

CURRICULUM VITAE

NICOLA LACETERA

Università di Bologna Toronto

nicola.lacetera@unibo.it

<https://sites.google.com/site/nicolacetera>

PERSONAL DETAILS

Born on 20 September 1976 in Fano, Italy.
Italian and Canadian citizen.

EDUCATION

2000 *Laurea* in Economics, Università Bocconi, Milan, Italy. *Summa cum laude*.

2006 PhD, Behavioral and Policy Sciences Unit, MIT Sloan School, Cambridge, MA, USA.

ACADEMIC APPOINTMENTS AND HABILITATIONS

2024-present Professor of Economics, Università di Bologna, Italy.

2020-present Professor of Management, University of Toronto – Mississauga (on leave 2024-25).

2015-2020 Associate Professor of Management, University of Toronto - Mississauga.

2010–2015 Assistant Professor of Management, University of Toronto – Mississauga.

2010-present Cross-appointed at the Rotman School of Management and the Department of Economics.

2006-2010 Assistant Professor of Economics - Case Western Reserve University, Cleveland, OH.

2013-Present Full professor habilitation in the Italian University System (sectors 13/A1 and 13/A4).

OTHER APPOINTMENTS AND EXTERNAL AFFILIATIONS

- Tutor, Sollegio Superiore, Università di Bologna.
- Coordinator, Strategic Management PhD Program (2019-2024).
- Chief Scientist, Behavioural Economics in Action at Rotman (2016-23).
- Research Associate, National Bureau of Economic Research.
- Fellow, Center for Advanced Studies, LMU-Munich (2022-23).
- Invited Researcher, Science for Progress Initiative (SfPI-JPAL).
- Faculty Affiliate, Schwartz Reisman Institute for Technology and Society.
- Faculty Fellow, Gender and the Economy Institute at Rotman (GATE)
- Faculty Associate, Centre for Ethics, University of Toronto.
- Fellow, CESifo Research Network.
- Faculty Fellow, Canadian Centre for Health Economics.
- Faculty Fellow, Sandra Rotman Centre for Health Sector Strategies.
- Research Affiliate, Forward Society Lab.

VISITING POSITIONS

June-July 2023 Center for Advanced Studies, LMU-Munich, Germany.

June-July 2022 Center for Economic Studies, Munich, Germany.

June-July 2019 Munich Graduate School of Economics, Munich, Germany.

July 2017 Einaudi Institute for Economics and Finance, Rome, Italy.

Feb-Mar 2017 UC Berkeley (Dept. of Economics), Stanford University (Dept. of Economics).

July 2016 Center for Economic Studies, Munich, Germany.

RESEARCH ACTIVITIES

Current papers and projects

1. The Effect of Incentivizing Pro-Social Behavior is Context Dependent (with Grace Steward, Joseph Galaro, Mario Macis, Vikram Chib and Jeffrey Kahn).
2. Persuading regulators - A Textual Analysis of Early Benefit Assessments of Medical Products (with Paul Hofmarcher and Simeon Schudy).
3. Social support for legal medical assistance in dying: The role of moral and economic considerations (with Florian Schneider and Roberto Weber).
4. Conversation, cooperation, coordination (with David Cooper, Florian Englmaier and Matylda Trocinska).

