Research Fellowship

Topic:

***Eco-friendly labelled food and consumers’ willingness to pay****;*

The Department of Agricultural and Food Sciences of the University of Bologna is currently inviting applications for a 4-month Fellowship to work on the topic “Eco-friendly labelled food and consumers’ willingness to pay”.

**Activity description**

The fellowship holder will participate to the activities of the ROADMAP. His/her main tasks will include:

* developing models to evaluate the consumers’ willingness to pay for eco-friendly labelled food products;
* analysing the use of private labels claiming a reduced use of antibiotics in animal products;
* contributing to prepare presentations and write academic articles to be submitted to international peer- reviewed journals on those topics.

The postholder will be supervised by Dr. Massimo Canali, and will actively collaborate with the rest of the ROADMAP’s economics team of the University of Bologna.

**Qualifications and requirements**

The position is directed to a junior researcher with experience in fields and methodologies relevant to the project tasks. The features of the ideal candidate include:

* A Master level degree (3+2) in Economics, Agricultural and Food Sciences and related disciplines relevant to the call;
* Experience with models studying the willingness to pay of consumers for eco-friendly labelled food products;
* Experience with data management and analysis;
* Experience with SPSS or similar softwares;
* Familiarity with the literature on voluntary/private food labels;
* Good English writing and speaking skills: