpa, and A. Cavicchi. "Exploring consumer's preferences for farmed sea bream". In: *Aquaculture International* 20.4 (2012), pp. 673–691.

- [107] M. Stithou and R. Scarpa. "Collective versus voluntary payment in contingent valuations for the conservation of marine biodiversity: an exploratory study from Zakynthos, Greece". In: *Ocean & Coastal Management* 56 (2012), pp. 1–9.
- [106] R. Zanolì, R. Scarpa, F. Napolitano, E. Piasentier, S. Naspetti, and V. Bruschi. "Organic label as an identifier of environmentally related quality: A consumer choice experiment on beef in Italy". In: *Renewable Agriculture and Food Systems* 28 (2012), pp. 70–79.
- [105] D. Campbell, D. A. Hensher, and R. Scarpa. "Non-attendance to attributes in environmental choice analysis: a latent class specification". In: *Journal of Environmental Planning and Management* 54.8 (2011), pp. 1061–1076.
- [104] G. Cicia, L. Cembalo, T. del Giudice, and R. Scarpa. "The impact of country-of-origin information on consumer perception of environmental environment-friendly characteristics". In: *International Journal on Food System Dynamics* 2.1 (2011), pp. 106–111.
- [103] "Do Respondents' Perceptions of the Status Quo Matter in Non-Market Valuation with Choice Experiments? An Application to New Zealand Freshwater Streams". In: *Sustainability* 3.9 (2011), pp. 1593–1615.
- [102] R. Scarpa and M. Thiene. "Organic food choices and Protection Motivation Theory: addressing the psychological sources of heterogeneity". In: *Food Quality and Preference* 22.6 (2011), pp. 532–541.
- [101] R. Scarpa, S. Notaro, J.J. Louviere, and R. Raffaelli. "Exploring Scale Effects of Best/Worst Rank Ordered Choice Data to Estimate Benefits of Tourism in Alpine Grazing Commons". In: *American Journal of Agricultural Economics* 93.3 (2011), pp. 813–828.
- [100] B. Vermeulen, P. Goos, R. Scarpa, and M. Vandebroek. "Bayesian conjoint choice designs for measuring willingness to pay". In: *Environmental and Resource Economics* 48 (2011), pp. 129–149.
- [99] K. G. Willis, R. Scarpa, R. Gilroy, and N. Hamza. "Renewable energy adoption in an ageing population: Heterogeneity in preferences for micro-generation technology adoption". In: *Energy Policy* 39.10 (2011), pp. 6021–6029.
- [98] N. Beharry-Borg and R. Scarpa. "Researcher-selected versus respondent-selected attributes: improved coastal water quality in Tobago." In: *Choice Experiments in Developing Countries*. Ed. by Jeff Bennett and Ekin Birol. Edward Elgar, Cheltenham, U.K., 2010. Chap. 5, pp. 67–86.
- [97] N. Beharry-Borg and R. Scarpa. "Valuing quality changes in Caribbean coastal waters for heterogeneous beach visitors". In: *Ecological Economics* 69 (2010), pp. 1124–39.
- [96] D. Campbell, S. Hess, R. Scarpa, and J. M. Rose. "Accommodating coefficient outliers in discrete choice modelling: a comparison of discrete and continuous mixing approaches". In: *Choice Modelling: the state-of-the-art and the state-of-practice*. Ed. by Stephane Hess and Andrew Daly. Emerald Group Publishing Limited, 2010. Chap. 15, pp. 331–352.
- [95] B. Lanz, A. Provins, I.J. Bateman, R. Scarpa, K. Willis, and E. Ozdemiroglu. "Investigating willingness to pay and willingness to accept asymmetry in choice experiments". In: *Choice Modelling: the state-of-the-art and the state-of-practice. Proceedings from the inaugural International Choice Modelling Conference*. Ed. by Stephane Hess and Andrew Daly. Emerald Group Publishing Limited, 2010. Chap. 24, pp. 517–542.
- [94] G. Nocella, L. Hubbard, and R. Scarpa. "Farm Animal Welfare, Consumer Willingness to Pay, and Trust: Results of a Cross-National Survey". In: *Applied Economic Perspectives and Policy* 32.2 (2010), pp. 275–297.
- [93] E. Ruto and R. Scarpa. "Using choice experiments to investigate preferences for cattle traits in Kenya". In: *Choice Experiments in Developing Countries*. Ed. by Jeff Bennett and Ekin Birol. Edward Elgar, Cheltenham, U.K., 2010. Chap. 14, pp. 244–260.

