

Curriculum Vitae
Claudia Bazzani
Department of Business Administration
University of Verona
Via Cantarane, 24
37129 Verona (Italy)
E-mail: claudia.bazzani@univr.it

CURRENT APPOINTMENT

Assistant Professor May 2017–Present
Department of Business Administration
University of Verona
Via Cantarane, 24
37129 Verona (Italy)
E-mail: claudia.bazzani@univr.it

PREVIOUS APPOINTMENT

Research Post-Doctoral Associate September 2015–April 2017
Department of Agricultural Economics and Agribusiness
University of Arkansas
Fayetteville, Arkansas

EDUCATION

Ph.D. June 2015
Agricultural, Environmental and Food Sciences and Technologies (Curriculum Agricultural and Food Policy and Economics)
Alma Mater Studiorum
University of Bologna
Bologna, Italy
Dissertation: *Consumer Perception and Willingness to Pay for Local Food*

Visiting Ph.D. Student October 2014–December 2014
Department of Food and Resource Economics
Korea University
Seoul, Republic of Korea

Visiting Ph.D. Student August 2013–June 2014
Department of Agricultural Economics and Agribusiness
University of Arkansas
Fayetteville, Arkansas

M.S. (dual degree program) December 2010
International Master in Horticultural Sciences, *summa cum laude*
University of Bologna & Humboldt Universität zu Berlin
Bologna, Italy & Berlin, Germany
Thesis: *Delphi Approach to Scenario Forecast in the Fresh Tomato Industry*

Exchange Student September 2009–May 2010
Department of Agricultural Sciences
Humboldt Universität zu Berlin
Berlin, Germany

B.S. July 2008
Protection of Plants and Vegetal Products
Alma Mater Studiorum
University of Bologna
Bologna, Italy

SPECIAL COURSES TAKEN

**“Discrete Choice Experiments and Data Analysis: July 2017
Theory and Applications from Introductory to Advanced Models with Case Studies”**
Department of Agricultural, Food, and Resource Economics
Michigan State University
East Lansing, USA

“Discrete Choice Analysis: Models, Estimation and Application” June 2016
Institute of Transportation and Logistic Studies
The University of Sydney
Sydney, Australia

**International summer school in “Experimental Auctions:
Theory and Application in Food
Marketing and Consumer Preferences Analysis”** September 2012
University of Bologna
Imola (BO), Italy

AWARDS

Best Poster February 2016
Wolfe E., Popp M., Bazzani C., Nayga R.M. Jr., Danforth D., Popp J., Chen P., Seo H.S.
“Consumers’ Willingness to Pay for Genetically Engineered Edamame”
Selected Poster prepared for presentation at the Southern Agricultural Economics Association’s
2016 Annual Meeting
San Antonio, Texas

Ph.D. Fellowship Winner

November 2011

Department of Agricultural Sciences
Alma Mater Studiorum
University of Bologna
Bologna, Italy

Exchanging Semester Scholarship Winner

October 2009

Department of Agricultural Sciences
Alma Mater Studiorum
University of Bologna
Bologna, Italy

PUBLICATIONS IN PEER REVIEWED JOURNALS

Bazzani, C., Gustavsen, G. W., Nayga Jr, R. M., & Rickertsen, K. (2018). A comparative study of food values between the United States and Norway. *European Review of Agricultural Economics*, 45(2), 239-272

Bazzani, C., Palma, M. A., & Nayga, R. M. (2018). On the use of flexible mixing distributions in WTP space: an induced value choice experiment. *Australian Journal of Agricultural and Resource Economics*, 59, 1-14

Bazzani C., Caputo V., Nayga R.M, Jr., and Canavari M. "Revisiting Consumers' Valuation for Local Versus Organic Food Using a Non-Hypothetical Choice Experiment: Does Personality Matter?" (2017). *Food Quality and Preference*. 62, 144-154.

Bazzani, C., and Canavari, M. "Is local a matter of food miles or food traditions?" (2017). *Italian Journal of Food Science*. 29(3), 505-517.

Wolfe E, Popp M, Bazzani C, Nayga RM, Jr., Danforth D, Popp J, Chen P, Seo H-S. "Consumers' willingness to pay for edamame with a genetically modified label"(2017). *Agribusiness: an International Journal*, 1-17.

Bazzani C., Caputo V., Nayga R.M, Jr., Canavari M. (2017). "Testing commitment cost theory in choice experiments", *Economic Inquiry*, 55(1), 383-396

Bazzani, C., Asioli, D., Gozzoli, E., and Canavari, M. (2016)"Consumer perceptions and attitudes towards Farmers' Markets: the case of a Slow Food "Earth Market"®" *Economia Agro-Alimentare*.

