

Curriculum Vitae
VALERIA FARALLA

CURRENT POSITION

Researcher Tenure Track
Department of Studies for Economics and Business
University of Piemonte Orientale

MAIN RESEARCH INTERESTS

Behavioural/Experimental Economics, Cognitive Science, Consumer Research/Behaviour, Marketing, Decision Neuroscience, Virtual Reality, Quantitative/Qualitative research.

ADDITIONAL RESEARCH INTERESTS

Sustainability, Environmental Economics, Tourism Management, Retailing and Service Management, Children's Decision-Making, Choice Architecture, Game Theory.

EDUCATION

- 2010** University of Siena, Italy.
Ph.D., Computer Science, Mathematical Logic and Cognitive Sciences.
Thesis title: "The Neuroeconomics of Intertemporal Gains and Losses".
- 2006** University of Siena, Faculty of Economics, Italy.
Laurea Magistralis (equivalent to a Master's Degree) in Economics, Environment and Health.
Thesis title: "The Hyperbolic Discounting in Intertemporal Choices".

RESEARCH EXPERIENCE

- February 2025 – present** Department of Studies for Economics and Business, University of Piemonte Orientale, Italy.
Researcher Tenure Track (13/ECON-07 - Business Economics and Management). Consumer Behaviour.
- March 2023 – February 2025** Department of Studies for Economics and Business, University of Piemonte Orientale, Italy. *Post-Doctoral Fellow (Borsa di Studio). Quality in local public transport services.*
- December 2014 - January 2023** Department of Law and Political, Economic, and Social Sciences, University of Piemonte Orientale, Italy.
> *Research Associate (Assegno di ricerca: 2014/2018). Management of an experimental laboratory: software development, organisation of experiments, and analysis of results.*
> *Post-doctoral Fellow (Borsa di Studio: 2019). Management of an experimental laboratory: software development, organisation of experiments, and analysis of results.*
> *Research Fellow (RTD-a: 08/01/2020-07/01/2023). Design of a structural model for the analysis of macro- and microeconomic data of Alessandria's territory.*
- October 2011 - September 2013** Department of Social, Political and Cognitive Sciences, University of Siena, Italy. *Research Associate (Assegno di ricerca). The role of cognitive processes in the perception of risk and work-related stress.*
- April 2010 – September 2011** Department of Political Economics, University of Siena, Italy. *Post-Doctoral Fellow (Borsa di Studio). Analysis and policies for sustainable development.*
- March - August 2009** Centre de Neurosciences Cognitives UMR 5229, Institut des Sciences Cognitives, CNRS, Bron, France.
Doctoral Trainee.
- 2008-2010** Department of Neuroscience, University of Modena and Reggio Emilia, Italy. *Doctoral Trainee.*

