

Stefania Innocenti, PhD

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CURRENT POSITIONS

since 2025 (July)	Titular Associate Professor of Behavioural Economics - Smith School of Enterprise and the Environment, University of Oxford
since 2025 (September)	Academic Course Director (MSc Sustainability, Enterprise and Environment) - Smith School of Enterprise and the Environment, University of Oxford
since 2025	Co-Director of the Economics of Sustainability programme - Smith School of Enterprise and the Environment & Institute for New Economic Thinking, University of Oxford
since 2021	Departmental Research Lecturer (Fixed Term, 2029) - Smith School of Enterprise and the Environment and School of Geography and the Environment (SoGE), University of Oxford
since 2022	College Advisor - Brasenose College, University of Oxford
since 2019	Associate Member - Department of Economics, University of Oxford

PREVIOUS POSITIONS

2022- 2025	Deputy director of the Economics of Sustainability programme - Smith School of Enterprise and the Environment & Institute for New Economic Thinking, University of Oxford (UK)
2019-2022	William Golding Junior Research Fellow - Brasenose College, University of Oxford (UK)
2020-2021	Senior Research Associate in Behaviour, Finance and Social Statistics - Smith School of Enterprise and the Environment, University of Oxford (UK)
2018-2020	Research Associate in Behaviour, Finance and Social Statistics - Smith School of Enterprise and the Environment, University of Oxford (UK)
2017-2019	Stipendiary lecturer in Economics - St. Peter's College, University of Oxford (UK)
2012	Researcher - Department of Economics, University of Florence, Florence (Italy)
2011	Consultant - Italian Ministry of Economics and Finance, Treasury department, Rome (Italy)
2011	Consultant - United Nations ILO, Social Protection department, Geneva (Switzerland)
2009-2010	Research Assistant - European University Institute, Robert Schuman Center, Fiesole (Italy)
2008	Research Assistant - Italian Institute for Foreign Trade, Research Department, Rome (Italy)

DEGREES

2018	Ph.D. in Economics, School of Business and Economics, Maastricht University (the Netherlands). Thesis title: "On Institutional Persistence" (supervisor: Robin Cowan, co-supervisor: Eleonora Nillesen, degree committee: Marie Claire Villeval, Martin Strobel, Michael Grimm, Théophile Azomahou).
2010	M.Phil in Economics and Social Sciences, University of Florence (Italy). Thesis title: "Trade Negotiations and Lobbying Activity: Some theoretical reflections" (supervisor: Giorgia Giovannetti) <i>Summa cum laude and mention of publication</i> .
2007	Bachelor in Development Economics, University of Florence (Italy). Thesis: "The veto-players in the WTO" (supervisor: Nicoló Bellanca) <i>Summa cum laude</i> .

RESEARCH VISITS

2016-2017	Junior Visiting Scholar - Nuffield College, University of Oxford
2022 (Nov)	Technical University of Berlin

ACADEMIC AWARDS AND GRANTS

2023, 2024	SoGE Research and Culture Fund (£850)
2022, 2023, 2024	Yearly SoGE research grant (£800)
2023-	SSEE Innovation Fund (£10,000) - Principal Investigator
2023-2024	SSEE Innovation Fund (£2,000) - Principal Investigator
2021-2022	Van Houten Fund (£6,000) - Principal Investigator
2021-	Philanthropic donation from Sony Interactive entertainment (£400,000 + £100,000) - Principal Investigator (with Rupert Younger)
2019- 2020	UKRI Global Challenges Research Fund (£42,000) - Principal Investigator (with Johanna Koehler)
2019- 2022	John Fell Fund Grant (£7,400) - Principal Investigator
2019- 2022	Research grant from Zurich Insurance (£1,107,000) - Contributed to grant application and named researcher
2013-2017	Full doctoral fellowship, UNU-MERIT, Maastricht University
2010	Jacopo Fica Research grant (€10,000) - Principal Investigator
2010	Prize the most original MPhil thesis, Economics department, University of Florence