Wongprawmas R., Pappalardo G., Canavari M., Bazzani C., Drichoutis A. and Pecorino B. (2015). "Disponibilità a pagare per l'acquisto di alimenti funzionali: evidenze da un esperimento di scelta non ipotetico". *Rivista di Economia Agraria*, 70 (3), 327-344

Bazzani, C., and Canavari, M. (2013). "Forecasting a scenario of the fresh tomato market in Italy and in Germany using the Delphi method". *British Food Journal*,115(3), 448-459

Bazzani, C., and Canavari, M. (2013). “Alternative Agri-Food Networks and Short Food Supply Chains: a review of the literature”. *Economia Agro-Alimentare*, 2, 11–34

INVITED SPEAKER

“Are Consumers’ Preferences for Food Values in the U.S. and Norway Similar? A Best-Worst Scaling Approach”. Economic Research Service – USDA. Washington D.C. U.S., April 2016

“On the Use of the BDM Mechanism in Non-Hypothetical Choice Experiments”. Department of Agricultural Economics. Oklahoma State University. Stillwater. U.S., April 2016

“Testing commitment cost in food choices: a non-hypothetical choice experiment approach”. Department of Agricultural Economics. Texas A&M University. College Station, U.S., September 2015

“Testing Commitment Cost using Experimental Data”. Department of Food and Resource Economics. Korea University, Seoul, Republic of Korea, December 2014

“Delphi approach to Scenario Forecast of Fresh Tomato Industry”. Department of Agricultural Sciences - Alma Mater Studiorum - University of Bologna, Italy, December 2011

CONFERENCE PRESENTATIONS

Gilmour D. N., Nayga R. M. Jr., Bazzani C. , Price H., “Consumers' Willingness to Pay for Hydroponic Lettuce: A Non-hypothetical Choice Experiment” Selected presentation at the 2018 Southern Agricultural Economics Association (SAEA) Annual Meeting, Jacksonville, Florida, February 2-6.

Ha K., Atallah S.S., Bazzani C., Nayga R.M, Jr., “Consumer Willingness to Pay for Local Food: Does the Localness of Inputs Matter? The Case of Local Beer and Local Hops” Selected Paper prepared for presentation at the 2017 Agricultural & Applied Economics Association Annual Meeting, Chicago, Illinois, July 30-August 1

Bazzani C., Nayga R.M, Jr., Ha K., Atallah S.S.. “Willpower Depletion: Can it Influence Responses and Attribute Non-Attendance in Choice Experiments?” Selected Paper prepared for presentation at the 2017 Agricultural & Applied Economics Association Annual Meeting, Chicago, Illinois, July 30-August 1 (*Presenter*)

Bazzani C., Nayga R.M, Jr., Caputo V. “Does circadian rhythm affect consumer evaluation for food products? An experimental study” Selected Paper prepared for presentation at the 2017 Agricultural & Applied Economics Association Annual Meeting, Chicago, Illinois, July 30-August 1 (*Presenter*)

- Bazzani C., Nayga R.M, Jr., Caputo V., Canavari M., Danforth D.M. “On the Use of the BDM Mechanism in Non-Hypothetical Choice Experiments”. Selected Paper prepared for presentation at the 2016 Agricultural & Applied Economics Association Annual Meeting, Boston, Massachusetts, July 31-August 2 (*Presenter*)
- Bazzani C., Gustavsen G.W., Nayga R.M. Jr., Rickertsen K. “Are Consumers’ Preferences for Food Values in the U.S. and Norway Similar? A Best-Worst Scaling Approach”. Selected Paper prepared for presentation at the 2016 Agricultural & Applied Economics Association Annual Meeting, Boston, Massachusetts, July 31-August 2 (*Presenter*)
- Kemper N., Nayga R.M. Jr., Popp J.H., Bazzani C. “Effects of Honesty Oath and Consequentiality in Choice Experiments”. Selected Paper prepared for presentation at the 2016 Agricultural & Applied Economics Association Annual Meeting, Boston, Massachusetts, July 31-August 2
- Wolfe E., Popp M., Bazzani C., Nayga R.M. Jr., Danforth D., Popp J., Chen P., Seo H.S. “Consumers’ Willingness to Pay for Genetically Engineered Edamame”. Selected Poster prepared for presentation at the Southern Agricultural Economics Association’s 2016 Annual Meeting, San Antonio, Texas, February 6-9, 2016
- Wongprawmas, R., Pappalardo, G, Bazzani, C., Canavari, M., Drichoutis, A., Pecorino, B. “Consumers’ willingness to pay for conventional and functional snack: The effect of taste in Experimental Auctions” 157th EAAE Seminar VI Workshop on Valuation Methods in Agro-Food and Environmental Economics: “Methodological and Empirical Challenges in Valuation Methods”, Barcelona, Spain, June 30 - July 1, 2016
- Bazzani C., Caputo V., Nayga R.M, Jr., Canavari M. “Testing commitment cost in food choices: a non-hypothetical choice experiment approach”. Selected Paper prepared for presentation at the 2015 Agricultural & Applied Economics Association and Western Agricultural Economics Association Annual Meeting, San Francisco, CA, July 26-28 (*Presenter*)
- Bazzani, C., V. Caputo, R. M. Nayga Jr., and M. Canavari. "Local v.s organic: does consumer personality matter?", 143rd joint AAEA-EAAE Seminar, 25-27 March 2015 Naples, Italy (*Presenter*)
- Bazzani, C., Asioli, D., Gozzoli, E., Canavari, M. “Consumer perceptions and attitudes towards Farmers’ Markets : the case of the Bologna “ Earth Market ” ® . 134th EAAE Seminar, "Labels on sustainability: an issue for consumers, producers, policy makers, and NGOs", 21-22 March 2013, Paris (*Presenter*)