Journal articles

1. Elias, J. J., Lacetera, N. and Macis, M., forthcoming: Is the price right? The role of morals, ideology and tradeoff thinking in explaining reactions to price surges, *Management Science*.
2. Cattaneo, C., Grieco, D., Lacetera, N. and Macis, M., forthcoming: Out-group penalties in refugee assistance: A survey experiment, *Scandinavian Journal of Economics*.
3. Lacetera, N., Piga, C. and Zirulia, L., forthcoming: Sticky prices for declining risk? Cancellation premia in the hotel industry, *Journal of Economics and Management Strategy*.
4. Briscese, G., Grignani, M., Lacetera, N., Macis, M. and Tonin, M., 2024: Norm misperceptions in social dilemmas: the role of preferences, heuristics and experiences, *Journal of Behavioral Economics for Policy*, 8, S1, 9-24.
5. House, J., Lacetera, N., Macis, M. and Mazar, N., 2024: Nudging the nudger: Performance feedback and organ donor registrations, *Journal of Health Economics*, 97, 102914.
6. Elias, J. J., Lacetera, N., Macis, M., Ockenfels, A. and Roth, A. E., 2024: Quality and safety for substances of human origins: scientific evidence and the new EU regulations, *BMJ Global Health*, 9(4), e015122.
7. Ambagtsheer, F., Bunnik, E., Pengel, L. H., Reinders, M. E., Elias, J. J., Lacetera, N., and Macis, M., 2024: Public Opinions on Removing Disincentives and Introducing Incentives for Organ Donation: Proposing a European Research Agenda, *Transplant International*, 37, 12483.
8. Briscese, G., Lacetera, N., Macis, M. and Tonin, M., 2023: Expectations, reference points, and compliance with covid-19 social distancing measures, *Journal of Behavioral and Experimental Economics*, 103, 101983.
9. Giorcelli, M., Lacetera, N. and Marinoni, A., 2022: How Does Science Affect Cultural Changes? A Digital Text Analysis, *Journal of Economic Growth*, 27, 2, 415-452.
10. He, J., Kang, S. and Lacetera, N., 2021: Opt-Out Choice Framing Attenuates Gender Differences in the Decision to Compete in the Lab and in the Field, *Proceedings of the National Academy of Sciences*, 118 (42).
11. Elias, J., Lacetera, N. and Macis, M., 2019: Paying for Kidneys? A Randomized Survey and Choice Experiment, *American Economic Review*, 109, 8, 2855-88.
12. Lacetera, N. and Macis, M., 2018: Moral Nimby-IsM? Understanding Societal Support for Monetary Compensation to Plasma Donors in Canada, *Law and Contemporary Problems*, 81, 83-105.
13. Kiri, B., Lacetera, N. and Zirulia, L., 2018: Above a Swamp: A Theory of High-Quality Scientific Production, *Research Policy*, 47, 5, 827-839.
14. Grieco, D., Lacetera, N., Macis, M. and Di Martino, D., 2018: Motivating Cord Blood Donations with Information and Behavioral Nudges, *Nature Scientific Reports*.
15. Elias, J.J., Lacetera, N., and Macis, M., 2017: Understanding Repugnance: Implications for Public Policy, *World Medical & Health Policy*, 9, 4, 489-504.

16. Lacetera, N., 2017: Incentives and Ethics in the Economics of Body Parts, *Osgoode Hall Law Journal*, 54, 2.
17. Elias, J.J., Lacetera, N., Macis, M. and Salardi, P., 2017: Economic Development and the Regulation of Morally Contentious Activities, *American Economic Review Papers and Proceedings*, 107, 5, 76-80.
18. Agrawal, A., Lacetera, N. and Lyons, E., 2016: Does Information Help or Hinder Job Applicants from Less Developed Countries in Online Markets?, *Journal of International Economics*, 103, 1-12.
19. Lacetera, N., Larsen, B., Pope, J. and Sydnor, J., 2016: Bid Takers or Market Makers? The Effect of Auctioneers on Auction Outcomes *American Economic Journal: Microeconomics*, 8, 4, 195-229.
20. Lacetera, N., Macis, M. and Mele, A., 2016: Viral Altruism? Generosity and Social Contagion in Online Networks, *Sociological Science*, 3, 202-238.
21. Catalini, C., Lacetera, N. and Oettl, A., 2015: The Incidence and Role of Negative Citations in Science, *Proceedings of the National Academy of Science*, 112, 45, 13823–26.
22. Lacetera, N. and Sydnor, J., 2015: Would You Buy a Honda Made in the U.S.? The Impact of Production Location on Manufacturing Quality, *Review of Economics and Statistics*, 97, 4, 855-76.
23. Elias, J.J., Lacetera, N. and Macis, M., 2015: Sacred Values? The Effect of Information on Attitudes toward Payments for Human Organs, *American Economic Review Papers and Proceedings*, 105, 5, 361-65.
24. Elias, J.J., Lacetera, N. and Macis, M., 2015: Markets and Morals: An Experimental Survey Study, *PLOS ONE*, 10, 6, 0127069.
25. Lacetera, N., Macis, M. and Slonim, R., 2014: Rewarding Volunteers: A Field Experiment, *Management Science*, 60, 5, 1107–29.
26. Lacetera, N., Macis, M. and Stith, S., 2014: Removing Financial Barriers to Organ and Bone Marrow Donation: The Effect of Leave and Tax Legislation in the U.S., *Journal of Health Economics*, 33, 43-56.
27. Lacetera, N. and Macis, M., 2013: Time for Blood: The Effect of Paid Leave Legislation on Altruistic Behavior, *Journal of Law, Economics and Organization*, 29, 6, 1384-1420.
28. Iajya, V., Lacetera, N., Macis, M. and Slonim, R., 2013: Effects of Social and Economic Incentives and Information on Voluntary Undirected Blood Donations: Evidence from a Randomized Trial in Argentina, *Social Science and Medicine*, 98, 214-23.
29. Busse, M., Lacetera, N., Pope, D., Silva-Risso, J. and Sydnor, J., 2013: Estimating the Effect of Salience in Wholesale and Retail Car Markets, *American Economic Review Papers and Proceedings*, 103, 3, 575-79.
30. Lacetera, N., Macis, M. and Slonim, R., 2013: Economic Rewards to Motivate Blood Donations, *Science*, 40, 6135, 927-28.
31. Lacetera, N., Pope, D. and Sydnor, J., 2012: Heuristic Thinking and Limited Attention in the Car Market, *American Economic Review*, 102, 5, 2206-36.
32. Lacetera, N. and Zirulia, L., 2012: Individual Preferences, Organization, and Competition in a Model of R&D Incentive Provision, *Journal of Economic Behavior and Organization*, 84, 550–70.
33. Lacetera, N., Macis, M. and Slonim, R., 2012: Will There Be Blood? Incentives and Displacement Effects in Pro-Social Behavior, *American Economic Journal: Economic Policy*, 4, 1, 186-223.
34. Boudreau, K. Lacetera, N. and Lakhani, K., 2011: The Effects of Increasing Competition and Uncertainty on Incentives and Extreme-Value Outcomes in Innovation Contests, *Management Science*, 57, 5, 843–63.
35. Lacetera, N. and Zirulia, L., 2011: The Economics of Scientific Misconduct, *Journal of Law, Economics and Organization*, 27, 3, 568-603.
36. Fini, R., Lacetera, N. and Shane, S., 2010: Inside or Outside the IP System? Business Creation in Academia, *Research Policy*, 39, 8, 1060-69.
37. Lacetera, N. and Macis, M., 2010: Social Image Concerns and Prosocial Behavior: Field Evidence from a Nonlinear Incentive Scheme, *Journal of Economic Behavior and Organization*, 76, 225-237.