RESEARCH ARTICLES

Published articles

15. Milinski, M. & **Innocenti, S.** (2025) Climate extreme events and climate change are forced by extortionate free-riders - an economic experiment, forthcoming, *Ecological Economics*.
14. Fang, X., Ettinger, J. & **Innocenti, S.** (2025) [United Nations Environment Assembly attendees underestimate public willingness to contribute to climate action](#), *Communications Earth and Environment* (Nature portfolio).
13. Byfuglien, A., Kvakkestad, V. & **Innocenti, S.** (2025) [Mitigation and adaptation in agriculture: Effects of framing on farmers? Policy support and sustainable practices](#). *Climatic Change*, 178, 64.
12. **Innocenti, S.**, Brunckhorst, B., Katuva J. & Koehler, J. (2025) [Community decisions to insure against collective risk: the case of maintenance services for rural water infrastructure](#). *Journal of Development Studies*, pp 1-26
11. Byfuglien, A., van Valkenberg, A. & **Innocenti, S.** (2025) [Good intentions, limited action: what motivates farmers to adopt sustainable farming practices?](#) *Journal of Environmental Psychology* 102, pp.102522.
10. Wagner, J., Merner, S., **Innocenti, S.** & Hope, R. (2025) [Can solar water kiosks generate sustainable revenue streams for rural water services?](#) *World Development*, 185, pp.106787
9. Clark, G.L., Hoefer, M. & **Innocenti, S.** (2024) [Spatial Variations in Risk Tolerance, Financial Competence and the use of Financial Instruments: Evidence from a Multi-Jurisdictional Survey](#). *Finance and Space*, 23, pp. 183-201

8. **Innocenti, S.**, Clark, G. L. & McGill, S. (2024) [Experience of financial challenges, retirement concerns and planning: Evidence from representative samples of workers in 16 countries.](#) *Journal of Pension Economics and Finance*, pp. 1-19
7. **Innocenti, S.** & Golin (2022) M. [Human capital investment and perceived automation risks: Evidence from 16 countries.](#) *Journal of Economic Behaviour and Organization*, pp. 27-41.
6. Freeman D., Loe B., Yu L.M., Freeman J, Chadwick A., Vaccari C., Shanyinde M., Harris V., Waite F., Rosebrock L., Petit A., Vanderslott S., Lewandowsky S., Larkin M., **Innocenti S.**, Pollard A.J., McShane H., & Lambe S. (2021) [Reducing COVID-19 vaccine hesitancy a randomised controlled trial of the effects of different types of vaccination information.](#) *The Lancet Public Health*, 6(6), pp.416-427
5. Chadwick A., Kasier J., Vaccari C., Freeman D., Lambe S. , Loe B., Vanderslott S., Lewandowsky S., Conroy M., Ross A., **Innocenti S.**, Pollard A.J., Waite F., Larkin M., Rosebrock L., Jenner L., McShane H., Giubilini A., Petit A. & Yu L.M. (2021) [Online Social Endorsement and Covid-19 Vaccine Hesitancy.](#) *Social Media+Society*, pp. 1-17.
4. Freeman D., Lambe S., Yu L.M., Freeman J, Waite F., Chadwick A., Vaccari C., Rosebrock L., Petit A., Vanderslott S., Lewandowsky S., Larkin M., **Innocenti S.**, McShane H., Pollard A.J., & Loe B. (2021) [Injection fears and COVID-19 vaccine hesitancy.](#) *Psychological Medicine*, pp. 1-24
3. Freeman D., Loe B., Chadwick A., Vaccari C., Waite F., Rosebrock L., Jenner L., Petit A., Lewandowsky S., Vanderslott S., **Innocenti S.**, Larkin M., Giubilini A., Yu L.M., McShane H., Pollard A.J. & Lambe S. (2020) [COVID-19 Vaccine hesitancy in the UK: The Oxford Coronavirus Explanations, Attitudes and Narrative Survey \(OCEANS\) II.](#) *Psychological Medicine*, pp.1-15.
2. **Innocenti, S.** & Cowan, R. (2019) [Self-efficacy beliefs and imitation: A two-armed bandit experiment.](#) *European Economic Review*, 113, pp. 156-172.
1. **Innocenti, S.**, Clark, G. L., McGill, S. & Cuñado, J. (2019) [The effect of past health events on intentions to purchase insurance: Evidence from 11 countries.](#) *Journal of Economic Psychology*, 74, pp. 102204.

