



UNIVERSITÀ
DI PARMA

AREA RICERCA

U.O. SUPPORTO ALLA RICERCA EUROPEA E INTERNAZIONALE

PERSONAL INFORMATION

<i>First and Last Name</i>	Giovanni Sogari
<i>Department</i>	Department of Food and Drug
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RESEARCH ACTIVITY

<i>MSCA-PF Research Area Panels</i>	<input type="checkbox"/> CHE (Chemistry) <input checked="" type="checkbox"/> SOC (Social Science and Humanities) <input checked="" type="checkbox"/> ECO (Economic Science) <input type="checkbox"/> ENG (Information Science and Engineering) <input type="checkbox"/> ENV (Environmental and Geosciences) <input type="checkbox"/> LIF (Life Science) <input type="checkbox"/> MAT (Mathematics) <input type="checkbox"/> PHY (Physics)
<i>Field of research (Code of research area)</i>	SH1_7 Behavioural Economics; Experimental economics; neuro-economics
<i>Keywords (max. 5)</i>	Consumers and Sensory Analysis; Behavioral Economics; Novel Food; Healthy and Sustainable diet; Food choices
<i>Brief description of the Department and Research Group</i>	Our research group in Agricultural Economics at the Department of Food and Drug is focusing on studies that lie at the nexus of psychology, sensory analysis, and experimental economics to better inform policy-makers, private companies, and the general public on healthy and sustainable eating behavior. Recently, we have also conducted extended research on the acceptance of alternative proteins, including novel food like edible insects. We use both qualitative (public engagement, interview and focus groups) as well as quantitative techniques (surveys, choice experiments, online and field-nudging) to explore consumers' insights towards food choices.

(OPTIONAL) PROJECT PROPOSAL

<i>Title</i>	
<i>Brief project description (max. 4000 characters – spaces included)</i>	
TBD with the candidate	

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