38. Lacetera, N. and Macis, M., 2010: Do All Material Incentives for Prosocial Activities Backfire? The Response to Cash and Non-Cash Incentives for Blood Donations, *Journal of Economic Psychology*, 31, 4, 738–48.
39. Lacetera, N., 2009: Different Missions and Commitment Power in R&D Organization: Theory and Evidence on Industry-University Relations, *Organization Science*, 20, 3, 565-82.
40. Lacetera, N., 2009: Academic Entrepreneurship, *Managerial and Decision Economics*, 30, 7, 443-64.
41. Kaplan, D., Lacetera, N. and Kaplan, C., 2008: Sample Size and Precision in NIH Peer Review, *PLoS One*, July.

Other publications

1. Lacetera, N. and Macis, M., forthcoming: What is considered unethical in markets?, *Research Handbook on Unethical Behavior*, Edward Elgar.
2. Briscese, G., Lacetera, N., Macis, M. and Tonin, M., 2023: The Drivers of Compliance with Social Distancing Measures at the Time of Covid-19, *Handbook of Labor, Human Resources and Population Economics*.
3. Lacetera, N. and Macis, M., 2022: Increasing Blood and Plasma Donations: Behavioral and Ethical Scalability, in Soman, D. and Mazar, N., *Behavioral Science in the Wild*, University of Toronto Press.
4. Lacetera, N. and Macis, M., 2018: The Debate in Canada over Paying Plasma Donors, *Policy Options*.
5. Lacetera, N., 2017: Business Apologies and the Ethics and Narrative of Trust, *C4E Journal -- Perspectives on Ethics*.
6. Lacetera, N., 2016: Incentives for Prosocial and Intrinsically Motivated Activities, *IZA World of Labor*.
7. Lacetera, N. and Macis, M., 2015: Paid vs Volunteer Donations: An Analysis of the Behavioral and Ethical Issues around Donor Incentives, In: Domen R, ed., *Ethical Issues in Transfusion Medicine and Cellular Therapies*, Bethesda, MD: AABB Press.
8. Agrawal, A., Horton, J., Lacetera, N. and Lyons, E., 2015: Digitization of Information and the Market for Contract Labor. Forthcoming in Goldfarb, A., Greenstein, S. & Tucker, C. (Eds.) *Economics of Digitization: An Agenda*. National Bureau of Economic Research and University of Chicago Press.
9. Lacetera, N., Macis, M. and Slonim, R., 2014: To the Editor: On the Importance of Unconditional Rewards for Blood Donations, *Clinical Chemistry*.
10. Lacetera, N., Macis, M. and Slonim, R., 2013: Letter to the Editor: A Critical Comment on Niza, Tung and Marteau's Incentivizing Blood Donation: Systematic Review and Meta-Analysis to Test Titmuss' Hypotheses, *Health Psychology*.
11. Lacetera, N., Macis, M. and Slonim, R., 2013: In Defense of WHO's Blood Donation Policy: Response, *Science*, 342, 6159, 692.
12. Lacetera, N., Macis, M. and Slonim, R., 2013: The Value of Incentives in Blood Donations: Response, *Science*, 341, 6142, 129.
13. Fini, R., Lacetera, N. and Shane, S., 2013: Academic Entrepreneurship, in *Palgrave MacMillan Encyclopedia of Strategic Management*.
14. Fini, R. and Lacetera, N., 2010: Different Yokes for Different Folks: Individual Preferences, Institutional Logics, and the Commercialization of Academic Research, *Advances in the Study of Entrepreneurship, Innovation and Economic Growth, Vol 21: Spanning Boundaries and Disciplines: University Technology Commercialization in the Idea Age* (eds. Gary Libecap and Marie Thursby), 1-25.

