

# Riccardo Scarpa, Ph.D.

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## 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 local public economics, especially in the fields of environment, rural systems, food, water, economic development and nature conservation. Ric co-authored more than 175 articles in refereed academic journals and has a current Scopus *h*-index of 46 (from over 7300 Scopus citations in over 4600 academic papers), with over 3800 citations in Economics (*H*-index is 34) where he has been ranked in the top percentile in [REPEC](#) for the last 10 years for citation counts and in the 3<sup>rd</sup> for average rank score. He has held academic positions in Italy, Chile, the U.K., Northern Ireland, New Zealand and Australia. He has extensive consultancy experience for government agencies and regulated businesses at various levels. Ric served and is serving as co-editor, associate editor and member of the editorial board in various top field journals in economics, and has acted as peer reviewer for over 100 academic journals. He has been a member of various selection and promotion committees, including the national promotion committee for the Abilitazione Nazionale in Italy (2013), and for the Serra Hunter selection in Spain (2021), and various research grant-awarding bodies internationally.

## Education

Ph.D. granted in December 1999 by the University of Wisconsin-Madison, United States of America;  
M.A. granted in May 1995 by the University of Wisconsin-Madison, United States of America;  
M.Sc. granted in May 1992 by the University College of Wales, Aberystwyth, Wales, United Kingdom;  
Laurea (slightly higher than a B.Sc.) granted in May 1988 by the Università della Tuscia, Italy.

## National service & local government

Compulsory national military service in the Italian Special Forces, served as Paratrooper in the 9<sup>th</sup> Assault Regiment 'Col Moschin' ([link 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 positions

Università della Tuscia, Viterbo, Italy 1990–2000

Newcastle University, Newcastle upon Tyne, U.K. 1/4/1998–30/9/2001

York University, York, U.K. 1/10/2001–30/11/2005

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

Queens University Belfast, Northern Ireland, 4/1/2012–31/12/2014

## Visiting & Adjunct Positions and past affiliations

Otto Mønsted Visiting Professor, Copenhagen School of Energy Infrastructure (CSEI), Copenhagen Business School, Denmark, 2022

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.

## Awards

2020 Recipient of the Otto Mønsted Visiting Professorship (competitive selection), Copenhagen Business School, Denmark;

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. ([link](#))
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. ([link](#))
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. ([link](#))
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. ([link](#))
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. ([link](#))
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. ([link](#))
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. ([link](#))
9. Ph.D. Nisha 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. ([link](#))
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. ([link](#))
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. ([link](#))
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 ([link](#))

14. Ph.D. Viola Bruschi, (joint supervision-external, Università Politecnica delle Marche with Prof. R. Zanoli). Completed in April 2010 (Food Choice Experiments). Currently Senior Research Manager Consumer & Market Insights at Symrise, Holzminden, Lower Saxony, Germany ([link](#))
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), consultant at Food and Agricultural Organisation, Rome, Italy. ([link](#))
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. ([link](#))
17. M.Phil. James Tee (now Ph.D. from NYU [link](#)), 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, then Assistant Professor at New York University, USA where he completed his Ph.D., now Research Fellow at Lincoln University, Canterbury New Zealand [link](#))
18. Ph.D. Richard Yao, (Biodiversity conservation in NZ commercial forests). Completed in April 2012. Senior Research Economist at Scion, Rotorua, New Zealand. ([link](#))
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. ([link](#))
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. ([link](#))
21. Ph.D. Lena Mkwara, (co-supervised with Dan Marsh at Waikato) completed November 2016. (Water quality valuation in New Zealand) Post-doctoral Fellow Lincoln University, Canterbury, New Zealand ([link](#))
22. Ph.D. Alexey Kravchenko, (co-supervised with John Gibson and Anna Strutt) completed November 2016. (Value of water in agriculture). Currently Economic Affairs Officer at the Trade Policy and Facilitation Section, [Trade Investment and Innovation Division](#), United Nations Economic and Social Commission for Asia and the Pacific in Bangkok, Thailand. ([link](#))
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 environmental economist at NIWA, Hamilton, New Zealand. ([link](#))
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. Winner of *Best Post Graduate Thesis Award AARES* 2019. Currently sustainability and environmental coordinator with Ghella Ltd, Auckland, New Zealand. ([link](#))
26. Ph.D. Francesco Bellelli (co-supervised by Ashar Aftab DUBS: Quality of institutions and ratification of environmental agreements), started October 2016, oral defence held in July 2019, completed October 2019. Previously econometrician with Pictet Group, Geneva, Switzerland, currently World Trade Organisation, Economics and Statistics Research Division. ([link](#))