PEER-REVIEWED JOURNAL ARTICLES

- Faralla, V., Abrate, G., Fraquelli, G. (2025). The interplay between perceived quality and sustainability attitudes in consumers' modal choice in local transportation. *Sinergie Italian Journal of Management*, 43(2), 17-44.
- Faralla, V., Innocenti, A. (2025). Evaluating behavioural strategies for environmental cooperation: Evidence from a public goods game. *Journal of Behavioral and Experimental Economics*, 102464.
- Luzzati, T., Baraldi, S., Ermini, S., Faita, C., Faralla, V., Guarnieri, P., Lusuardi, L., Santalucia, V., Scipioni, S., Sirizzotti, M., Innocenti, A. (2025). Can improving climate change perception lead to more environmentally friendly choices? Evidence from an immersive virtual environment experiment. *Ecological Economics*, 229, 108475.
- Faralla, V., Migheli M., Novarese, M. (2024). Framing Effects in Intertemporal Choices: three two-step experiments. *Kyklos*, 1-15.
- Balduzzi, G., Faralla, V. (2024). How Do Territories Evolve? Local Economies and Societies during and after COVID-19: Evidences from a Case Study. *Scienze Regionali*, 23(1), 65-100.
- Faralla, V., Innocenti, A., Baraldi, S., Ermini, S., Lusuardi, L., Masini, M., Santalucia, V., Scaruffi, D., Sirizzotti, M. (2024). Exposure to immersive virtual environments decreases present bias. *Journal of Behavioral and Experimental Economics*, 108, 102154.
- Faralla, V., Savadori, L., Mittone, L., Novarese, M., Ardizzone, A. (2023). Color and abundance: Influencing children's food choices. *Food Quality and Preference*, 109, 1-6.
- Faralla, V., Novarese, M., Di Giovinazzo, V. (2021). Replication: Framing effects in intertemporal choice with children. *Journal of Economic Psychology*, 82, 102345.
- Faralla, V., Borà, G., Innocenti, A., Novarese, M. (2020). Promises in group decision making. *Research in Economics*, 74(1), 1-11.
- Ardizzone, A., Faralla, V., Novarese, M. (2019). Children's organic fruit nectar satisfaction: An experimental economics approach. *British Food Journal*, 121(2), 289–303.
- Faralla, V., Novarese, M., Ardizzone, A. (2017). Framing effects in intertemporal choice: A nudge experiment. *Journal of Behavioral and Experimental Economics*, 71, 13–25.
- Bimonte, S., Faralla, V. (2016). Does residents' perceived life satisfaction vary with tourist season? A two-step survey in a Mediterranean destination. *Tourism Management*, 55(August), 199–208.
- Bimonte, S., Faralla, V. (2015). Happiness and Outdoor Vacations Appreciative versus Consumptive Tourists. *Journal of Travel Research*, 54(2), 179–192.
- Faralla, V., Benuzzi, F., Lui, F., Baraldi, P., Dimitri, N., Nichelli, P. (2015). Neural correlates in intertemporal choice of gains and losses. *Journal of Neuroscience, Psychology, and Economics*, 8, 27–47.
- Bimonte, S., Faralla, V. (2014). Happiness and nature-based vacations. *Annals of Tourism Research*, 46, 163–184.
- Mengarelli, F., Moretti, L., Faralla, V., Vindras, P., Sirigu, A. (2014). Economic decisions for others: An exception to loss aversion law. *PLoS One*, 9(1), e85042.
- Bimonte, S., Faralla, V. (2012). Tourist types and happiness: A comparative study in Maremma, Italy. *Annals of Tourism Research*, 39(4), 1929–1950.

CONTRIBUTIONS TO EDITED VOLUMES/ENCYCLOPEDIAS

- Faralla, V., Fraquelli, G. (2026). Esperienze di marketing e prospettive nel settore alberghiero: il pensiero di due operatori italiani (Box di approfondimento 3.2). In P. Kotler, J. T. Bowen, & S. Baloglu, *Marketing dell'ospitalità e del turismo*, (8ª ed. italiana, a cura di Aurelio G. Mauri, pp. xx–xx). Pearson.
- Faralla, V., Innocenti, A. (2021). Group Decision-making in a Public Goods Game: A cross-country experiment. In M. Cotta and P. Isernia (Eds.), *The EU through Multiple Crises: Representation and Cohesion Dilemmas for a "sui generis" Polity*. London: Routledge.
- Ambrosino, A., Faralla, V., Novarese, M. (2018). Nudge. A critical perspective. In A. Marciano and G.B. Ramello (Eds.), *Encyclopedia of Law and Economics*. New York: Springer.
- Venturini, E., Faralla, V., Innocenti, A. (2013). The ALBO project- virtual working environments for the detection of organizational well-being. In P. Jerry, N. Tavares-Jones, and S. Gregory (Eds.), *Riding the Hype Cycle: The Resurgence of Virtual Worlds*. Available at Inter-Disciplinary Press: <https://www.interdisciplinarypress.net/online-store/ebooks/digital-humanities/riding-the-hype-cycle-the-resurgence-of-virtual-worlds>.
- Faralla, V., Benuzzi, F., Nichelli, P., Dimitri, N. (2012). Gains and losses in intertemporal preferences: A behavioural study. In A. Innocenti and A. Sirigu (Eds.), *Neuroscience and the Economics of Decision Making*. London: Routledge.