Submitted articles

1. Bharadwaj, P. & **Innocenti, S.** The Effect of Framing on Public Support for Fuel Subsidy Reforms: Experimental and Qualitative Evidence from Malaysia (revisions submitted to *Energy Economics*)
2. Fang, X. & **Innocenti, S.** The economics and psychology of carbon tax acceptance: Evidence from a randomized survey experiment (Submitted)
3. Ferris, A. & **Innocenti, S.** Should I stay or should I go: Intentions to freelance across 16 countries (revision requested at *Small Business Economics*)

Work in progress

1. **Innocenti, S.**, Fang, X. & Vogt, S. Can combining education and entertainment in video games promote pro-environmental behaviour? (data-collection completed, manuscript in preparation)

2. **Innocenti, S.**, Fang, X. & Ettinger, J. The power of VR in climate communication (data collection completed, manuscript in preparation)
3. Mark, E., Del Rio-Chanona, M. & **Innocenti, S.** Behaviour and the Labour Market: Incorporating behavioural heterogeneity to model unequal outcomes (manuscript in preparation)
4. Hoefer, M., Byfuglien, A., Fang, X., Lohmann, P. & **Innocenti, S.** On the relationship between pro-social preferences and Pigouvian taxation (data-collection starting in September 2025)

TEACHING EXPERIENCE

Supervision

Post-Docs	Ximeng Fang, 2022-
PhD Students	Andrea Byfuglien (co-supervised), 2021- 2024 (completed); Adam Ferris (co-supervised), 2021- ; Ebba Mark (co-supervised), 2023- ; Mads Hoefer (principal), 2023-
MSc Students	Kaitlyn Abrams (2018); Simon Wehden (2019); Simant Verma (2021); William Moore (2021); William Richards (2023); Isobel Laughton (2024); Preethika Bharadwaj (2024)
Research Assistants	Henriette Druba (2019); Marta Golin (2020); Ben Brunckhorst (2021); Sara Merner (2021); Adam Ferris (2021); Aysha Emmerson (2024); Jasmin Baier (2024); Valley Lopez (2025); Katie Blake (2025); Terry Zhang (2025)
Undergraduates	11 students on various topics (2015)

Course/Module leadership

2019, 2020, 2022-24	Economics of the Environment (MSc/M.Phil) - SoGE, University of Oxford, core course, 30 students
2021	Methods (MSc/M.Phil) - SoGE, University of Oxford, core course, 30 students
2015	Intellectual Property Rights in Network Societies (MSc) - School of Business and Economics, Maastricht University, elective course, 20 students. Evaluation: 9/10.

Tutoring

2018, 2019	Economics of Developing Countries (Undergraduate) - St. Peter's College, University of Oxford
2018, 2019	Introductory Microeconomics (Undergraduate) - St. Peter's College, University of Oxford
2014	International Economics (Undergraduate) - School of Business and Economics, Maastricht University
2014	Intellectual Property Rights in Network Societies (MSc) - School of Business and Economics, Maastricht University. Tutor evaluation: 8.8/10 and 9.4/10

Invited Lectures

2023-2025	Introduction to Microeconomics (MSc/M.Phil) - SoGE, University of Oxford, induction course, 45 students
2021-2024	Debates on Development and the Environment (MSc/M.Phil) - Oxford Department for International Development, University of Oxford
2021	Introduction to Behavioural Economics (MSc/M.Phil) - SoGE, University of Oxford, core course, 50 students
2018-2022	Behavioural Economics for the Environment (MSc/M.Phil) - SoGE and Saïd Business School, University of Oxford
2018, 2019	Behavioural Economics for the Environment (Enterprise and the Environment Summer School) - SoGE, University of Oxford
2019	Introduction to Environmental Economics (Undergraduate) - SoGE, University of Oxford
2019, 2018, 2017	Agenda Setting, Policy Formulation and Decision-Making (MSc) - Maastricht School of Governance, Maastricht University.
2017, 2016, 2015	Introduction to Behavioural Economics (MSc) - Maastricht School of Governance, Maastricht University. Evaluation: 9/10
2016	Introduction to Experimental Methods (MSc) - Maastricht School of Governance, Maastricht University.
2015	Introduction to Intellectual Property Rights (MSc) - School of Business and Economics, Maastricht University

