

# Martina Vecchi

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Email: [m.vecchi@soton.ac.uk](mailto:m.vecchi@soton.ac.uk)  
Homepage: <https://martinavecchi.weebly.com>

**University of Southampton**  
Department of Economics  
School of Economic, Social, and Political Sciences  
3021 Murray Building 58, SO17 1BJ (UK)

## Research Fields

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Applied Behavioral Economics, Health Economics, Food Economics, Environmental Economics.

## Employment

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Lecturer (Assistant Professor), **University of Southampton**, 2024 -  
Department of Economics.

Assistant Professor, **The Pennsylvania State University**, 2019 - 2023  
Department of Agricultural Economics, Sociology and Education.

## Education

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Ph.D. Economics, **The University of Edinburgh**, 2014 - 2019  
Supervisors: Michèle Belot, Liang Bai

Research associate and Visiting Ph.D. Economics, **European University Institute**, Jan 2017 - Jun 2019

Visiting research scholar, **University of Cologne**, Sep 2015 - Feb 2016

M.Sc. Economics of Public Policy, **Barcelona Graduate School of Economics**, 2013 - 2014

M.Sc. Economics and International Finance, **Catholic University of Milan**, 2009 - 2012

B.Sc. Economics and Business Administration, **Catholic University of Milan**, 2006 - 2009

## Publications

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"Stress or Failure? An experimental protocol to distinguish the environmental determinants of decision making"; with Nicolai Vitt; *Journal of the Economic Science Association* (2024) [link]

"Online Food Advertisements and the Role of Emotions in Adolescents' Food Choices" with Linlin Fan, Sarah Myruski, Wei Yang, Kathleen L. Keller, Rodolfo M. Jr. Nayga; *Canadian Journal of Agricultural Economics* (2024) [link]

"Groups and Socially Responsible Production: An Experiment with Farmers"; *Journal of Economic Behavior and Organization* (2022) [link]

"Maternal stress during pregnancy and children's diet: Evidence from a population of low socioeconomic status" with Michèle Belot, Jonathan James and Nicolai Vitt; *Nutrition* (2022) [link]

"Local food in times of crisis: The impact of COVID-19 and two reinforcing primes"; with Edward Jaenicke and Claudia Schmidt; *Agribusiness* (2022) [link]

"Daily stressors and Food Choices: A Lab Experiment with Low-SES Mothers" with Michèle Belot, Jonathan James and Nicolai Vitt; *European Economic Review* (2021) [link]

"Rewarding behavior with a sweet food strengthens its valuation" with Jan Michael Bauer, Michèle Belot, Marina Schröder, Tina Bake, Suzanne L. Dickson; *Plos One* (2021) [link]

## Work in Progress

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"Effort Choices Amid Stress and Failures"; with Nicolai Vitt

"Impact of Cognitive load on learning and bidding", with Andreas Dricouthis and Rodolfo M. Jr.Nayga

"Investigating Mechanisms Between Time Scarcity And Healthfulness Of Food Choices", with Sihyun Park, Linlin Fan, Edward Jaenicke and Yizao Liu

"Investigating the Roles of Nutrition Information, Nutrition Literacy, and the Updated Nutrition Facts Label on Dietary Choices", with Linlin Fan, Edward Jaenicke and Yizao Liu

"Labeling Ugly Produce in Processed Foods", with Aaron Enriquez, Maria H. Kalaitzandonakes, Carola Grebitus, Grace Tione and Yizao Liu

"Snacking Under Pressure: The Influence of Stress and Failure"; with Nicolai Vitt

## Teaching Experience

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<b>2024</b>	Economics with Experiments (undergraduate), University of Southampton
<b>2024</b>	Health Policy and Economics (postgraduate), University of Southampton
<b>2020 - 2023</b>	Economics of Food Behavior and Health (postgraduate), The Pennsylvania State University
<b>2019 - 2023</b>	Food Product Marketing (undergraduate), The Pennsylvania State University
<b>2016</b>	T.A Statistical Methods for Economics (undergraduate), The University of Edinburgh
<b>2015</b>	T.A Economics 1 - Macroeconomics (undergraduate), The University of Edinburgh
<b>2014</b>	T.A Economics 1 - Microeconomics (undergraduate), The University of Edinburgh