Grants, awards and fellowships (2011-)

2011

- Social Sciences and Humanities Research Council of Canada (SSHRC) grant: Field Experiments in Global Health: Motivating Voluntary Blood Donations in Argentina (PI, with Victor Iayja, Mario Macis and Robert Slonim), CAD 42,000.
- Dean’s Excellence Award, University of Toronto-Mississauga.
- Meritorious Service Award, *Management Science*.

2012

- Social Sciences and Humanities Research Council of Canada (SSHRC) grant for conference: “Frontiers in the Economics of Markets and Organizations”, University of Toronto (with Alberto Galasso and Tanjim Hossain), CAD 12,500.
- NET Institute Grant for project “Viral Altruism” (with Mario Macis and Angelo Mele), USD 5,000.
- Dean’s Excellence Award, University of Toronto-Mississauga.
- Excellence in Refereeing Award, *American Economic Review*.

2013

- Social Sciences and Humanities Research Council of Canada Insight Development Grant (Collaborator, with Sonia Kang [PI] and Jacob Hirsch), “Stereotypes, Identity, and Task Decisions,” CAD 74,346
- Dean’s Excellence Award, University of Toronto-Mississauga.
- Excellence in Refereeing Award, *American Economic Review*.
- Distinguished Service Award, *Management Science*.

2014

- Science of Philanthropy grant: “Giving Life and Saving Lives: A Natural Field Experiment on Motivating Cord Blood Donations” (Co-PIs: Daniela Grieco and Mario Macis), US\$36,340.
- Dean’s Excellence Award, University of Toronto-Mississauga.
- Excellence in Refereeing Award, *American Economic Review*.
- Distinguished Service Award, *Management Science*.
- Research and Scholarly Activities Fund grant, UT-Mississauga, CAD 5,500.

2015

- Kauffman Foundation grant for workshop on the applications of experimental economics methods in entrepreneurship research (with David Cooper), USD 50,000.
- Johns Hopkins Catalyst Grant for “Economics and bioethics” (Co-PI with Mario Macis (PI) and Julio Elias (Co-PI)), USD 60,000.
- Harold Crabtree Foundation research grant: “Enhancing organ donor registration rates through strengthening ServiceOntario customer representatives’ motivations: Observational studies and field interventions” (PI; with Audrey Laporte, Mario Macis, Frank Markel and Nina Mazar).
- Johns Hopkins University “Exploration of Practical Ethics” grant: “Altruism, Ethics and Markets: A Behavioral and Neuroscientific Experimental Study” (Co-PI; with Mario Macis (PI), Vikram Chib and Jeffrey Kahn), USD 55,884.
- Excellence in Refereeing Award, *Journal of the European Economic Association*.

2016

- Science Leadership Program Fellow, University of Toronto.
- Excellence in Refereeing Award, *American Economic Review*.

2017

- Animal Charity Evaluators grant: “An Experimental Analysis of Moral Aversion to the Consumption of Animal Products”, USD 11,640 (with Lisa Kramer).
- Innovation Policy research grant, National Bureau of Economic Research, USD 20,000 (with Michela Giorcelli and Astrid Marinoni).
- Kauffman Foundation grant for a workshop on the applications of experimental economics methods in entrepreneurship research (with David Cooper and Mirjam Van Praag), USD 45,000.
- Distinguished Service Award, *Management Science*.

2018

- Institute for Gender and the Economy Grant, University of Toronto, for the project “Choice Architecture and Women’s Leadership Ascension” (with Joyce He and Sonia Kang), CAD6,500

2019

- Sandra Rotman Centre for Health Sector Strategy research grant: “The social support of health-related policies: Experimental and machine learning – based studies” (PI; with Julio Elias and Mario Macis), CAD16,500.
- Institute for Management and Innovation Research Small Research Grant for Workshop on Entrepreneurship and Experimental Economics (U of T – Mississauga), CAD5,000.
- Institute for Management and Innovation Research Award (U of T – Mississauga).

2020

- Meritorious Service Award, *Management Science*.

2021

- Friedrich Wilhelm Bessel Research Award, Alexander Humboldt Foundation, Germany.

Invited seminars (including scheduled)

2025: University of Oslo, University of Vienna, Ifo Institute Fürth, Università di Torino.

2023: University of Vienna, University of Heidelberg, University of Genova, University of Venezia, University of Bologna, LMU-Munich.

2022: University of Sussex, University of Zurich, University of Pavia, St. Anna School for Advanced Studies, IMT Lucca.

2021: University of Pittsburgh, University of Glasgow, University of Regensburg, Massachusetts Institute of Technology, Getulio Vargas Foundation, Loughborough University, University of Toronto (Schwartz-Reisman Institute for Technology and Society).

2020: Stanford University, Brown University, Bocconi University, Economic History Virtual Seminar Series, University of Ancona.

2019: Munich Graduate School of Economics, Max Plank Institute - Munich.

2018: Princeton University, National Bureau of Economic Research, Copenhagen University, University of Rochester, Centre for Ethics (University of Toronto), University College Dublin.

2017: Stanford University, UC-Berkeley, Wharton School, University of Uppsala, University of Rome “La Sapienza”, Einaudi Institute for Economics and Finance.

2016: LMU Munich, University of Bonn, Boston University, University of California San Diego, HEC Montreal.

2015: Harvard Business School, McMaster University, Wilfrid Laurier University.

2014: National Bureau of Economic Research, University of Toronto (Institute of Health Policy, Management and Evaluation), University of Waterloo, Queen’s University.

2013: Washington University St. Louis – Olin School of Business, University of California – Berkeley, Cornell University, Colgate University, MIT, Bank of Italy.
2012: Imperial College London, London Business School, University of Bologna, Iowa State University.
2011: Georgia Institute of Technology.
2010: University of Viterbo, Cleveland State University, University of Toronto, Boston University.
2009: University of Texas – Dallas, University of California – San Diego, University of Michigan.
2008: University of Bologna, Kent State University, Boston University.
2006: Harvard Business School, University of Southern California, Florida International University, Case Western Reserve University, Nova University of Lisbon, Washington University St. Louis, London Business School, Duke University, NYU, HEC Paris, IESE Barcelona, Catholic University of Leuven, Georgia Institute of Technology, Bocconi University.

Conference presentations (include scheduled; excludes presentations by coauthors)

2025: Conference on Morals, Purpose and Impact in Markets and Organizations (Tinbergen Institute, Rotterdam).
2024: Conference on Limits of Markets (WZB Berlin), Conference on the economics of non-market transactions (KU Leuven).
2023: CESIFO Venice Summer Institute, Southern Economic Association.
2022: Society of Judgment and Decision Making, CESIFO Venice Summer Institute.
2019: AEA meetings, Philosophy Politics and Economics Society Meetings, NBER Summer Institute (Development of the American Economy Program), Max Plank Institute Workshop on Entrepreneurship and Experiments.
2018: Stanford Institute of Theoretical Economics (SITE) Workshop (Psychology and Economics), Academy of Management Annual Meetings, REER Conference, Workshop in Memory of Luigi Orsenigo (Bocconi University).
2017: Workshop on Moral Reasoning in Economics (Briq-University of Bonn), University of Munich Workshop on Natural Experiments and Controlled Field Studies.
2016: Stanford Institute of Theoretical Economics (SITE) Workshop (Experimental Economics), University of Munich Workshop on Natural Experiments and Controlled Field Studies, Rotman School Research Roundtable on Morality.
2015: AEA Annual Meetings, University of Munich Workshop on Natural Experiments and Controlled Field Studies, Johns Hopkins University Workshop “Everything for Sale? The Ethics and Economics of Compensation for Body Parts”, Annual Canadian Health Economists’ Study Group Conference, Barcelona Graduate School of Economics Summer Forum (Applied Industrial Organization), Workshop on Experimental Economics and Entrepreneurship.
2014: AEA Annual Meetings, IOOC Conference, NBER Organizational Economics Conference, University of Munich Workshop on Natural Experiments and Controlled Field Studies
2013: AEA Annual Meetings, Canadian Institute for Advanced Research’s program on “Social Interactions, Identity and Wellbeing” Meeting, University of Stirling Workshop “Monetary Incentives to Promote Socially Desirable Behaviours”, Royal Society of Edinburgh “Organ Donation workshop” (University of Stirling), IZA Workshop on Behavioral Organizational Economics, NBER Summer Institute (Labor/Personnel Economics), FTC Microeconomics Conference
2012: AEA Annual Meetings, University of Munich Workshop on Natural Experiments and Controlled Field Studies, NBER Summer Institute (Development and Productivity; Public Economics), NYU Stern School of Business Economics of Strategy Conference, London Business School (Sumantra Goshal Conference – invited panelist), RCEF Conference, Workshop on Advances with Field Experiments (University of Chicago), EARIE Meetings