CONFERENCE PROCEEDINGS

- Abrate, G., Faralla, V., (2025). An empirical study on the perception of AI-generated online reviews among university students. In *Tertiarization & sustainability new challenges for management in the digital era* (pp. 803-808), Conference Proceedings Sinergie-Sima 2025, Short papers, DOI 10.7433/SRECP.SP.2025.01.
- Faralla, V., Abrate, G., Fraquelli, G. (2024). The interplay between perceived quality, sustainability attitudes, and consumers' modal choice in local transportation (pp. 243-263). In *Management of sustainability and well-being for*

individuals and society (pp. 619-622), Conference Proceedings Sinergie-Sima 2024, Long papers, DOI 10.7433/SRECP.LP.2024.01.

Abrate, G., Faralla, V. (2024). Word of mouth vs. word of machine: a preliminary analysis. In *Management of sustainability and well-being for individuals and society* (pp. 619-622), Conference Proceedings Sinergie-Sima 2024, Short papers, DOI 10.7433/SRECP.SP.2024.01.

Faralla, V. (2023). Applying Behavioural Insights to sustainable mobility behaviour. In *Rediscovering local roots and interactions in management* (pp. 1069-1073), Conference Proceedings Sinergie-Sima 2024, Short papers, DOI 10.7433/SRECP.EA.2023.01.

Faralla, V., Innocenti, A., Baraldi, S., Lusuardi, L., Masini, M., Santalucia, V., Scaruffi, D., Sirizzotti, M. (2021). *The effect of future self-continuity on delaying immediate gratification. A virtual reality experiment*. ECCE 2021: European Conference on Cognitive Ergonomics, April 2021, Article No.: 9, 1–8.
<https://doi.org/10.1145/3452853.3452893>

Benuzzi, F., Faralla, V., Lui, F., Baraldi, P., Dimitri, N., and Nichelli, P. (2009, July). *Gain and loss: A common neural network for economic behaviour*. Poster presented at the 15th Annual Meeting of the Organization for Human Brain Mapping, San Francisco, CA, US.

WORKING PAPERS

Faralla, V., Borà, G., Innocenti, A., Novarese, N. (2018). *Promises in Group Decision Making*. LabSi Working Papers n. 51, University of Siena, Italy.

Faralla, V., Innocenti, A., Taddei, S., Venturini, E. (2013). *Physiological responses to stressful work situations in low-immersive virtual environments*. LabSi Working Papers n. 47, University of Siena, Italy.

Faralla, V., Innocenti, A., Venturini, E. (2013). *Risk taking and social exposure*. LabSi Working Papers n. 46, University of Siena, Italy.

Faralla, V., Benuzzi, F., Nichelli, P., Dimitri, N. (2010). *Gains and losses: A common neural network for economic behaviour*. LabSi Working Papers n. 33, University of Siena, Italy.

Faralla, V., Benuzzi, F., Nichelli, P., Dimitri, N. (2010). *Gains and losses in intertemporal preferences: A behavioural study*. LabSi Working Papers n. 29, University of Siena, Italy.

AWARDS

Best Paper Award for the paper “The interplay between perceived quality, sustainability attitudes, and consumers’ modal choice in local transportation” by Faralla, V., Abrate, G., Fraquelli, G. presented at *Sinergie-Sima 2024 Management Conference, Management of Sustainability and Well-being for Individuals and Society*, Parma (Italy), June 13-14, 2024.

PEER-REVIEWS

Reviewed manuscripts for multiple peer-reviewed academic journals, including Annals of Tourism Research, Journal of Hospitality and Tourism Management, British Food Journal, Journal of Behavioral Economics for Policy, Journal of Economic Psychology, Acta Psychologica, Applied Economics, Economics Bulletin, Journal of Urban Mobility, Geoprogess, Micro & Macro Marketing.