## Grants, Award and Fellowships

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### Awarded

- 2023 - 2027 USDA National Institute of Food and Agriculture "Investigating the roles of nutrition information, nutrition literacy, and the updated nutrition facts label on dietary choices with experimental and market data" PI: Yizao Liu. CO-PI: Edward Jaenicke, Linlin Fan, Martina Vecchi, Kar Ho Lim (\$647,142)
- 2023 - 2026 USDA National Institute of Food and Agriculture "Opportunities for imperfect food: Analyzing preferences along the agri-food value chain." PI: Martina Vecchi. CO-PI: Aron Enriquez, Carola Grebitus, Yizao Liu (\$647,421)
- 2023 - 2028 USDA "Climate-smart Agriculture that is profitable, Regenerative, Actionable, and Trustworthy" PI: Armen Kemanian. CO-I: Martina Vecchi et al. (\$31,652,752)
- 2021 - 2023 USDA National Institute of Food and Agriculture "Investigating Mechanisms between Time Scarcity and Healthfulness of Food Choices Evidence from Scanner Data and Lab Experiments." PI: Edward Jaenicke. CO-PI: Linlin Fan, Yizao Liu and Martina Vecchi (\$423,316)
- 2021 - 2023 Social Science Research Institute - Penn State "Understanding the impact of online food advertisements and emotions on adolescents' food choices." PI: Martina Vecchi. CO-I: Linlin Fan, Kathleen L. Keller, Sarah Myruski, Rodolfo M. Jr.Nayga, Wei Yang (\$19,920)
- 2021 - 2023 COP: Fish & Boat Commission "Implementation of the Pennsylvania AIS Management Plan FY2021." PI: Sarah N. Whitney. CO-PI: Sara Stahlman, Kelly Donaldson, Katherine Y. Zipp. CO-I: Martina Vecchi. (\$95,518)
- 2020 - 2021 Impacts of COVID-19 on Agricultural, Food, and Environmental Systems grant "The impact of Covid-19 on consumers' attitudes towards local food and the environment." PI: Martina Vecchi, CO-I: Edward Jaenicke, Claudia Schmidt. (\$6,500)

## Presentations and Summer Schools

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### 2023

Università di Torino (CLOSER Seminar)

### 2023

2023 ESA World Meeting, 2023 EAAE Congress, 2023 AAEA Annual Meeting, University of Southampton

### 2022

2022 European ESA, 2022 AAEA Annual Meeting, 183rd EAAE seminar, Online Agricultural and Resource Economics Seminar (OARES), University of Delaware (Seminar Series), Texas A&M University (Seminar Series, Department of Agricultural Economics)

### 2021

2021 AAEA Annual Meeting Online, 2021 Northeastern Agricultural and Resource Economics Association (NAREA) Annual Meeting Online, School of Public Policy Fall Speaker Series at Penn State, 2021 Trends in Experimental and Behavioral Economics Online conference (EXECON & IBES)

**2020**

2020 AAEA Annual Meeting Online, ESA World Meeting 2020 Online, School of Hospitality Management Seminar Series at Penn State, The Smeal College of Business at The Pennsylvania State University (LEMA Seminar)

**2019**

WZB Berlin (BERA Seminar), University of Technology and Economics Budapest (GTK Seminar), Penn State State College (EEEPI Seminar), Università Statale di Milano (DEMM Seminar)

**2018**

Florence (Nudge-it Workshop), Copenhagen Business School (Second Workshop on Experimental Economics and Entrepreneurship), Berlin (ESA World Meeting 2018), European University Institute (Microeconometrics Working Group)

**2017**

Lund University (Arne Ryde Workshop: Experimental Methods in the Study of Firms, Management and Entrepreneurs)

**2016**

Utrecht (Nudge-it Meeting), University of Cologne (WiSo Seminar), UCDS San Diego (Spring School in Behavioral Economics), Kiel Institute (Summer School and SBRE Workshop)

**2015**

Crieff Hydro (SGPE Ph.D. Conference), Barcelona (GSE Summer School in Microeconometrics), University of Edinburgh (Ph.D. Group Meeting)

## Skills

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**Programming** STATA,  $\text{\LaTeX}$ , Qualtrics, z-Tree  
**Languages** Italian (native), English (fluent), Spanish (intermediate) French (basic)

## Professional Activities

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**Professional Service** Chair-elect of the Health Economics Section (AAEA),  
 Editorial Council of the Journal of Agricultural and Resource Economics  
**Departmental Service** AGBM Undergraduate Programme Committee Member (2020 - 2023);  
 EEFE Graduate Program committee member (2019 - 2023)

## Other Activities

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**2013** Internship at ABB SPA - Business Analyst, Milan  
**2012** Internship at UniCredit Bank AG SPA - Investment Banking, Milan