2011: University of Munich Workshop on Natural Experiments and Controlled Field Studies, Stanford Institute for Theoretical Economics (Experimental Economics Workshop), NBER Productivity Spring Meeting, Southern Ontario Behavioral Decision Research Conference

2010: University of Munich Workshop on Natural Experiments and Controlled Field Studies, Academy of Management Meetings, FTC Microeconomics Conference, HBS Strategy Conference

2009: AEA Annual Meetings, Academy of Management Meetings, Kauffman Workshop on Graduate Education in Technology Commercialization

2008: AEA Annual Meetings, EARIE Meetings

2007: REER Conference, London Business School Entrepreneurship Conference, ISNIE Annual Conference, EPFL Lausanne Conference on Science and Technology Policy

2006: AEA Annual Meetings, EARIE Meetings.

Keynotes

2025: Behavioral and Experimental Economics Network 13th meeting, Bologna.

2022: Munich Summer Institute, Max Plank Institute, Munich.

2019: Norms and Behavioral Change Workshop, University of Pennsylvania.

Invited discussant

Workshop on Entrepreneurship and Experimental Economics, CCC Doctoral Consortium, REER Conference, NBER Summer Institute (Innovation Policy, Economics of IT, Health Care), IIOC Conference, Imperial College London Workshop on Industry-University Relationships, EPFL Lausanne Conference on Science and Technology Policy, Kauffman-Cleveland FED Conference on Entrepreneurial Finance, AEA Meetings, Canadian Economic Association Meetings, Canadian Centre for Health Economics, Kauffman Workshop on Entrepreneurship and Innovation.

Conference and session organization

Conferences

Conference on Frontiers in the Economics of Markets and Organizations, UTM, 2012, 2014, 2016 and 2018 (with Alberto Galasso and Tanjim Hossain).

Workshop on Experimental Economics and Entrepreneurship (Tampa, FL, 2015, with David Cooper; Copenhagen, 2018, with David Cooper and Mirjam Van Praag; Charlotte, NC, 2023, with David Cooper, Florian Englmaier and Krista Saral).

2016 MIT Sloan Memorial Conference for Rafel Lucea: “Sustainability challenges: Implications for companies, NGOs, and regulators” (with Rodrigo Canales and Ramana Nanda).

AEA sessions: Chair or organizer

Extrinsic Incentives and Pro-Social Behavior (San Francisco, 2009).

Exploring the Sources of Innovation: Recent Developments (San Francisco, 2009).

Experimenting with Organizations (Denver, 2011).

Field Experiments in Health Economics (Chicago, 2012).

Understanding the auction process: New theories and evidence (Philadelphia, 2014).

Institutions, Morals and Markets (Chicago, 2017)

Sex, Drugs, Kidney and Migrants: The Economics of Forbidden Transactions (Atlanta, 2019).

AoM Professional Development Workshops

Research on university research commercialization: approaches, methodologies, and data sources (Montreal, 2010; with Riccardo Fini and Markus Perkmann)

Research on universities and commercialization: Contributions to management research (San Antonio, 2011; with Riccardo Fini, Andrew Nelson, Markus Perkmann and Henry Sauerermann)

Research on universities and science: Geography, institutions, and disciplinary fields (Boston, 2012; with Riccardo Fini, Markus Perkmann and Henry Sauermann).

AoM Symposium: Do High-Powered Incentives for Creative and Knowledge Workers Work (Philadelphia, 2014)?

Reviewing activities

Editorial Review Board member, *Strategic Management Journal*.

Advisory Editor, *Research Policy*.

Specialty Chief Editor of Culture and Ethics, *Frontiers in Behavioral Economics*.