CITIZENSHIP

2024-	Lead SSEE Early Career Researchers Forum - SoGE, University of Oxford
2024-	Graduate Exam Board Member - SoGE, University of Oxford
2024-	Research Ethics Committee - SoGE, University of Oxford
2021-	Ethics Reviewer - SoGE and CESS University of Oxford
2021-2024	Co-convenor SSEE internal seminar series - SoGE, University of Oxford
2022-	Management committee member - INET, University of Oxford
2021-	Examiner for transfer to DPhil status and Confirmation of Status - SoGE, Dept. of Biology University of Oxford
2019-	DPhil selection - University of Oxford
2019-	Hiring committees for academic (post-doc) and administrative roles - University of Oxford
2019-2020	Working group member to design new SSE MSc -University of Oxford
2018-	Exam and Dissertation marking - SoGE, University of Oxford

OTHER ACADEMIC ACTIVITIES

2026	External Examiner DPhil dissertation (scheduled - Franziska Funke) - TU Berlin
2025	Executive Education (Australian Super, SSEE; OSFB (SSEE & Said Business School) - Oxford (June, September)
2022	External Examiner PhD dissertation - Maastricht University
2023-2025	Workshop organisation: Economics of Sustainability workshop - Oxford (May)
2023	First Interdisciplinary Workshop on Behaviour and the Environment - Oxford (June)
2022	External Examiner DPhil dissertation (Aysha Bellamy) - Royal Holloway
2017-2019	Undergraduates Admissions - St. Peter's and Brasenose College, University of Oxford
2016-2018	Casual Research Assistance at CESS - Nuffield College, University of Oxford
2015-2016	Ph.D pre-selection committee - UNU-MERIT, Maastricht University
2013-2015	Weekly seminar organization (Convenor) - UNU-MERIT, Maastricht University

Refereeing

Journal of Economic Behavior & Organization, International Economic Review, Philosophical Transactions of the Royal Society B, European Economic Review, Energy Research & Social Science, Scientific Reports, Journal of Behavioral and Experimental Economics, Journal of Human Resources, People and Nature, Journal of the Royal Society Interface.

Grant evaluation

Reviewed and evaluated grant proposals for *Norwegian Research Fund, Swiss National Science Foundation, Leverhulme Trust*

PRESENTATIONS

Invited talks

2025 (incl. scheduled)	Wageningen University (seminar), University of Amsterdam (seminar), University of Portsmouth (seminar), UCL (keynote for summer school), WZB (seminar), Innsbruck (seminar, December), Green Game Summit 2025 (industry talk, London)
2022	TU Berlin (Berlin), HEC Lausanne (Lausanne)
2022	Seminar at Villars Symposium (Villars Institute, Villars sur Ollon)
2021	European School of Administration (Bruxelles) (keynote)
2020	UNSW Business School (Sydney) (keynote)
2018	Centre for Experiment Social Sciences (Flame University, India) (seminar)
2016	Nuffield CESS (University of Oxford), UCL Seminar (UCL, London), Seminar DSEI (University of Florence, Italy), MLSE Seminar (Maastricht University, Maastricht)

Conference and workshops presentations

2025	International Conference on Environmental Psychology 2025, BEES 2025, Corporate Reputation Symposium 2025
2024	International Behavioural Public Policy Conference, Santa Fe EPE network (Univ. of Mexico), BEES 2024 (University of Florence)
2023	Interdisciplinary Conference on Social Norms (Nuffield College), IMEBESS, INET seminars, EAERE, FSR Climate Annual Conference
2022	Political economy of inequality in the sustainability transition workshop (TU Berlin)
2021	Environmental Social Sciences workshop (Nuffield College), European Association of Labour Economists (Univ. of Padua)
2018	Behavioural Finance Working Group Conference (Queen Mary Univ. of London)
2016	IMEBESS (Nuffield College and LUISS-Rome)
2015	ASFEE (Paris School of Economics)