### *Degree in progress*

27. Shian Jia (co-supervised 50-50 by Ashar Aftab DUBS: Economics of urban pollution in China), started October 2017
28. Lioba Wendling (co-supervised 50-50 by Ashar Aftab DUBS: The Economics of Agri-Environmental Policy), started October 2018
29. Diana Misir (GCRF student 30% co-supervised by Isabella Bovolo (40%) and John Wainwright (30%) from Geography: Understanding the impact of climate and climate change on water and food security in Guyana), started February 2019
30. Daniel Hengren Leppert (co-supervised 50-50 by Ashar Aftab DUBS: The Economics of Flooding Landscapes), started in January 2020
31. Manuel Barrientos (co-supervised 50-50 by Ashar Aftab DUBS: The Economics of Microplastic pollution in agriculture – [SOPLAS](#)), started November 2021

## Editorial Service

### *Co-editor*

Journal of Choice Modeling, 2009-2017 (founding co-editor);  
Australian Journal of Agricultural and Resource Economics, 2017-2020;  
Food Policy, 2016-2018.

### *Associate editor*

American Journal of Agricultural Economics, 2020-2023;  
European Review of Agricultural Economics, 2014-2016;  
Environmental and Resource Economics, 2008-2012.

### *Member of Scientific, Advisory and Editorial Boards*

Journal of Choice Modelling, 2012-to date;  
Journal of Environmental Economics and Policy, 2011-to date;  
Food Policy, 2018-to date;  
Economia Agro-Alimentare (Food Economy), 2016-to date;  
Journal of Agricultural 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;  
Bio-based and Applied Economics, 2015-to date;  
Environmental and Resource Economics, 2006-2010.  
European Review of Agricultural Economics, 2012-2017;

### *Peer-reviewer for the following academic journals*

*(over 100, listed here in alphabetical order):*

Agricultural Economics, Agricultural Systems, Appetite, Ambio, American Journal of Agricultural Economics, Animal, Applied Economic Perspectives and Policy, Applied Energy, 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, Climatic Change, Conservation Biology, Conservation Ecology, Contemporary Economic Policy, Ecological Economics, Economic Review International, Economics of Disasters and Climate Change, 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 Disaster Risk Reduction, International Journal of Medical Informatics, 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 Economic Surveys, 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, Ocean and Coastal Management, OR Spectrum, Oxford Economic Papers, Papers in Regional Science, PLOS One, Regional Studies, Renewable & Sustainable Energy Reviews, Research in Transportation Economics, Research Policy, 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, Telematics and informatics, Theory and Decision, Traffic Injury Prevention, Transport Management, Transportation, Transportation Research Part A, Transportation Research Part B, Transportation Research Part D, Transportation Research Part E, Transportmetrica A: Transport Science, Trends in Food Science & Technology, Urban Water Journal, Utilities Policy, Vaccine: X, Water Science and Technology, Water Research, Water Resource Economics, Water Resources Research.

