

Benedetta CANFORA



PhD Student, Energy Management & Consumer Behavior,
Grenoble Ecole de Management

ORCID: <https://orcid.org/0009-0008-1913-7134>

Address: 12 Rue Pierre Séward, 38000 Grenoble, France

Phone: (+33) 06 50 15 74 70

Email: canfora.benedetta@gmail.com

Research subject: sustainable consumption, humans-nature relationship, individual decision-making, behavioral biases

Education

Grenoble Ecole de Management, France

2022 – Ongoing

PhD in Business Administration

Tracks: Energy Management and Consumer Behavior

Provisional thesis title: Unraveling the complexity of human-nature relationships:
rethinking the implications for sustainability

Thesis subject: relationship between humans and nature and consequences on
individuals' sustainable attitudes and behaviors

Advisors: Marie-Charlotte GUETLEIN, Robert MAI

Université Savoie Mont Blanc, IREGE Lab, France

2024 – Ongoing

Doctorat in Cultures, Societes, Territories

Advisors: Carolina WERLE, Robert MAI

Yonsei University, South Korea

2020

Bilateral Exchange Program

LUISS Guido Carli University, Italy

2019 – 2021

Master of Science in Marketing Analytics and Metrics

Final grade: 110/110 cum laude

Thesis title: The impact of Influencer Marketing for durable and non-durable goods and the moderating effect of the Use of Social Norms in the Post Framing: an empirical investigation

Thesis subject: Behavioral Economics and Consumer Decision Making

Thesis advisor: Prof. Giacomo Sillari

LUISS Guido Carli University, Italy

2015 – 2018

Bachelor in Economics and Management

Final grade: 104/110

Thesis title: Thoughts and Decisions between Rational and Irrational

Thesis subject: History of Economic Thought and Behavioral Economics

Thesis advisor: Prof. Giuseppe Di Taranto

Work Experience

Grenoble Ecole de Management

September 2022 – Ongoing

Role: Research and Pedagogical Assistant

LUISS Guido Carli University

September 2021 – August 2022

Role: Teaching and Research Assistant, Academic Tutor

X.ITE Research Center

September 2021 – August 2022

Role: Research Fellow

Luiss Career Center, Italy

January 2021 – June 2021

Role: Part-time collaborator in the “Relationships with the Employers” office

Luiss Loft, Italy

September 2019 – February 2020

Role: Student Intern

Herotech, Italy

January 2019 – July 2019

Role: Marketing Intern

Business-e, Italy

July 2017 – October 2017

Role: Research Intern

Research

(* indicates first authorship)

Work in progress papers

1. **“Human Dominance Belief Scale: Measurement of the Belief in Humans’ Ability to Dominate Nature”*, with Marie-Charlotte Guetlein (Grenoble Ecole de Management) and Robert Mai (Grenoble Ecole de Management).

Target journal: Journal of Environmental Psychology

2. **“Humans do it better? Exploring the existence of an artificiality bias in domains where performance is a fundamental product attribute”*, with Marie-Charlotte Guetlein (Grenoble Ecole de Management), Robert Mai (Grenoble Ecole de Management), and Moritz Loock (University of St. Gallen).

Target journal: Journal of Marketing Research

3. **“When nature strikes: How disaster exposure and connectedness to nature influence willingness to engage in sustainable actions”*, with Carolina Werle (Grenoble Ecole de Management, Université Savoie Mont Blanc).

Target journal: Journal of Ecological Economics

4. *“(Failing to) Overcome motivated reasoning about wind energy: evidence from France”*, with Valeria Fanghella (Grenoble Ecole de Management), Joachim Schleich (Grenoble Ecole de Management), and Carine Sebi (Grenoble Ecole de Management).

Target journal: Journal of Economic Behavior and Organization

Academic conferences

1. **“Human Dominance Belief Scale: Measurement of the Belief in Humans’ Ability to Dominate Nature”*. SIM Conference 2024, Milan (Italy), October 2024.

2. **“Humans do it better? Exploring the existence of an artificiality bias in domains where performance is a fundamental product attribute”*. 3rd GEM – GAEL Joint Seminar, Grenoble (France), September 2024.

3. **“Humans do it better? Exploring the existence of an artificiality bias in domains where performance is a fundamental product attribute”*. 10th International Conference on Thinking, ICT, Milan (Italy), June 2024.

4. **“Humans do it better? Exploring the existence of an artificiality bias in domains where performance is a fundamental product attribute”*. EMAC Annual Conference 2024, Bucharest (Romania), May 2024.

5. **“Humans do it better? Exploring the existence of an artificiality bias in domains where performance is a fundamental product attribute”*. GEM/RWI Workshop on Behavioral Environmental Economics (BEE), Grenoble (France), February 2024.

Teaching

Data Analytics with Excel

Program Grand Ecole, Grenoble Ecole de Management, Fall semester 2024 (30 hours)

Evaluation: 4.79/5

Data Analysis with Excel

Program Grand Ecole, Grenoble Ecole de Management, Fall semester 2024 (15 hours)

Evaluation: 4.12/5

Techniques of Decision-Making

Program Grand Ecole, Grenoble Ecole de Management, Fall semester 2023 (15 hours)

Evaluation: 4.5/5

E-Cube Excellence in Excel

Program Grand Ecole, Grenoble Ecole de Management, Fall semester 2023 (13.5 hours)

Evaluation: 4.4/5

Fundamentals of Marketing

Program Grand Ecole, Grenoble Ecole de Management, Fall semester 2023 (12 hours)

Evaluation: not provided

Certifications and Training

GRE – Graduate Record Examinations Test

Verbal: 160/170, Quantitative: 160/170, Analytical writing: 4/6

2021

IELTS

Overall: 8/9, Listening: 9/9, Reading: 9/9, Writing: 7/9, Speaking: 7/9

2021

Business Analytics with R

Yonsei University

2020

Data Analysis with R

LUISS Guido Carli University

2019

Advanced Excel

LUISS Guido Carli University

2019

Language and IT Skills

Italian

Native speaker

English

Fluent (IELTS, grade: 8/9)

French

Basic knowledge

IT Skills

Advanced computer skills (all Microsoft Office Application)

Advanced skills in statistical software (SPSS, R, Stata)

Personal Interests

Motorbikes

Participation in riding courses, and in solo and group riding tours

Renaissance and Baroque Music

Former student of “Recorder and Early Music” at the
“Conservatorio di Musica Nicola Sala” in Benevento (2010 – 2015);
Participation in several concerts as a solo player and orchestra
member; Attendance to numerous masterclasses on the topic.