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I am a behavioral scientist studying decision-making under uncertainty in individuals, groups, and organizations. My work combines incentivized laboratory, online, and field experiments, agent-based simulation, and formal theoretical models to address questions in sustainable behavior, social preferences and norms, intergenerational resource management, organizational learning, and institutional design.

Research interests: behavioral and experimental economics, environmental and sustainability behavior, social preferences and social norms, collective-risk and intergenerational dilemmas, behavioral strategy and organizational learning, field and laboratory experiments, agent-based modeling.

Academic Positions

University of Trento, Department of Economics and Management **Trento, Italy**

Postdoctoral Research Fellow

Feb 2025 – Feb 2026

PRIN 2022 Project “*Saving natural resources: an experimental-behavioral approach to intertemporal environmental decisions*”. Designed and programmed intergenerational decision experiments; managed data collection on Prolific; conducted analysis in R and Python; co-authored manuscripts.

Scientific Coordinators: Prof. Sandro Casal, Prof. Luigi Mittone.

University of Trento, Department of Economics and Management **Trento, Italy**

Postdoctoral Research Fellow

Feb 2023 – Feb 2025

CARITRO Project “*Governance and Environmental Sustainability: an experimental laboratory for organizations in the Province of Trento*”, in collaboration with the Trento Chamber of Commerce. Designed experiments; conducted statistical analysis; results published in *Futures*.

Scientific Coordinator: Prof. Luigi Mittone.

Teaching Experience

University of Trento, Department of Economics and Management **Trento, Italy**

Teaching Assistant — Lab 1: Market Analysis (English)

2023 – 2025

Undergraduate course, 3 editions, with Prof. Matteo Ploner. The course is structured in two parts: the first equips students with the conceptual and quantitative tools to analyze market structures — demand and supply dynamics, competitive equilibria, pricing mechanisms — using standard microeconomic frameworks; the second asks student groups to apply those tools to real firms and industries, working with corporate documents and industry reports to reconstruct how firms position themselves strategically and communicate that positioning to different audiences.

- Supported the full case-study process: helping groups identify and read relevant materials, build their analytical framework, and present findings clearly.
- The firm case study is the component students consistently report finding most useful, as it forces them to connect abstract models to how organizations actually operate in their markets.

University of Trento, Department of Economics and Management **Trento, Italy**

Teaching Assistant — Laboratorio di Analisi dei Mercati (Italian)

2019 – 2025

Undergraduate course, 5 editions; same course taught in Italian across different degree programmes. Worked with instructors Matteo Ploner, Lucia Gatti, and Nadia Laura Von Jacobi, adapting the level and format of instruction to different student cohorts and different emphases from the course coordinators.

University of Trento, Department of Economics and Management **Trento, Italy**

Tutor for Exercises — Introduction to Economics

2025

Exam practice sessions and support to the main lectures.

Student evaluations (*current academic year, first term; partial — some students evaluate at the summer exam session*):

- *Lab 1: Market Analysis* (Prof. Ploner), 59 students — overall satisfaction: 96.5%; supplementary educational activities: 96.2%.
- *Market Analysis Laboratory* (Prof. Gatti), 49 students — overall satisfaction: 87.8%; supplementary educational activities: 95.8%.

- Percentages are the combined share of the two positive options on a four-point scale; the supplementary-activities item covers tutoring, the only such activity offered in both courses.

Teaching methods: Comfortable teaching in person and online, using interactive presentation platforms, digital collaboration spaces, video conferencing environments, and online experiment platforms. Strong emphasis on data-driven work: students use statistical tools in R or Excel to describe and interpret real market data, with analysis tasks framed around business decisions rather than abstract exercises. Recently began encouraging critical, deliberately prompted use of AI tools to check understanding and sharpen written arguments; interested in developing live oTree-based classroom tasks that let students observe well-known behavioral biases firsthand before discussing them.

Research Collaborations

Laboratory for Agent-Based Social Simulation, CNR

Roma, Italy

Research Collaborator

Jun 2026 – Dec 2026

Co-authoring two experimental studies on decision-making under uncertainty and climate-related collective risk:

- Lab-in-the-field:* collective versus individual responses to a shared threat (an “(in)dependence” dilemma), fielded across communities differentially exposed to a climate-related natural disaster.
- Laboratory experiment:* emergence of social norms and their effect on behavior in a nested collective-risk dilemma under environmental disaster risk with unknown probabilities.
- Roles across both: experimental design and power calculations; pre-registration; oTree programming; data analysis and visualization; data-collection support.

University of Padova, Dept. of Economics and Management “Marco Fanno” Padova, Italy

Research Collaborator

May 2026 – Jun 2026

Programming and deployment of a laboratory experiment on supply-chain decision-making.