### Bibliometric data

[ISI](#)  
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*(can click on hyperlinks)*

## Peer-Reviewed Research Papers

- [176] E. A. Asiago-Reddy, J. McPeak, R. **Scarpa**, A. Braksmajer, N. Ruskowski, J. McMahon, and A. S. London. "Perceived access to PrEP as a critical step in engagement: A qualitative analysis and discrete choice experiment among young men who have sex with men". In: *PLOS ONE* 17.1 (Jan. 2022), pp. 1–21. DOI: [10.1371/journal.pone.0258530](https://doi.org/10.1371/journal.pone.0258530).
- [175] R. Atzori, A. Pellegrini, G.V. Lombardi, and R. **Scarpa**. "Response-times and subjective complexity of food choices: A web-based experiment across 3 countries". In: *Social Science Computer Review* (2022), (Accepted on 25/12/21).
- [174] F. S. Bellelli, A. Aftab, and R. **Scarpa**. "The joining dilemma: A survey of the empirical literature on environmental treaty participation". In: *Review of Environmental Economics and Policy* (2022), (Conditionally accepted on 08/06/21).
- [173] V. Caputo and R. **Scarpa**. "Methodological Advances in Food Choice Experiments and Modeling: Current Practices, Challenges, and Future Research Directions". In: *Annual Reviews of Environment and Resources* 14.Forthcoming (2022), (Accepted on 01/03/22).
- [172] V. Dorgali, A. Longo, C. Vass, G. Shields, R. Harrison, **Scarpa** R., and M. Boeri. "A General Public Study on Preferences and Welfare Impacts of Antimicrobial Resistance in the United Kingdom". In: *PharmacoEconomics* 40.1 (2022), 65–76. DOI: [10.1007/s40273-021-01076-9](https://doi.org/10.1007/s40273-021-01076-9).
- [171] C. Franceschinis, R. **Scarpa**, L. Rossetto, and M. Thiene. "Do local and organic produce less satiating? Some evidence from a field experiment". In: *European Review of Agricultural Economics* Forthcoming (2022), (Accepted on 01/06/22).
- [170] G. T. Kassie, F. Zeleke, M. Y. Birhanu, and R. **Scarpa**. "Would a simple attention-reminder in discrete choice experiments affect heuristics, preferences, and willingness to pay for livestock market facilities?" In: *Plos One* 17.7 (2022), e0270917.
- [169] A. Pellegrini, J. M. Rose, and R. **Scarpa**. "Multiple herbicide use in cropland: A discrete-continuous model for stated choice data". In: *Land Economics* 98.2 (2022), pp. 355–375.
- [168] A. Aftab, A. Ahmed, and R. **Scarpa**. "Farm Households' Perception of Weather Change and Flood Adaptations in Northern Pakistan". In: *Ecological Economics* 182 (2021), p. 106882.
- [167] L. Arata, G. Guastella, S. Pareglio, R. **Scarpa**, and P. Sckokai. "Do city dwellers care about periurban land use? The case of environment-friendly agriculture around Milan". In: *Journal of Environmental Planning and Management* 64.6 (2021), pp. 1044–1066.
- [166] V. Chakrapani, P.A. Newman, M. Cameron, M. Shunmugam, S. Roungrakphon, S. Rawat, D. Baruah, R. Nelson, S. Tepjan, and R. **Scarpa**. "Willingness to Use Pre-exposure Prophylaxis (PrEP) and Preferences Among Men Who have Sex with Men in Mumbai and Chennai, India: A Discrete Choice Experiment". In: *AIDS and Behavior* 25 (2021), pp. 3074–3084. DOI: [10.1371/journal.pone.0182838.t004](https://doi.org/10.1371/journal.pone.0182838.t004).
- [165] R. Crastes dit Sourd, O. Beaumais, P.-A. Mahieud, P. Martínez-Camblor, and R. **Scarpa**. "A contingent valuation test for measuring the construct validity of willingness-to-pay estimates derived from choice-experiments". In: *Land Economics* 97.3 (2021), pp. 608–625. DOI: [10.3368/wple.97.3.102219-0150R1](https://doi.org/10.3368/wple.97.3.102219-0150R1).
- [164] C. de Villiers, C. H. Cho, M. J. Turner, and R. **Scarpa**. "Are shareholders prepared to pay for additional financial, social and environmental disclosure? A choice-based experiment". In: *European Accounting Review* [tinyurl.com/yj62nyb4](https://tinyurl.com/yj62nyb4) (2021). DOI: [10.1080/09638180.2021.1944890](https://doi.org/10.1080/09638180.2021.1944890).
- [163] R. **Scarpa**, C. Franceschinis, and M. Thiene. "Logit mixed logit under asymmetry and multimodality of WTP: a Monte Carlo evaluation". In: *American Journal of Agricultural Economics* 103.2 (2021), pp. 643–662.
- [162] R. **Scarpa**, C. Bazzani, R. Capitello, and D. Begalli. "Resolvable and near-epistemic uncertainty in stated preference for olive oil: an empirical exploration". In: *Journal of Agricultural Economics* 72 (2 2021), pp. 335–369.

