

Curriculum Vitae

INFORMAZIONI PERSONALI

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AMBITI DI RICERCA

Raffaella Misuraca, Ph.D.

Dr. Raffaella Misuraca is a Researcher in Psychology in the Department of Political Sciences and International Relations – University of Palermo. Her research interests lie at the intersection of consumer behavior and decision-making, with special focus on how choice overload, choice architecture, and individual difference (such as the maximizing tendency) influence consumers' choice and satisfaction. Collaborating with researchers from universities in the US and Europe, her work is published in peer-reviewed psychology and marketing journals such as the Journal of Experimental Psychology: Applied, Personality and Individual Differences, Acta Psychologica, Quarterly Journal of Experimental Psychology, Psychology and Marketing, and Journal of Consumer Marketing. Her research has also been featured in media outlets, such as the London School of Economics Business Review.

She has received her Ph.D. from the University of Palermo, Department of Psychology, in 2002. She conducted her post-doctoral research at the National Research Council – University of Bourgogne – France, in 2003.

She currently teaches undergraduate and graduate psychology courses at the University of Palermo and serves as an adjunct instructor at Washington State University and Portland State University in the United States.