

# Surveys relating Environmental Policies, Environmental-Economic Performances and Innovation behaviour: *Design Challenges and Empirical insights*

9 March, 2026, Aula Magna  
Via Voltapaletto, 11 | University of Ferrara

9:00 - 9:30 Registration

9:30 - 10:30 Keynote speaker

Annarita Colasanto “Circular economy and sustainability: a multidimensional analysis based on survey data”

10:30 - 12:00 Session

Chair: Elena Mazzardo

Giuseppe Rocco “Willingness to Pay and Willingness to Accept for Ferrara’s Walking School Bus: A Behavioural Economics Analysis”

Giulia Fontanelli “Investigating the Impacts of Innovation on Firm Performance with Regulatory Push-Pull Effect: Empirical Evidence in Emilia-Romagna”

Elena Mazzardo “From Pro-Environmental Goal Clarity to Green Job Crafting: The Roles of Environmental Satisfaction and Overall Justice”

Giulio Valerio Corbelli “Sustainability, Innovation and Inclusion in the Italian Startup Ecosystem: Survey-Based Evidence from Italy”

Myra Chan “How can corporate social irresponsibility (CSI) information be used for good outcomes”

12:00 Light Vegetarian Lunch



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