- [161] C. Bazzani, R. Capitello, E.C. Ricci, R. **Scarpa**, and D. Begalli. "Nutritional Knowledge and Health Consciousness: Do They Affect Consumer Wine Choices? Evidence from a survey in Italy". In: *Nutrients* (12 2020), pp. 70–84.
- [160] M. De Salvo, R. **Scarpa**, R. Capitello, and D. Begalli. "Multi-country stated preferences choice analysis for fresh tomatoes". In: *Bio-based and Applied Economics* 9.3 (2020), pp. 241–262.
- [159] L. Pedersen, M. Mørkbak, and R. **Scarpa**. "Handling resolvable uncertainty from incomplete scenarios in future doctors' job choice-probabilities vs discrete choices". In: *Journal of Choice Modelling* 34 (2020), p. 100199.
- [158] K. Silz-Carson, S. Chilton, G. Hutchinson, and R. **Scarpa**. "Public Resource Allocation, Strategic Behavior, and Status Quo Bias in Choice Experiments". In: *Public Choice* 185 (1 2020), pp. 1–19.
- [157] S. Mattea, M. Thiene, and R. **Scarpa**. "Do Information and Citizens Characteristics Affect Public Acceptability of Landslide Protection Measures? A Latent Class Approach". In: *Handbook of Climate Services: Climate Change Management*. Ed. by W. L. Filho and D. Jacob. Springer, 2019, pp. 503–513.
- [156] T. Ndebele, D. Marsh, and R. **Scarpa**. "Consumer switching in retail electricity markets: Is price all that matters?" In: *Energy Economics* (83 2019), pp. 88–103.
- [155] M. Thiene, C. Franceschinis, and R. **Scarpa**. "Congestion management in protected areas: Accounting for respondents' inattention and preference heterogeneity in stated choice data". In: *European Review of Agricultural Economics* 46 (5 2019), pp. 834–861.
- [154] R. Yao, R. **Scarpa**, D. Harrison, and R. Burns. "Does the economic benefit of biodiversity enhancement exceed the cost of conservation in planted forests?" In: *Ecosystem Services* 38 (2019), p. 100954.
- [153] L. Agnoli, M. Boeri, R. **Scarpa**, R. Capitello, and D. Begalli. "Behavioural patterns in Mediterranean-style drinking: Generation Y preferences in alcoholic beverage consumption". In: *Journal of Behavioral and Experimental Economics* 75 (2018), pp. 117–125.
- [152] M. T. Bennett, Y. Gong, and R. **Scarpa**. "Hungry Birds and Angry Farmers: Using Choice Experiments to Assess 'Ecompensation' for Coastal Wetlands Protection in China". In: *Ecological Economics* 154 (2018), pp. 71–87.
- [151] V. Caputo, R. **Scarpa**, R. M. Nayga Jr., and D. L. Ortega. "Are Preferences for Food Quality Attributes Really Normally Distributed? An Analysis using Flexible Mixing Distributions". In: *Journal of Choice Modelling* 28 (2018), pp. 10–27.
- [150] V. Caputo, E. J. Van Loo, R. **Scarpa**, Jr. R. M. Nayga, and Verbeke W. "Comparing serial, and choice task stated and inferred attribute non-attendance methods in food choice experiments". In: *Journal of Agricultural Economics* 69.1 (2018), pp. 35–57.
- [149] P. Mariel, R. **Scarpa**, and A. Vega-Bayo. "Joint parental school choice: exploring the influence of individual preferences of husbands and wives". In: *Regional Science and Urban Economics* 68 (2018), pp. 23–35.
- [148] M. Masiero, C. Franceschinis, S. Mattea, M. Thiene, D. Pettenella, and R. **Scarpa**. "Ecosystem services' values and improved revenue collection for regional protected areas". In: *Ecosystem Services* 34 (2018), pp. 136–153.
- [147] Y. Matthews, R. **Scarpa**, and D. Marsh. "Cumulative attraction and spatial dependence in a destination choice model for beach recreation". In: *Tourism Management* 66 (2018), pp. 318–328.
- [146] M. Thiene, R. **Scarpa**, A. Longo, and W. G. Hutchinson. "Types of front of pack food labels: Do obese consumers care? Evidence from Northern Ireland". In: *Food Policy* 80 (2018), pp. 84–102.
- [145] B. Torquati, R. **Scarpa**, I. Petrosillo, M. G. Ligonzo, and C. Paffarini. "How Can Consumer Science Help Firms Transform Their 'Dog' (BCG Matrix) Products Into Profitable Products?" In: *Case studies in the traditional food sector*. Ed. by A. Cavicchi and C. Santini. Woodhead Publishing: Elsevier, 2018. Chap. 10.