Selection Committee member, Rafel Lucea Sustainability and Social Impact Award, MIT.

Program Committee member, American Economic Association 2017 Annual Meetings.

Academic editor, *PLOS One* (2019-2022).

Ad hoc Reviewer

- *Journals*: American Economic Review, Journal of Political Economy, Econometrica, Quarterly Journal of Economics, Review of Economic Studies, Science, AEJ: Applied Economics, AEJ: Economic Policy, RAND Journal of Economics, Review of Economics and Statistics, International Economic Review, Journal of Labor Economics, Management Science, Organization Science, Journal of the European Economic Association, Psychological Science, Journal of Law Economics and Organization, Economics Letters, Economic Development and Cultural Change, Economics of Education Review, Journal of Economic Behavior and Organization, Journal of Conflict Resolution, Strategic Management Journal, International Journal of Industrial Organization, Journal of Economics and Management Strategy, PLOS One, Health Economics, Southern Economic Journal, Small Business Economics, Economica, Research Policy, Journal of Evolutionary Economics, Industrial and Corporate Change, Academy of Management Review, Journal of Management and Governance.
- *Publishers*: MIT Press, John Wiley & Sons, Oxford University Press.
- *Grant agencies*: National Science Foundation, Social Sciences and Humanities Research Council, European Research Council, German-Israeli Foundation, Sloan Foundation, Bicentennial Program for Science and Technology (Chile), Israel Science Foundation, US Army Research Office, Italian Ministry for Research.

TEACHING AND SUPERVISION

Courses taught

2024-: Università di Bologna:

- Microeconomia (Undergraduate, Political Science).
- Economics of Regulation (Master in Economics and Public Policy)
- Behavioral Economics of Strategy and Organizations (PhD in Public Governance, Management e Policy).

2010-2024: University of Toronto

- Behavioral Economics of Strategy and Organizations (Rotman School, PhD)
- Technology Policy (Master of Management of Innovation, Master of Urban Innovation)
- Strategic Management in Competitive Environments (Undergraduate)
- Strategic Management for Sustainability (Master in Sustainability Management)
- Management of Technology (Master of Management of Innovation)
- Introduction to Big Data Analysis (Master of Management of Innovation).

- Technology and Innovation: Historical, Social and Economic Perspectives (Undergraduate)
- Management of Technological Innovation (Master of Biotechnology).
- Entrepreneurial Strategy (Undergraduate).
- Strategic Management Workshop (Rotman School, PhD).

2006-2010: Case Western Reserve University

- Entrepreneurial Strategy (Undergraduate).
- Economic Analysis of Business Strategies (Undergraduate).
- New Venture Creation (MBA).

Short lecture cycles in other institutions

- 2016 Center of Economic Studies, Munich, Germany: “Motivating prosocial behavior: Economic incentives and moral constraints”.
- 2018 CENTRO, Mexico City, Mexico: “The behavioral economics of strategy and entrepreneurship”.
- 2019 Munich Graduate School of Economics, Munich, Germany: “Values and economic behavior”.
- 2021 Center of Economic Studies, Munich, Germany: “Values and economic behavior”.
- 2023 University of Genova: “The use of surveys in economics research”.

Student supervision

PhD Committee Chair or member

- Manuela Collis, PhD Rotman (Chair of Committee. Fifth year).
- Mariana Oseguera Rodriguez, PhD Rotman (Dissertation Committee member. Placement: Georgetown University, 2025).
- Stijn Bruers, KU Leuven (External reader).
- Jieun Shin (Dissertation Committee member. Placement: IESE, 2024).
- Daphne Baldassari, PhD Rotman (Dissertation Committee member. Placement: University of Southern California, 2024).
- Patrick Rooney, PhD Rotman (Chair of Committee. Placement: Federal Reserve Bank – Cleveland, 2021).
- Joyce He, PhD Rotman (Dissertation Committee member. Placement: University of California – Los Angeles, 2021),
- Andrea Contigiani, Wharton School (Dissertation Committee member. Placement: Ohio State University, 2019).
- Jillian Chown, PhD Rotman School, University of Toronto (Dissertation Committee member. Placement: Northwestern University, 2016).
- Elizabeth Lyons, PhD Rotman School, University of Toronto (Dissertation Committee member. Placement: University of California - San Diego, 2014).
- Christian Catalini, PhD Rotman School, University of Toronto (Dissertation Committee member. Placement: MIT Sloan School of Management, 2013; Libra Foundation, 2020; Lightspark, 2022).
- Sacha Kapoor, PhD Economics, University of Toronto (Dissertation Committee member. Placement: Post Doc University of Chicago, 2011; Erasmus University Rotterdam, 2012).