LABORATORY AFFILIATIONS

LabSi (Laboratory of Experimental Economics): <https://unisi.labsi.org/>

LabVR UNISI (Laboratory of Virtual Reality): <http://www.labvr.unisi.it/>

RESEARCH GROUP ACTIVITIES

PRIN 2017, *Cognitive Modes, Social Motives and Prosocial Behavior*, founded by Italian Ministry of University Education and Research (MIUR) (Research Units: University of Florence, IMT School of Advanced Studies - Lucca, University of Pisa, University of Siena). Collaboration to the research activities of the Research Unit: University of Siena. Associated Investigator: Professor Alessandro Innocenti. <https://www.cosmoprobe.org/team>

VISITING RESEARCH FELLOW

January – July 2013 Visiting Researcher.
Centre de Neurosciences Cognitives UMR 5229, Institut des Sciences Cognitives, CNRS, Bron, France. *Director Angela Sirigu’s group*.

January – May 2012 Visiting Researcher.
Department of Economics, University of Minnesota, U.S.
Professor Aldo Rustichini’s group.

TEACHING EXPERIENCE

- 2025-2026** Department of Studies for Economics and Business, University of Piemonte Orientale, Novara, Italy. *Master's degree course. Marketing strategy and marketing analysis and decisions (SECS-P/08) - module Marketing Analysis and Decisions (45 hours out of 90, 6 out of 12 CFU - Italian language).*
- Department of Studies for Economics and Business, University of Piemonte Orientale, Novara, Italy. *Bachelor's degree course. Imprenditorialità e management (SECS-P/08) (7½ hours out of 45, 1 out of 12 CFU - Italian language).*
- Department of Law and Political, Economic, and Social Sciences, University of Piemonte Orientale, Alessandria, Italy. *Master's degree course. Innovation and consumer behaviour (SECS-P/08) - course borrowed to Digital marketing (30 hours, 6 CFU - English language).*
- 2023-2025** Department of Studies for Economics and Business, University of Piemonte Orientale, Novara, Italy. *Master's degree course. Marketing strategy and marketing analysis and decisions (SECS-P/08) - module Marketing strategy (22,5 hours out of 90, 3 out of 12 CFU - Italian language).*
- 2012-2024** Department of Social, Political and Cognitive Sciences, University of Siena, Italy. *First cycle degree. Experimental Economics (SECS-P/06) - module Choice Architecture (10 hours out of 40 and 6 CFU - Italian language).*
- 2019-2022** Department of Law and Political, Economic, and Social Sciences, University of Piemonte Orientale, Alessandria, Italy. *Master's degree course:*
- > *Behavioral and experimental economics (SECS-P/08 - 30 hours, 6 CFU - Italian language)*
 - > *Law, economics and institutions (SECS-P/06 - 30 hours, 6 CFU - Italian language)*
 - > *Organisations and Institutions (SECS-P/08 - 30 hours, 6 CFU - English language)*
 - > *Public policy: case studies (SECS-P/01 - 30 hours, 6 CFU - Italian language) – 2021/2022 only*
- 2019-2020** MSc Occupational Psychology course, IUSTO - Istituto Universitario Salesiano Torino Rebaudengo. *Master's degree course. Economic Psychology (18 out of 36 hours and a total of 5 CFU - Italian language).*

TEACHING EXPERIENCE - SEMINARS

- April 2017** Department of Law and Political, Economic, and Social Sciences, Alessandria, University of Piemonte Orientale, Alessandria, Italy. *First Level Master in Economics, Innovation, Communication and Hospitality for the Tourism Business (Post-graduate degree level) – Seminar on Nudge Theory and Tourism (3 hours - Italian language).*
- December 2016** Department of Law and Political, Economic, and Social Sciences, Alessandria, University of Piemonte Orientale, Alessandria, Italy. *Seminar on Choice Architecture and Nudge Theory for the Behavioral Economics and Finance course (Master's degree level, English language).*
- February 2016** Department of Law, University of Torino, Italy. *First Level Master in Labor and Human Resources Management (Post-graduate degree level) - Seminar on Choice Architecture and Nudge Theory (6 hours - Italian language).*
- May 2012** Department of Economic Policy, Finance and Development, University of Siena, Italy. *Seminar on Qualitative research and R software (First cycle degree level, Italian language).*

PUBLIC ENGAGEMENT

2026 *A Journey to Discover the University* with high school students, Department of Studies for Economics and Business, University of Piemonte Orientale, Novara. Title of the presentation: *Il Consumatore nella sfera sociale (The Consumer in a Social Context)*.