- [144] V. Caputo, R. **Scarpa**, and R. M. Nayga Jr. "Cue versus independent food attributes: The effect of adding attributes in choice experiments". In: *European Review of Agricultural Economics* 44.2 (2017), pp. 211–230.
- [143] C. Franceschinis, M. Thiene, R. **Scarpa**, J. M. Rose, M. Moretto, and Cavalli R. "Adoption of Renewable heating systems: An empirical test of the diffusion of innovation theory". In: *Energy* 125 (2017), pp. 313–326.
- [142] B. Fu, F. Dyer, A. Kravchenko, B. Dyack, W. Merritt, and R. **Scarpa**. "A note on communicating environmental change for non-market valuation". In: *Ecological Indicators* 72 (2017), pp. 165–172.
- [141] J. Gibson, R. **Scarpa**, and H. Rohorua. "Estimating the willingness to pay for Warmer and Drier Homes". In: *New Zealand Economic Papers* 51.1 (2017), pp. 15–27.
- [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] M. Thiene, J. Swait, and R. **Scarpa**. "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.
- [135] 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.
- [134] 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.
- [133] 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.
- [132] 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.
- [131] 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.
- [130] 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.
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- [2] R. Scarpa. "Valutazione economica dei beni ambientali e procedure di VIA: una prospettiva, la 'cauzione ambientale'". In: *Genio Rurale* 12 (1993), pp. 67-74.
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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: 2005-2020

1. Environmental and Natural Resource Economics (2005-13 graduate and undergraduate lectures)
2. Microeconomics (2009-12 undergraduate lectures)
3. Econometrics (2005-13 graduate & undergraduate lectures)
4. Choice analysis (2012 graduate & workshops)
5. Micro-econometrics (2009-2011 undergraduate, honour students lectures & workshops)
6. Microeconometrics (2016-2018 graduate and undergraduate lectures & workshops)
7. Food & the Consumer (2018-20 undergraduate lectures)
8. Seminars in Agribusiness (2018-20 undergraduate lectures)
9. Advanced Microeconomics (2020 graduate lectures)

