

Riccardo Vecchio

Department of Agricultural Sciences, University of Naples Federico II, Via Università 96, 80055 Portici, Naples, Italy

Tel: +39 0812539053, E-mail: riccardo.vecchio@unina.it

Riccardo Vecchio is associate professor of Agricultural and Resource Economics at the Department of Agricultural Sciences, University of Naples Federico II (Italy). His scientific interests focus on consumer behaviour towards food products and wine. He is author of 64 scientific papers in ISI/Scopus journals.

Gerarda Caso

Department of Agricultural Sciences, University of Naples Federico II, Via Università 96, 80055 Portici, Naples, Italy

Tel: +39 0812539053, E-mail: gerarda.caso@unina.it

PhD Candidate, Gerarda Caso holds a Master's degree in Food science and technology conceived at the University of Naples Federico II, Italy. She is a first-year PhD student in Food Science at the Department of Agricultural Sciences of the University of Naples Federico II (Italy). Her doctoral research focuses on the application of behavioural and experimental economics in the food domain.

Massimiliano Borrello

Department of Agricultural Sciences, AgEcon and Policy Group, University of Naples Federico II, Via Università 96, 80055 Portici, Naples, Italy

Tel: +39 0812539083, E-mail: massimiliano.borrello@unina.it

Post-doc researcher, Massimiliano Borrello holds a post-doc fellowship at the Department of Agricultural Sciences, University of Naples Federico II (Italy). Borrello has a PhD degree in Agricultural Economics and Policy held at the University of Naples Federico II, Italy. His scientific interests focus on radical innovation implementation and management in the agro-food sector and sustainability with particular emphasis on circular economy. He is author of 12 scientific papers reported in ISI/Scopus journals.

Luigi Cembalo

Department of Agricultural Sciences, AgEcon and Policy Group, University of Naples Federico II, Via Università 96, 80055 Portici, Naples, Italy

Tel: +39 0812539065, E-mail: cembalo@unina.it

Luigi Cembalo, PhD is full professor of Agricultural and Resource Economics at the Agricultural Economics and Policy Group of the Department of Agricultural Sciences, University of Naples Federico II (Italy). Cembalo has two MSc degree in Agricultural Economics and Policy (held at the Centre of Advanced Training, Naples, Italy) and Agricultural and Resource Economics (held at the AREC Department of the University of Arizona, USA) and a PhD in Agricultural Economics and Policy (held at the University of Naples Federico II, Italy). His scientific interests focus on innovation and sustainability in high value supply chain, consumer studies, demand estimations, and agro-energy economics. His expertise also includes microeconometrics and operational research modeling procedures with a focus on multicriteria approaches. Cembalo's works comprise about 100 publications of which 58 in ISI/Scopus journals.