JOURNAL REFEREE CREDENTIALS

Agricultural Economics British Food Journal, Canadian Journal of Agricultural Economics, Economia Agro-alimentare, European Review of Agricultural Economics, Journal of Agricultural and Applied Economics, Journal of Behavioral and Experimental Economics, Journal of Consumer Affairs, Organic Agriculture, Sustainability.

TEACHING CREDENTIALS

Academic Year

2017/2018

- “Cellar door Wine Tourism” University of Verona, within the undergraduate program “Viticultural and Oenological Science and Technology” and the Master program “Viticulture, Oenology and the Wine Market” (total hours = 17)
- “I consumi alimentari” University of Verona, within the Master program “Agri-Food Biotechnology” and undergraduate program “Viticultural and Oenological Science and Technology” (total hours = 6)

Academic Year

2016/2017

Gave lectures and assisted in group presentations within the master program “Agricultural Economics and Agribusiness - Agricultural Marketing Theory”, Department of Agricultural Economics and Agribusiness, University of Arkansas

Academic Year

2016/2017

Gave lectures and assisted in group presentations within the master program “Agricultural Economics and Agribusiness - Agricultural Marketing Theory”, Department of Agricultural Economics and Agribusiness, University of Arkansas

Academic Year

2015/2016

Gave lectures and assisted in group presentations within the master program “Agricultural Economics and Agribusiness - Agricultural Marketing Theory”, Department of Agricultural Economics and Agribusiness, University of Arkansas

Academic Year

2013/2014

"Experimental methods in marketing research". Alma Mater Studiorum, University of Bologna - within the master program “International Master of Horticultural Science – Agri-Food Marketing” (total hours = 3)

Academic Year

2012/2013

"A qualitative analysis approach: the Delphi Method". Alma Mater Studiorum, Università di Bologna - within the undergraduate program “Marketing and Economics of the Agro-industrial system - Agri- Food Marketing” (total hours=2)

"Experimental Auctions". Alma Mater Studiorum, University of Bologna - within the master program “International Master of Horticultural Science – Agri-Food Marketing” (total hours = 2)

GRADUATE STUDENT SUPERVISION

Co-supervisor of a Master's Thesis

International Master in Horticultural Sciences

Alma Mater Studiorum - University of Bologna

Student: Ketevan Lomsadze

Title: "Consumers' Preferences and Perception of Georgian wine in Bologna, Italy"

Co-supervisor of a Master's Thesis

International Master in Horticultural Sciences

Alma Mater Studiorum - University of Bologna.

Student: Arianna Avezzi

Title: "Delphi Study on the Fresh Tomato Value Chain in Spain and in Italy"

ORGANIZATION OF SCIENTIFIC EVENTS

Organizer of the joint AEAB (Agricultural Economics and Agribusiness) and ECON (Economics) seminar

December 2016

"The Excessive Choice Effect Meets the Market: Experiments on Craft Beer Choice"

University of Arkansas

Fayetteville

Presenter: Trey Malone, Oklahoma State University

Co-organizer of the International Summer School

September 2012

In: "Experimental Auctions: "Theory and Applications in Food Marketing and Consumer Preferences Analysis"

Alma Mater Studiorum - University of Bologna Teaching Centre of Imola (Bologna)

Main activities: organization of events and tutoring activities

Instructors: Rodolfo M. Nayga, Jayson Lusk, and Andreas Drichoutis. Director: Professor Maurizio Canavari

TECHNICAL SKILLS

Stata (advanced proficiency), NLOGIT (advanced proficiency), Ngene (advanced proficiency), Qualtrics (advanced proficiency), SAS (good proficiency), SPSS (good proficiency), MATLAB (basic proficiency), R (basic proficiency), Python Biogeme (basic proficiency)

LANGUAGE SKILLS

English (advanced proficiency), Italian (native), Spanish (fluent), German (fluent)