2025 *Marketing in action! "Lunch seminar"... Remembering Sal Maiorano*. Title of the presentation: *An empirical study on the perception of AI-generated online reviews among university students*.

2024 – 2025 *A Journey to Discover the University* with high school students, Department of Studies for Economics and Business, University of Piemonte Orientale, Novara. Title of the presentation: *Comportamento del consumatore e strategie di marketing (Consumer Behaviour and Marketing strategies)*.

2024 *European Mobility Week*. Event organised by the Municipality of Novara, Mobility Planning Unit, Novara, Italy. Title of the presentation: *Mobilità sostenibile e strategie comportamentali (Sustainable Mobility and Behavioural Strategies)*.

2024 *Marketing in action! "Aperiseminar"... Remembering Sal Maiorano*. Title of the presentation: *Behavioural Economics and Transportation Marketing*.

2015 – 2022 *University for Children*, an activity which typically takes place in September at the University of Piemonte Orientale, as a part of the European Researchers' Night. During the same period, some activities were conducted onsite in schools across three provinces of the Piedmont region of Italy (i.e., Alessandria, Turin, and Cuneo). The activities were particularly aimed at sustainable development at both the individual and societal levels. Some of these activities have resulted in published papers (see PEER-REVIEWED JOURNAL ARTICLES section).

2015 – 2022 *European Researchers' Night*.

2020 *Open Day* at the Department of Law and Political, Economic, and Social Sciences, University of Piemonte Orientale, Alessandria, Italy.

2019 *Come Rendere più Sicuro il Lavoro Metalmeccanico (How to Make Metalworking Workplaces Safer)*, Fim Cisl-Fiom-Uil Conference, Alessandria, Italy. Title of the presentation: *Training in Realtà Virtuale (Training in Virtual Reality)*.

2017 *Richard Thaler: le "ragioni" di un Nobel per l'economia (Richard Thaler: the "reasons" behind a Nobel Prize in Economics)*, Conference Hall Fondazione Cassa di Risparmio di Alessandria, Italy. Title of the presentation: *Il Nobel per l'Economia alla Spinta Gentile: riflessioni e prospettive (The Nobel Prize in Economics goes to the Gentle Push: reflections and perspectives)*.

2015 *La scienza della scelta (The science of choice)* in Analisi, Opinioni, Approfondimenti (Analysis, Opinions, Insights). Notiziario (Newsletter) Federmanager Alessandria, n. 2 (jointly with Marco Novarese).

2014 – 2018 *Open University* at the Department of Social, Political and Cognitive Sciences, University of Siena, Italy.

PROFESSIONAL EXPERIENCE

Cognito s.r.l.: <https://www.xplainai.eu/> (the website is in progress).

Simula s.r.l.: <https://simula.solutions/>.

CONFERENCE & WORKSHOP ORGANIZING

Scientific and Organizational Board:

Montaggio ed Efficacia Argomentativa: Arte, Antropologia e Politica a Confronto (Editing and Argumentative Effectiveness: A Comparison of Art, Anthropology, and Politics), Siena (Italy), May 22-23, 2017.

2016 LabSi Lab2 Workshop on Game Theory and Experimental Methods, Capua (Italy), June 6-7, 2016.

LabSi Workshop on Behavioral and Experimental Finance, Siena (Italy), September 12-13, 2014.

MAGIS Finance Workshops, Certosa di Pontignano, Siena (Italy), April 4-6 | May 2-4 | June 6-8, 2014.

Organizational Board:

ALBO Project Workshop, Siena (Italy), June 25, 2013.

III Joint Workshop Rutgers-Siena on Cognitive Sciences, Siena (Italy), June 13-15, 2011.

LabSi Conference on Neuroscience and Decision Making, Siena (Italy), September 20-21, 2010.

CONFERENCE & WORKSHOP PRESENTATIONS

Sinergie-Sima 2026 Management Conference, Transforming management in the era of post-globalization and agentic economy, Pavia (Italy), May 28-29, 2026.

Sinergie-Sima 2025 Management Conference, Tertiarization and Sustainability: New Challenges for Management in the Digital Era, Genova (Italy), June 12-13, 2025.

