

Martina Vecchi

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University of Southampton
Department of Economics
School of Economic, Social, and Political Sciences
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Research Fields

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

Employment

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

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

"Effects of Environmental and Health Information on Willingness to Pay for Local and Organic Foods in Taiwan" with Chiu-Lin Huang, Edward C. Jaenicke, Sheng-Jang Sheu; *Agribusiness* (2025) [link]

"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]

"Exploring Adolescent Vulnerability to Influencer Product Endorsement on Snack Intake within a Live Streaming Context" with Sara J. Maksi, John W. Long, Kathleen L. Keller, Frank Dardis, Jason Freeman, Jennifer A. Emond, and Travis D. Masterson; *Technology, Mind, and Behavior* (2024) [link]

"The food and beverage cues in digital marketing model: special considerations of social media, gaming, and livestreaming environments for food marketing and eating behavior research" with Sara J. Maksi, Kathleen L. Keller, Frank Dardis, Jason Freeman, Rebecca K. Evans, Emma Boyland and Travis D. Masterson; *Frontiers in Nutrition* (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

"Effort Choices Amid Stress and Failures"; with Nicolai Vitt; *submitted* [link]

"Disentangling Cognitive Load Pathways in Preference Elicitation", with Andreas Dricouthis and Rodolfo M. Jr. Nayga; *submitted*

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

"Valuing Local Food Across the Rural-Urban Spectrum: Definitional unconventionality vs scanner data practicality"; with Edward C. Jaenicke, Yizao Liu, Chiu-Lin Huang and Josh Reed *submitted*

"Peer influence and gender in decision-making"; with Veronica Rattini

"From Attitudes to Change: Tackling Online Sexual Harassment"; with Avi Boukli, Alessandra Foresta and Valentina Tonei

"From Pages to Preferences: The Impact of Journaling on Economic Decision-Making"; with Irene Mussio

"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

Teaching Experience

2026 -	Economics with Data (undergraduate), University of Southampton
2024 -	Economics with Experiments (undergraduate), University of Southampton
2024 -	Health Policy and Economics (postgraduate), University of Southampton
2020 - 2023	Economics of Food Behavior and Health (postgraduate), The Pennsylvania State University
2019 - 2023	Food Product Marketing (undergraduate), The Pennsylvania State University
2016	T.A Statistical Methods for Economics (undergraduate), The University of Edinburgh
2015	T.A Economics 1 - Macroeconomics (undergraduate), The University of Edinburgh
2014	T.A Economics 1 - Microeconomics (undergraduate), The University of Edinburgh

Grants, Award and Fellowships

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: Carola Grebitus. CO-PI: Aron Enriquez, Yizao Liu, Martina Vecchi (\$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

2024

Università di Torino (CLOSER Seminar), Università degli Studi di Bergamo, IMT School, meeting of the Behavioral and Experimental Economics Network (BEEN), Newcastle Experimental Economics Workshop, Verona Experimental Meeting

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), UCSD 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

Programming STATA, L^AT_EX, Qualtrics, z-Tree
Languages Italian (native), English (fluent), Spanish (intermediate) French (basic)

Professional Activities

- Professional Service** Chair-elect of the Health Economics Section (AAEA)
Editorial Council of the Journal of Agricultural and Resource Economics
- Departmental Service** Early Career Representative for the School of Economic, Social and Political Sciences (2025 -)
Ethics reviewer (2024 -)
AGBM Undergraduate Programme Committee Member (2020 - 2023)
EEFE Graduate Program committee member (2019 - 2023)

Other Activities

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

Last updated: December 20, 2025