- [92] R. Scarpa, M. Thiene, and D. A. Hensher. "Monitoring choice task attribute attendance in non-market valuation of multiple park management services: Does it matter?" In: *Land Economics* 86.4 (2010), pp. 817–839.
- [91] R. Scarpa and K. G. Willis. "Willingness-to-pay for renewable energy: Primary and discretionary choice of British households for micro-generation technologies". In: *Energy Economics* 32.1 (2010), pp. 129–136.
- [90] N. Beharry-Borg, D.A. Hensher, and R. Scarpa. "An analytical framework for joint vs separate decisions by couples in choice experiments: the case of coastal water quality in Tobago". In: *Environmental and Resource Economics* 43.1 (2009), pp. 95–117.
- [89] D. Campbell, W.G. Hutchinson, and R. Scarpa. "Using choice experiments to explore the spatial distribution of willingness to pay for rural landscape improvements". In: *Environment and Planning A* 41 (2009), pp. 97–111.
- [88] P. Kaval, M. Stithou, and R. Scarpa. "Social values of biodiversity conservation: for the endangered loggerhead turtle and monk seal". In: *International Journal of Ecological Economics and Statistics* 14 (2009), pp. 67–76.
- [87] D.I. Matthews, W.G. Hutchinson, and R. Scarpa. "Testing the stability of the benefit transfer function for discrete choice contingent valuation data". In: *Journal of Forest Economics* 15.1-2 (2009).
- [86] R. Scarpa, M. Thiene, and L. Galletto. "Consumers WTP for wine with certified origin: preliminary results from Latent Classes based on attitudinal responses". In: *Journal of Food Products Marketing* 15 (2009), pp. 231–248.
- [85] R. Scarpa, T. J. Gilbride, D. Campbell, and D. A. Hensher. "Modelling attribute non-attendance in choice experiments for rural landscape valuation". In: *European Review of Agricultural Economics* 36.2 (2009), pp. 151–174.
- [84] M. Thiene and R. Scarpa. "Deriving and testing efficient estimates of WTP distributions in destination choice models". In: *Environmental and Resource Economics* 44 (2009), pp. 379–395.
- [83] N. Beharry and R. Scarpa. "Valuing improved coastal water quality for beach recreation on the Caribbean island of Tobago". In: *Payment for Ecosystems Services*. Ed. by Pushpam Kumar and Roldan Muradian. Oxford University Press, U.K., 2008. Chap. 10.
- [82] D. Campbell, W.G. Hutchinson, and R. Scarpa. "Incorporating discontinuous preferences into the analysis of discrete choice experiments". In: *Environmental and Resource Economics* 41 (2008), pp. 401–417.
- [81] D. Campbell, W.G. Hutchinson, and R. Scarpa. "Using mixed logit models to derive individual-specific WTP estimates for landscape improvements under agri-environmental schemes: evidence from the Rural Environment Protection Scheme in Ireland". In: *Choice Experiments Informing Environmental Policy: A European Perspective*. Ed. by Ekin Birol and Phoebe Koundouri. Edward Elgar, Cheltenham U.K., 2008, pp. 58–81.
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Past Teaching

University of Tuscia, Viterbo, Italy: 1993-2000

1. Rural Estate Appraisal (undergraduate)
2. Introduction to Statistics (undergraduate)
3. Forest Economics and Timber Trade (undergraduate)

University of Newcastle, Newcastle Upon Tyne, UK: 2000-2001

1. Introduction to Statistics for Business & Management (undergraduate)
2. Rural Policy Analysis (undergraduate)

University of York, York, UK: 2001-2005

1. Environmental and Natural Resource Economics (graduate and undergraduate)
2. Environmental Valuation (graduate and undergraduate)

Catholic University of Santiago, Chile: 2006-07

1. Nonmarket valuation of environmental goods (graduate)

University of Waikato, Waikato Management School, Hamilton, NZ: 2005-2012

1. Environmental and Natural Resource Economics (2005-13 graduate and undergraduate)
2. Microeconomics (2009-12 undergraduate)
3. Econometrics (2005-13 graduate and undergraduate)
4. Choice analysis (2012 graduate)
5. Micro-econometrics (2009-2011 undergraduate, honour students)

Queens University Belfast, Northern Ireland: 2012-2014

1. Introduction to statistics (undergraduate)
2. Environmental Law and Policy (undergraduate)

Summer schools & short courses for researchers and consultants

1. Nonmarket valuation (University of Naples 'Federico II', Naples, Italy)
2. Introduction to choice modelling (2006-7 University of Bologna Alma Mater, Bologna, Italy)
3. Advanced choice modelling (2006-7 University of Bologna Alma Mater, Bologna, Italy)
4. Experimental Design for stated choice analysis (2009 University of Trento, Trento, Italy)
5. Choice modelling (2017 Michigan State University, East Lansing, USA)

Current Teaching

Durham Business School, Durham, UK

1. Environmental Economics & Policy (graduate and undergraduate: since 2015)
2. Econometrics workshops & seminars (graduate 2017-18)
3. Natural Resource Economics (graduate 2016-17)

University of Verona, Italy: since 2015

1. Investment Analysis and Appraisal in the Wine Business (International graduate program)
2. Business types in the wine-making sector (International graduate program)

REF impact case studies

REF 2013: Experimental design in stated choice (Used at Queens University Belfast based on papers published in 2008-2013)

REF 2019: Improved cost efficiency in land use management for outdoor recreation (in preparation at Durham University Business School based on papers published since 2014)

Computer literacy

Operating Systems: MacOS, Windows, WinNT, Win2000-pro, WinXP, Ubuntu.