Sinergie-Sima 2024 Management Conference, Management of Sustainability and Well-being for Individuals and Society, Parma (Italy), June 13-14, 2024.

Sinergie-Sima 2023 Management Conference, Rediscovering Local Roots and Interactions in Management, Bari (Italy), June 29-30, 2023.

XLII Conferenza Italiana di Scienze Regionali AISRe, Città e Regioni in Transizione (Italian Conference on Regional

Sciences AISRe, Cities and Regions in Transition), Milano (Italy), September 5-7, 2022.
European Conference on Cognitive Ergonomics 2021, Siena (Italy), April 26-29, 2021. Online.
XI SEET WORKSHOP Southern Europe Experimentalist Team, Naples (Italy), February 6-8, 2020.
Economic Science Association, World Meeting, Berlin (Germany), June 28 - July 1, 2018.
Economic Science Association, European Meeting, Wien (Austria), September 6-9, 2017.
Montaggio ed Efficacia Argomentativa: Arte, Antropologia e Politica a Confronto (Editing and Argumentative Effectiveness: A Comparison of Art, Anthropology, and Politics), Siena (Italy), May 22-23, 2017.
Fourth International Workshop: Behavioral Economics Nudges and Heuristics for Public Policies, Herbert Simon Society, Torino (Italy), October 14-15, 2016.
2016 LabSi Lab2 Workshop on Game Theory and Experimental Methods, Capua (Italy), June 6-7, 2016.
Dare forma al reale: Effetti di framing nelle rappresentazioni socio-culturali (Shaping reality: Framing effects in socio-cultural representations), Siena (Italy), March 5, 2015.
IV Joint Workshop Rutgers-Siena on Cognitive Sciences Workshop, New Brunswick (U.S.), May 21, 2013.
X National Congress S.I.P.S.A. (Italian Health Psychology Society), Orvieto (Italy), May 10-12, 2013.
Alhambra Experimental Workshop, Granada (Spain), April 18-19, 2012.
III Joint Workshop Rutgers-Siena on Cognitive Sciences, Siena (Italy), June 13-15, 2011.
2011 Florence Workshop on Behavioural and Experimental Economics, Firenze (Italy), April 19-30, 2011.
Mind Force 2010, Siena (Italy), October 7-8, 2010.
LabSi Conference on Neuroscience and Decision Making, Siena (Italy), September 20-21, 2010.

SUMMER SCHOOLS ATTENDANCE & OTHER QUALIFICATIONS

June 7-10, 2025. Tourism Research Methods Summer School 2025 on *Visual Research Methods for Tourism* (30 hours, 3 ECTS), Free University of Bozen/Bolzano.

September 12-16, 2011. II International Summer School in *Analysis and Research in Tourism and Sustainability* (40 hours, 2 CFU), University of Jaén.

2004 *Integrated tourism expert qualification* assigned by the Tuscany region of Italy. Training institution: University of Siena, Italy.

LANGUAGES AND COMPUTER SKILLS

Italian mother tongue. Fluent in English and French (reading, listening, speaking, writing). Basic in German.

Operating Systems: Windows, Mac OS.

Applications

Subject recruitment: Hroot.

Stimuli presentation: Z-tree. Exposure to E-prime, PEBL, Presentation, PsychoPy, and Superlab.

Survey research: Limesurvey, Qualtrics XM.

Recruiting research participants: Prolific.

Programming languages: R. Exposure to Python.

Statistical and econometric analysis: R. Used in the past: Matlab, SPSS, STATA, and Statistica.

Document preparation system, including presentations: LaTeX.

Reference manager: BibTex, Mendeley, Zotero.

High- and low-immersive virtual reality techniques.

Neuromarketing techniques: Functional Magnetic Resonance Imaging, Eye-tracking (also in Virtual Reality), Galvanic Skin Response. Exposure to Electroencephalography. Knowledge about the role of hormones in experimental research.

Image and video processing. Organizing and Sharing tools. Tools and utilities for reproducible research and open science (e.g., Open Science Framework), data collection, management, backup, and analysis (on-offline). AI tools.

Social media.

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