

Carmela Donato is an associate professor at Roma Tre University, where she teaches Economics and Business Management. She has extensive international academic experience, having spent five years in the Netherlands, completing a Research Master in Marketing at the University of Groningen and later teaching in its Marketing program. In Italy, she taught at LUISS Guido Carli, delivering courses on Research Methodology for Marketing and Quantitative Methods for Management, and later served as an Assistant Professor at the "G. d'Annunzio" University of Chieti-Pescara, teaching Digital Marketing Principles, Digital Consumer Behaviour, and Economics and Business Management, as well as Quantitative Methods for the PhD program in Accounting, Management and Business Economics (AMBE).

Her research focuses on consumer behavior, with a strong emphasis on wellbeing. She examines how individual choices, emotions, and product design influence personal and collective wellbeing. She has analyzed the role of negative emotions, such as guilt and regret, in shaping consumer preferences and how emotional triggers improve decision-making. Her studies on sustainable consumption explore how eco-labels and sustainable packaging foster environmental responsibility and psychological fulfillment.

Methodologically, she specializes in quantitative research, employing experimental models and advanced data analysis to study consumer behavior and wellbeing. Her work on eco-label complexity demonstrates how visual and conceptual design elements influence trust, satisfaction, and pro-sustainability behaviors.

She has published over 19 articles in top-tier journals, including *Psychology & Marketing*, *Journal of Business Research*, and *Journal of Retailing and Consumer Services*. She has received several awards and serves on the Editorial Board of the *Journal of Business Research* and the *Italian Journal of Marketing*.