- Experimental software programming in oTree; data-collection support.

Education

University of Trento

Trento, Italy

Ph.D. in Economics and Management

Nov 2018 – Dec 2022

Thesis: *Three Essays on Exploration and Exploitation: Behavioral Insights and Individual Decision-Making*

Supervisors: Prof. Luigi Mittone (University of Trento) and Prof. Azzurra Morreale (LUT University, Finland)

University of Salerno

Fisciano (SA), Italy

Master’s Degree in Government and Public Administration (LM-63)

Jan 2015 – Jun 2017

Grade: 110/110 *cum laude*. **Supervisor:** Prof. Roberta Troisi; **Co-supervisor:** Prof. Adalgiso Amendola

University of Salerno

Fisciano (SA), Italy

Bachelor’s Degree in Administration and Organization (L-16)

Sep 2011 – Dec 2014

Grade: 110/110 *cum laude*. **Supervisor:** Prof. Roberta Troisi

Publications

2025: Guida, V., Klaser, K., & Mittone, L. Building sustainable futures through soft institutional interventions in the climate change context: an intergenerational experiment. *Futures*, 103531.

2025: Klaser, K., Guida, V., & Mittone, L. Governance e sostenibilità ambientale. *Economia Trentina*, 1/2025, 26–30. (*Reachout publication*)

2024: Guida, V., Mittone, L., & Morreale, A. Innovative search and imitation heuristics: an agent-based simulation study. *Journal of Economic Interaction and Coordination*, 19(2), 231–282.

2018: Troisi, R., & Guida, V. Is the appointee procedure a real selection or a mere political exchange? The case of the Italian Health-Care Chief Executive Officers. *Journal of Entrepreneurial and Organizational Diversity*, 7(2), 19–38.

Working Papers & Work in Progress

Benuzzi, M., Guida, V., Morreale, A., & Mittone, L. Can AI curb the disposition effect? An experimental study with ChatGPT.

Benuzzi, M., & Guida, V. Organizational decisions and financial returns: real earnings management in an NK framework.

Guida, V., Fulci, A., & Danese, G. Firm adaptation to climate change: insights from stochastic modeling with a simulation study.

Guida, V., Casal, S., Mittone, L., & Morreale, A. Intertemporal exploitation of natural resources with overlapping generations: an experimental approach.

Conferences & Seminars

Feb 2026: Workshop “*Acting for Tomorrow: Evidence and Behavioral Insights for Managing Shared Resources*”, University of Trento

Dec 2025: *II Symposium on Advancing Sustainability Research with Experimental Methods*, University of Padova

Jun 2025: Society for the Advancement of Behavioral Economics (SABE) Annual Conference, University of Trento

Jun 2024: TOM Society Annual Meeting, ESSEC Paris

Sep 2023: WINIR Conference, Catania

Aug 2023: TOM Society Annual Meeting, Harvard Business School, Boston

Conference & Workshop Organization

Feb 2026: Workshop “*Acting for Tomorrow*”, University of Trento. *Member of Organizing Committee*

Dec 2025: *II Symposium on Advancing Sustainability Research with Experimental Methods*, University of Padova. *Member of Scientific Committee*

Dec 2024: *Symposium on Advancing Sustainability Research with Experimental Methods*, University of Padova. *Member of Scientific Committee*

2021: *CEEL Workshop on Decision-Making*, University of Trento. *Member of Organizing Committee*

Lab Affiliations

Computational and Experimental Economics Laboratory (CEEL) University of Trento, Italy

PhD Student & Postdoctoral Researcher

2018 – 2025

One of Italy’s longest-standing experimental economics laboratories; known for interdisciplinary research on economic behavior, cognition, and decision-making.

Viipuri Lab for Behavioral and Experimental Research

LUT Business School, Finland

Research Collaborator

Affiliated through doctoral co-supervision and ongoing research collaboration with Prof. Azzurra Morreale.

Professional Memberships

Since 2023: TOM Society (Theoretical Organization Models) — international research community in formal modeling of organizations, founded with the intellectual guidance of James G. March.

Skills

Statistical analysis: R — data analysis and statistical modeling (*Advanced*); Python — data wrangling and analysis (*Advanced*)

Simulation: Agent-based modeling with Python *Mesa*; Monte Carlo and stochastic simulations in R and Python (*Advanced*)

Experiment design: *oTree* — programming and deployment (*Advanced*); *OpenAI* API integration (*Advanced*); HTML, CSS, JavaScript (*Intermediate*)

Text analysis: Web scraping via *BeautifulSoup* (*Basic*); NLP via *NLTK* (*Basic*)

Typesetting: *L^AT_EX* (*Advanced*)

Languages

Italian: Native • **English:** C2 — *Self-assessment*