Queens University Belfast, Northern Ireland: 2012-2014

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

Durham Business School, Durham, UK

1. Econometrics (2017-18 graduate workshops & seminars)
2. Natural resource management (2016-18 graduate lectures)
3. Environmental valuation (2016-19 graduate lectures)
4. Statistics for economics (2018-19 undergraduate workshops & seminars)
5. Development economics (2020-21 undergraduate seminars)
6. Introduction to environmental economics & policy (2017-18 & 2019-20 undergraduate lectures)

Summer schools & short courses for researchers and consultants

1. Introduction to choice modelling (2006-7 University of Bologna Alma Mater, Bologna, Italy)
2. Advanced choice modelling (2006-7 University of Bologna Alma Mater, Bologna, Italy)
3. Nonmarket valuation (2008 University of Naples 'Federico II', Naples, Italy)
4. Experimental Design for stated choice analysis (2009 University of Trento, Trento, Italy)
5. Nonmarket valuation methods (2015 Bucharest University of Economic Studies, Romania)
6. Choice modelling and experimental design (2017 Michigan State University, East Lansing, USA)
7. Choice modelling for nonmarket valuation (2019 Silk Business School, Shanghai, China)

## Current Teaching

Environmental Economics & Policy (graduate and undergraduate, since 2015, co-lectured)

The Economics of Sustainability (undergraduate, since 2020, co-lectured)

Public Economics (graduate and undergraduate, 2021-22, co-lectured)

## 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.

## Consultant for (in alphabetical order))

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

## Selection of 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, 2013;

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;

Project 'Hydrousa' for ASA, Livorno: Tariff system for off grid water systems, 2019.

### *Selection of Consulting reports, as author or contributor*

2021. Project 'The Cost of Coastal Zone Degradation in Georgia: A Tool for the Coastal Zone Adaptation and the Nationally Determined Contributions', The World Bank, 2021 [Link](#);

2019. Contributor: "Customer willingness to pay Customer-informed IPART submission (CIPA) Phase 2", Prepared for Sydney Water by the CIE and Woolcott Research & Engagement.

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;

2016. Co-author: McNair, B. and Scarpa, R. "Willingness to pay – 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."

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;

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;

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](#) ;

## Research Grants

Managed research grants for approx EUR2.1mil 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, Natural Environment Research Council, Italian National Research Council, Marsden NZ-Royal Society, N8 Agrifood, DU Seedcorn, FW5 (Human Capital and Mobility, NewExt, Cascade, EconoGene), H2020 (AMBER, SUSFOOD, SOPLAS, SUSTAIN4FOOD)

### *Service as International Research Proposal Evaluator*

American University of Beirut (AUB);

ANVUR, Valutazione della Qualità della Ricerca 2011-2014 round;

EU-FW6: STREPs, IRPs;

EU-FW7: Collaborative Projects Proposals;

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

European Research Council, since 2022;

Italian Ministry of Scientific Research and University;

Leverhulme Foundation - various categories;

National Science Centre, Poland (SONATA-BIS);

Executive Agency for Higher Education Research Development and Innovation Funding (UEFISCDI), Romania (Experimental Demonstrative Project Call - PED 2021);

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

Royal Society of New Zealand, Rutherford Discovery Fellowship (various years);

Swiss National Science Foundation;

The Research Foundation, Flanders (FWO), Belgium (2016);

UK-Economic and Social Science Research Council (2003-5);

University of Crete.

*Service for academic promotion committees*

2021 Serra Húnter Programme Selection Process, Selection committees UB, 2nd call 2019, UB-LE-9005: Applied Economics-Economy Dept. Universitat de Barcelona, Spain;

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

2010, 2022 University of Sydney Business School, New South Wales, Australia;

2022 University of Leeds, U.K.;

2009 University of Waikato Management School, New Zealand.