Public lectures, outreach and participation to public events

- Presentation of the book “Hanno vinto i ricchi” with author Riccardo Staglianò (journalist, LA Repubblica), Fano, Italy, 2025.
- Speaker to public event Un nuovo Occidente? Riflessioni dopo le elezioni in USA e Europa” (with Laura Polverari, Università di Padova), Associazione 27 Agosto, Fano, Italy, 2024.
- Behavioral economics for managers, Federmanager Basilicata, 2020.
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- Discussion Forum on Defined Contribution Pension Programs – NEST-UK, ASPEN Institute, International Centre for Pension Management, Vancouver, Canada, 2019.
- Plasma Protein Forum, Washington DC, 2018.
- Passaggi Literature Festival, Fano, Italy, 2018.
- Festival of Economics, Trento, Italy, 2017: Panelist on “Markets for the Human Body: Exploitation or Opportunity?” (With Alvin Roth, Mario Macis, and Ignazio Marino).
- Behavioural Insights Panel, Rotman School, 2017 (with Mitchell Hoffman, Tanjim Hossain and Avni Shah).
- Social Capital and Blood Donations, Fano, Italy, 2016.
- “Technology Needs Management, or What Social Media, Nasal Vaccines and an Ontario Forest Have in Common,” Graduate Management Consulting Association, Toronto, 2015, 2016.
- “Markets and Morals: How Ethics Shape the Economy,” *UTM in Your Neighbourhood* alumni event, Brampton (ON), 2015.
- Technological Innovation: Opportunities and Challenges, Fano, Italy, 2014.

SELECTED MEDIA MENTIONS

- This Blog Post Costs \$3.99, *National Public Radio*, 2011.
- Little Difference on Odometer, Big Difference for Used Car Price, *The Christian Science Monitor*, 2011.
- The Stigma against Cars Made in the US Has Finally Disappeared, *Business Insider*, 2012.
- Does the Altruism Theory Help Anyone at All?, *Financial Times*, 2012.
- Non-cash Incentives Could Boost Blood Donations without Risking Supply, *The Globe and Mail*, 2013
- When Driving a Mile Can Cost You \$448, *The Washington Post*, 2013.
- Small Business, Joining a Parade of Outsourcing, *The New York Times*, 2014.
- Need a Kidney? Not Iranian? You’ll Wait, *The New York Times*, 2015.
- How Much can You Get for Selling your Body (Parts)?, *The Guardian*, 2015.
- Is There a Moral Way to Fix America’s Kidney Shortage?, *The Atlantic*, 2015.
- Give a Kidney, Get a Check, *The Atlantic*, 2015.
- The One Metric that Defines Science Has Been Vindicated, *Quartz*, 2015.
- Parsing Negative Citations, *The Scientist*, 2015.
- People Love Viral Giving Campaigns (But They Don’t Donate), *Huffington Post*, 2016.
- Online ‘Slacktivists’ Fail to Put Money where their Mouse Is, *The Times of London*, 2016.
- Here’s Why an Economist Thinks We Should Consider Paying People to Give Up their Body Parts, *Business Insider*, 2016.
- Without Matching Bone Marrow Donors, 3,000 Americans Die Each Year -- This Movie Wants To Change That, *Forbes*, 2016.
- Moral Hazard, *The Economist*, 2018.
- How new mothers can be ‘nudged’ to donate life-saving cord blood, *The Globe and Mail*, 2018.
- The Uncertain Path of the Coronavirus Pandemic Poses Its Own Risk, *The Wall Street Journal*, 2020.
- How Economists Are Trying to Answer Coronavirus Questions, *The New York Times*, 2020
- This could be a long fight. People should be told the truth, *The Washington Post*, 2020.

- Should governments give an end date for social distancing? COVID-19 study says there's a catch, *Toronto Star*, 2020.
- An impossible dilemma, *Toronto Star*, 2020.
- A quirk in the law means that America's kidney shortage costs taxpayers, *The Economist*, 2020.

OP-Eds:

See: <https://sites.google.com/site/nicolacetera/popular-press?authuser=0>

OTHER PROFESSIONAL EXPERIENCE

- Patient assistant in hospice for mentally challenged adults (in lieu of military service duties), ANFFAS, Milan, Italy, 2000-2001.
- Summer intern at the Bureau of Trade and Economic Cooperation, Italian Embassy, Rabat, Morocco, 1999.

LANGUAGES: Italian (native), English, French. Reading knowledge of Latin and Classic Greek.