General purpose: MS-Office, LaTeX, Scientific Word.

Statistics and Econometrics: GAUSS, LimDep/Nlogit, SPSS, R, Stata, Stan, Python Biogeme.

Mathematics: Mathematica, Maple, MatLab.

Web-based authoring: HTML, JAVA.

Consulting experience

Australian Energy Market Operator, New Zealand Electricity Authority, Food and Agricultural Organization, Environment Canada, Northern Ireland Water, Atkins Water, Yorkshire Waters, Thames Water, ACCENT, CeSIA, CeSET, CISAL, Rome City Council, Rome Provincial Council, Centioni and Associates Ltd., CEFAS, DEFRA, Anderson Consulting Ltd., UK-Forestry Commission, Northern Ireland Forest Service, Fondazione ENI Enrico Mattei, UNILEVER, EXPERIAN, UNESCO, UNDP, URSCorp, Jamaica-NEPA, Vicenza Provincial Council, International Livestock Research Institute, DG Regional Policy EU Commission (member of the panel of experts to advise on outcome indicators of cohesion policy).

Recent Consulting engagements

Value of Customer Reliability Survey, Australian Energy Market Operator 2013-14;

Value of water services to residential and business customer Northern Ireland Water, Yorkshire Water, United Utilities 2013;

Consumers' WTP research for undergrounding transmission cables in protected areas in the UK, National Grid;

Value of lost electricity load, NZ Electricity Authority 2010-13;

Member of the OECD-Groningen team for the consultancy project "On the wings of L'Aquila" following the 2010 earthquake, 2011-2012;

Consultant NEPA Jamaica "biodiversity valuation" 2016;

DG-Regio consultant on the development of impact indicators for development policy, 2012-2013;

Value of Statistical life estimates from car itinerary choices (for the NZ Ministry of Transport, via Covec, Auckland, New Zealand) 2017.

The Centre for International Economics and Woolcott Research & Engagement: Customer Willingness to Pay Survey for Sydney Water, 2018

Project 'Valmonti' for UNISER srl, Pistoia: A three country survey on Willingness to Pay Survey for high quality hot-dogs, 2018

Recent Consulting reports, author or contributor

2012. Author of "Guidance for the Design of Quantitative Survey-Based Evaluation" for Guidance for Evaluating EU cohesion policy, available on line at this Link ;

2013. Co-author of "Policy Making after Disasters: helping regions becoming resilient—The case of post-earthquake Abruzzo", OECD Publishing, available on line at this Link

2013. Author of "Non-market valuation of integrated water services using a stated preference survey of Northern Ireland customers", Report to the Northern Ireland Water, with Perceptive Insight, Belfast, Northern Ireland.

2014. Author of "Stated choice survey for the value estimate of the customer reliability in the Australian National Electricity Market", Report to the Australian Energy Market Operator, Melbourne, Victoria, Australia.

2016. Co-author: McNair, B. and Scarpa, R. "Willingness to pay a customer preferences for balancing cost with risks of water supply interruptions and sewer overflows. A report by Icon Water in partnership with University of Waikato."

2018. Contributor: Florio, M., Giffoni, F. "REPORT N.7: Scientific Research at CERN as a Public Good: A Survey to French Citizens ", University of Milan, Department of Economics, Management and Quantitative Methods.

Research Grants

Managed research grants for approx GBP1.3mil from the following funding bodies:

USDA-Forest Service, US Sea Grant Institute, Environment Agency, International Livestock Research Institute, Forestry Commission, Economic and Social Science Research Council, Italian National Research Council, Marsden NZ-Royal Society, FW5 (Human Capital and Mobility, NewExt, Cascade, EconoGene), H2020 (AMBER, SUSFOOD)

Research Proposal evaluator

EU-FW6: STREPs, IRPs;

EU-FW7: Collaborative Projects Proposals;

EU-H2020: RUR-02 (New approaches towards Policies and governance);

Research Incentive Grant, Carnegie Trust for the Universities of Scotland;

Leverhulme Foundation - various categories;

Swiss National Science Foundation;

American University of Beirut (AUB);

University of Crete;

EU Commission: 6th, 7th Research Frameworks, and H2020;

Italian Ministry of Scientific Research and University;

UK-Economic and Social Science Research Council;

The Research Foundation, Flanders (FWO) ;

ANVUR, Valutazione della Qualità della Ricerca 2011-2014.

Service as member of promotion committees

2013-14 Abilitazione Nazionale in Public Economics (OECD country member representative), Italy;

2010 University of Sydney Business School;

2009 University of Waikato Management School.